

Key Dates

CAMPAIGN STARTS

Saturday 1st June 2024

CAMPAIGN ENDS

Sunday 30th June 2024

What you need to know

CAMPAIGN TYPE

Lead Generation

CAMPAIGN FOCUS

Join

OFFER

FIRST 21 DAYS FREE WITH A 12-MONTH OR 18-MONTH MEMBERSHIP

Please refer to our Master Toolkit for detailed information on executing a successful marketing campaign. View the toolkit [here](#).

CAMPAIGN OBJECTIVE

Primary Objective - Drive leads and growth in new joins to 12- and 18-month memberships through first 21 days free incentive.

Secondary Objective - Position Fernwood as a premium and supportive womens-only health club.

CAMPAIGN LEADS

Prospective leads will be encouraged to fill out the following lead form to join and receive their first 21 days of membership for free.

[Campaign Lead Form - Click here.](#)

** Note: lead forms will be live 2 weeks before the campaign start date*

OPERATIONS

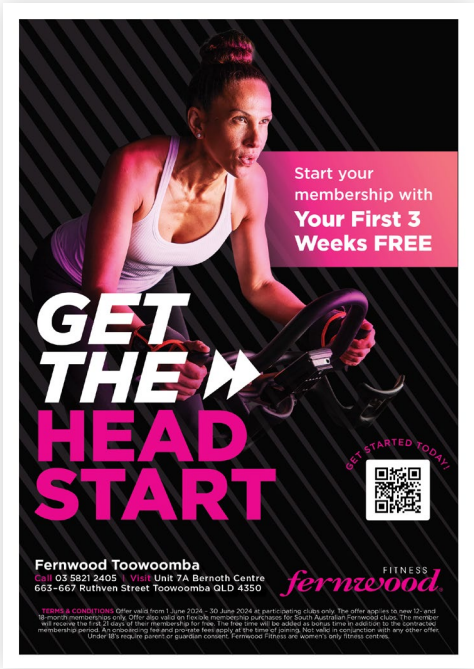
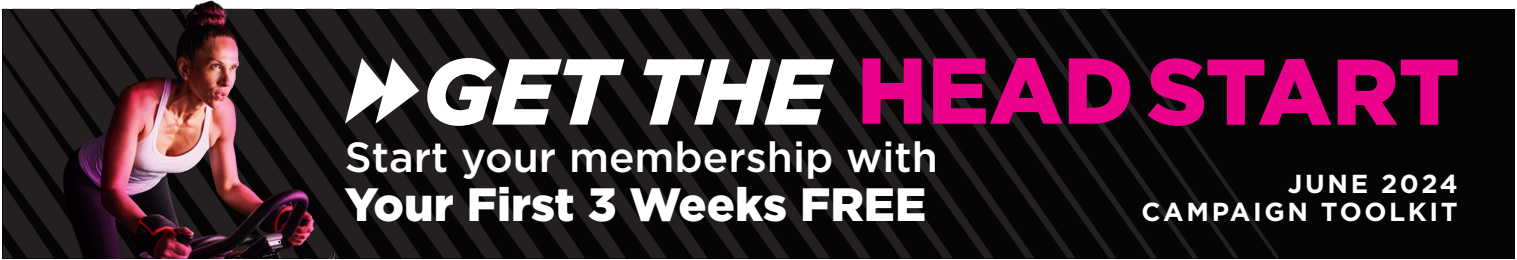
CAMPAIGN CODES

ONLINE JOINS

No code required. The 21 days will automatically apply.

IN-CLUB JOINS

Use code **HEADSTART** to apply the 21 days free.



Marketing collateral and resources

The NSO Marketing team will provide a set of marketing assets to support the campaign via Canva. [Click here.](#)

+ A5, A4, A3 & A1 Posters

+ VMO Screens

+ DL Flyer

+ Instagram & Facebook Post (Static and Video)

+ Facebook Cover Image

+ Email Banner (Talkbox)

+ Email Signature (Staff Email Signatures)

TERMS AND CONDITIONS

Offer valid from 1 June 2024 – 30 June 2024 at participating clubs only. The offer applies to new 12- and 18-month memberships only. Offer also valid on flexible membership purchases for South Australian Fernwood clubs. The member will receive the first 21 days of their membership for free. The free time will be added as bonus time in addition to the contracted membership period. An onboarding fee and pro-rata fees apply at the time of joining. Not valid in conjunction with any other offer. Under 18's require parent or guardian consent. Fernwood Fitness are women's only fitness centres.

COMMUNICATIONS

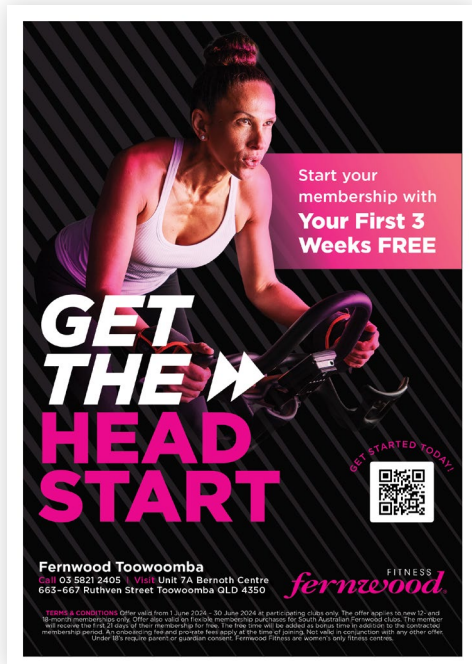
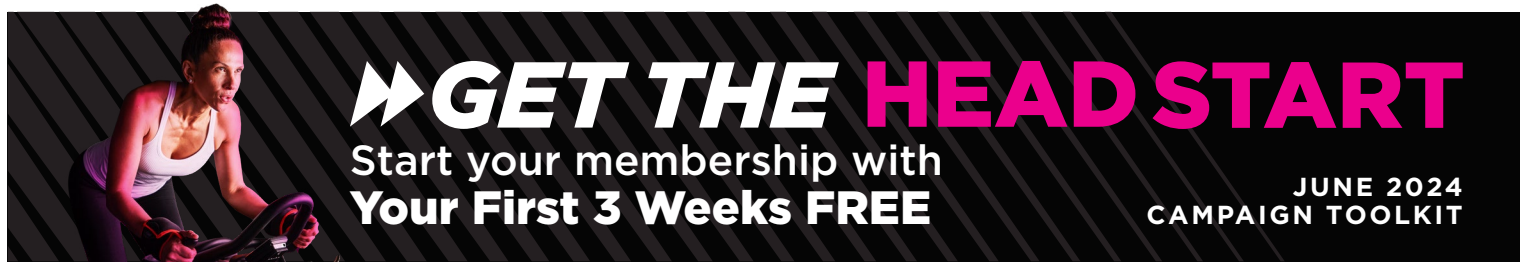
The following national emails will be sent out on behalf of all Fernwood clubs in June (excluding those that have opted out).

Date	Type
Monday, June 3	June campaign launch EDM
Target Audience	
<ul style="list-style-type: none">➤ Contacts, leads, prospects- last two years➤ Past trials - last two years➤ Cancelled members - last two years	
Date	Type
Sunday, June 16	National newsletter
<i>**All clubs to remain opted in**</i>	
Target Audience	
<ul style="list-style-type: none">➤ Active & frozen members – last visit within 45 days➤ Contacts, leads, prospects, active trials – last two years➤ Past trials – last two years➤ Cancelled members – last two years	

HOW TO SELL THE CAMPAIGN

Sales Tips:

+ Call any leads immediately when they come through to book a club tour using the scripts in the manual focusing on goals #1 and trying to book a tour #2.



- + Avoid discussing prices and offers by saying “We will go through all of the details in the club tour” or “That’s why we book a club tour, to show you around the club and go through all of the details.”
- + Your prospect lead is the most motivated within the first 24 hours that they come through.
- + Do not take your lead for granted – they most likely will be searching for information from 2-3 fitness options.
- + Use the 2 option close to book a club tour “morning or afternoon”.
- + Avoid sending any enquiry information or timetables as this will make it almost impossible to get them on the phone or to book a tour (as the tour is where the information is usually given out and rapport built).
- + Use the GTKY form and ask deeper more specific questions about their goals. “Tell me more about that”

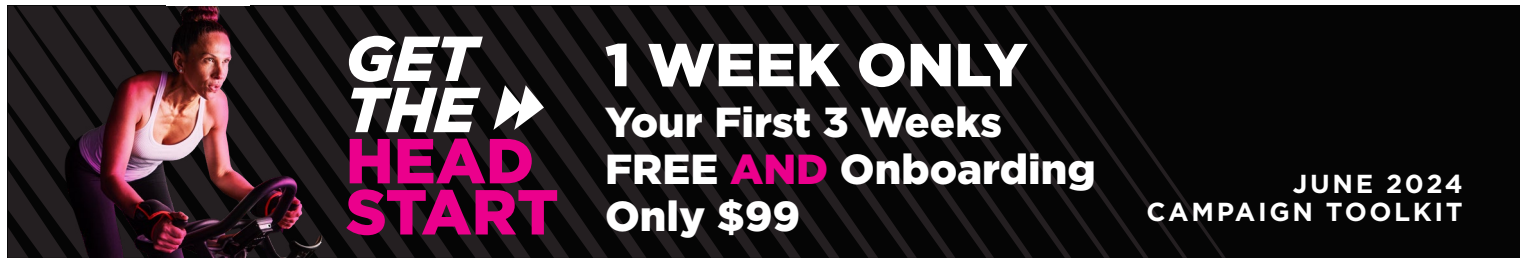
- + Get the specific goal and deadline they want to achieve their goals by.
- + On the tour, tie in their goals with what they will use to solve their problem. Give recommendations.
- + Suggest two memberships “From what you have said, I recommend the Focus and the Flourish membership. Focus is a small 12 months at \$____ a week and Flourish is our 18 month loyalty rate of \$____ a week. Both usually have an onboarding fee of \$XXX and you get \$XXX off and the first 3 weeks free when your get started today. **There is no better time to get started.** Which option suits you best?”

Upselling:

- + Encourage your prospect to spend the savings from the 21 days free on other services to boost their results like HYPOXI, Personal Training, FIIT30 or Reformer.

Closing:

- + Close the sale out on the day – NO ONE needs to think about it – what they need is to take action and they need you to motivate them to do it. Be inspiring! Ask “Is it the membership or the services that is concerning you?” Use the follow up system in the manual to ensure they are receiving regular service calls.
- + If someone wants a shorter term membership, ask them “Is there a particular reason why you need a shorter term membership?” Solve the objections with solutions and ask them to get started again “So which option are you leaning towards?”.
- + Try close the sales out on the day that they come in so you can manage the close out week better with new urgent leads coming through.
- + Ensure you are managing lead call scheduling and making sure they are not falling into default on a weekend. For example, if you don’t have the staff rostered to maintain the call volume scheduled.



Key Dates

CAMPAIGN STARTS

Monday 24th June 2024

CAMPAIGN ENDS

Sunday 30th June 2024

What you need to know

CAMPAIGN TYPE

June EOFY Close Out Offer

CAMPAIGN FOCUS

Join

OVERVIEW

The June campaign will be supported with an EOFY close out offer.

Offer: The offer is a discount on the onboarding fee of only \$99, on top of the June campaign offer of 21 days free when you join a 12- or 18-month membership.

OPERATIONS

Offer: \$99 onboarding fee, plus the 21 days free when you join a 12-or 18-month membership

Period: Monday 24th June - Sunday 30th June 2024

Code: EOFY24

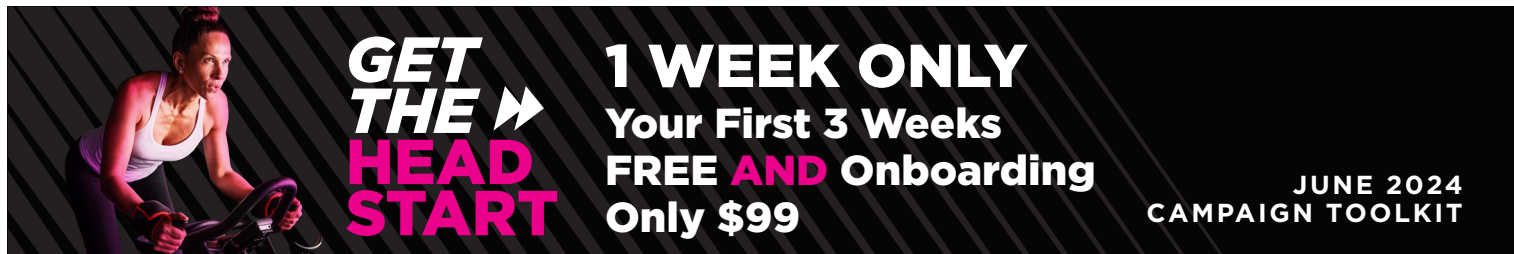
Please use this code for in club membership sign ups, when leads sign up online the discount will be automatically applied at check out.

Opt In Process: Email Helpdesk to OPT IN, by no later than **Friday 14 June**.

MARKETING MATERIALS

The NSO Marketing team will provide a set of marketing assets to support the campaign via Canva.

View the assets [here](#).



COMMUNICATIONS

The following national emails will be sent out on behalf of all Fernwood clubs in June (excluding those that have opted out).

Date	Type
Monday, June 24	**Only for clubs who have opted in**
Target Audience	
<ul style="list-style-type: none">➤ Contacts, leads, prospects- last two years➤ Past trials - last two years➤ Cancelled members - last two years	

HOW TO CONVERT THE EOFY THE CAMPAIGN

Sales Tips:

- + Suggestion for June close out: add \$99 off onboarding if they start before 30th June.
- + Expect call volume to go up during the last week of the month so plan for this and avoid staff taking leave.
- + Roster sales staff Saturday and Sunday 8.30am-1.30pm (longer if you need it) to make the close out calls and sales.
- + Send out your close out message on Wednesday 26th June and do a close out for June.
- + Use the code **EOFY24** for this offer and send a close out message with a link to buy online as well.
- + For paid social media ads, make sure the call-to-action links to join online as close out is a Sunday.
- + “EOFY Sales Plus Bonus! Start now on your health and fitness journey and you’ll receive a bonus saving with onboarding reduced to only \$99 plus 21 days free before 1pm in club or midnight online June 30th. Call XXXX or link to [here](#).
- + “End of feeling yukky sale! Start now on your health and fitness journey and you’ll receive a bonus saving with onboarding reduced to only \$99 plus 21 days free before 1pm in club or midnight online June 30th. Call XXXX or link to [here](#).
- + “Start feeling amazing sale! Start now on your health and fitness journey and you’ll receive a bonus saving with onboarding reduced to only \$99 plus 21 days free before 1pm in club or midnight online June 30th. Call XXXX or link to [here](#).