

MONTHLY CLUB MARKETING PLANS

PAGE 1

Month:

New member offer: <i>Join now and get your first month free!</i>	4 ways to communicate the new member offer (Eg: Facebook, mail drop, call centre, school fete) <ol style="list-style-type: none">
Referral offer:	4 ways to communicate the referral offer (Eg: in-club display, flyers on magazines, newsletters) <ol style="list-style-type: none">
Outreach: <i>Set an expectation</i> › How many days you want the staff doing this = how many opportunities you list here. Could be 4 (once a week) or might be 8 (twice per week).	8 outreach opportunities for the month (Eg: magazine handouts, cinema night, corporates) <ol style="list-style-type: none">
Call lists:	Date range: Offer: Date range: Offer:
Retention activities:	4 ways to create member community and retention for the month (Eg: member appreciation day, product sampling times, Les Mills launches) <ol style="list-style-type: none">
FIIT30 offer/focus: <i>Upgrade FIIT30 challenges</i> <i>FIIT30 referrals – bring a friend</i>	
PT offer/focus: <i>Summer Sculpt</i>	
Beauty offer/focus:	
Cell IQ offer/focus:	