



LOCAL AREA MARKETING TOOLKIT

STRONG
WOMEN.
REAL
RESULTS.



JOIN OUR FIIT30 COMMUNITY

LED BY EXPERT TRAINERS

| **FITNESS**
fernwood®

OVERVIEW

TYPE: Lead generation

OFFER: Find out more about FIIT30

The purpose of this promotion is to generate FIIT30 leads, while also highlighting the vast and varied service offering at your Fernwood club.

The lead landing page does not have a specific offer, but instead creates awareness of and interest in FIIT30 as a premium service offering, with a call to action to fill out the form to find out more.

Clubs can activate marketing for FIIT30 at any time of year and should ensure it aligns with any national marketing activities and campaigns, as well as their local marketing strategy.

MARKETING & COLLATERAL

Lead form URL: <https://www.fernwoodfitness.com.au/fernwoodfiit30>

How lead will appear in Exerp CRM: FIIT30 General Enquiry

Creative to promote your FIIT30 offer available on Canva here:

<https://www.canva.com/folder/FAEoK3tld-o>

- Posters
- DL flyer
- Email banners
- Social media images
- Social videos

SALES/LEADS TIPS

FIIT30 is Fernwood's premium small group training program offering woman the opportunity to achieve stronger results in a shorter timeframe with specialized workouts designed just for women. These workouts are an ideal option for busy working women who want to get fitter faster.

There is no better way to gain an understanding of FIIT30 than to actually participate. Prior to launching your campaign, why not sweat it out as a team in a FIIT30 session? Then, brainstorm a strategy to make your campaign a huge success. Propose questions to the team:

- What is FIIT30?
- Who is it for?
- What are the benefits of FIIT30?
- How many weekly sessions are recommended?
- How many weekly sessions do we have in club?
- How much is it?
- How can we attract the local community to try FIIT30?
- How can we attract small local sporting teams to trial a FIIT30 session?
- What other small groups exist in the local community who may want to try FIIT30?
- What is our outreach plan to spread the word?
- How do we ensure all leads are followed up and booked into a FIIT30 session?
- What is our plan to convert prospects to membership + FIIT30 directly after the session?
- What is the drop close? 12/18-month membership without FIIT30?
- What is our internal plan to get members booked in to try FIIT30?
- What is our plan to upgrade members directly after the session?
- What is the internal plan to get members to refer their friends and family?
- How do we make sure that everyone has a great experience in FIIT30?

To ensure success with this campaign, clubs should ensure they have a strong FIIT30 offering in club.

Timetable

When tweaking your timetable, you will need to consider your existing capacity. You might like to consider offering FIITRIGHT, FIITMAX and FIITBOX sessions to mix up your timetable in addition to the standard FIIT30 sessions.

Similar to what we do with group fitness, scheduling a FIIT30 morning, with multiple sessions back-to-back and multiple trainers can create a fun vibe! You might like to schedule this to kick off your campaign, or to end with a bang with some great upgrade offers.

Booking an appointment or trial FIIT30 session

Follow up all enquiries and book them in for a complimentary FIIT30 session. If you can't catch them by calling, consider using SMS. Would they like to bring a friend along?

The best time for a prospect to join is while they are on a high after their FIIT30 session and they are still in the club. A membership consultant can meet and greet them at reception (first impressions are important. You have 7-27 seconds).

1. Move to a comfortable place in the Members' Lounge to complete a health screen.
2. Do a needs analysis (build rapport and discuss goals)

3. Before you get up, explain what will happen at the end of the session.
 - *"Let's head over and I will introduce you to Sophie who is the trainer taking this morning's FIIT30 session. At the end I will come back to meet you and see how you enjoyed the work out. I also have a special gift to give you to say thank you for coming into Fernwood this morning."*
4. Walk them over to the FIIT30 space and introduce them to the trainer.
5. The trainer should be aware of the FIIT30 awareness campaign and that in most of their sessions they will have non-members participating.
6. All Fernwood trainers will of course deliver AMAZING FIIT30 sessions resulting in prospects feeling motivated to continue on after their first session.
7. Make sure you are waiting for them just as the session is ending. Did they enjoy it (of course)?
8. Head back to the Members' Lounge where you can sit down together and give them their thank you gift.
 - *"I'm so happy you loved the FIIT30 session. After speaking with you earlier I know that you are wanting to (insert goal) so I would recommend you get started on (membership option). To say thank you for coming in today I would also love to offer you 2 weeks of FIIT30 for FREE when you get started. How does that sound?"*
9. If after attempting to overcome objections they would like to think about it, you may consider holding the offer open for 48 hours.
10. Be sure to follow up. A video message would be a great follow up tool. Even better, how good would it be to send a video message from the trainer?! Post workout tips etc. Make sure to include a referral element to your FIIT30 campaign!
11. Target FIIT30 members to bring their friends and spread the word amongst all members to bring their friends to try FIIT30 with them.

SOCIAL & DIGITAL TIPS

Set up social ads to promote FIIT30 at your club:

- Create your club-specific assets using Canva
- Brief Nathan with at least 7 working days' notice
 - Send Nathan your edited/downloadable assets or link to Canva folder
- Ensure your sales staff review the CRM task title so they know the lead has enquired about FIIT30 and can offer advice around this service
- Create social posts on your feed with content from your FIIT30 sessions (with participant approval)
- Create posts with content about FIIT30 to educate women about the benefits of FIIT30 (you can copy this from the Fernwood website)

COMMUNICATIONS TIPS

Create a communications plan before you start scheduling your communications.

Decide on:

- How many communications you are going to send (max 3 in a short period of time)

- When (spread out your communications over a few weeks)
- Audience (contacts, leads, prospects, active trials, past trials, cancelled members)
- Email or SMS (or both)

Select a FIIT30 or Fernwood branded template in Talk Box and add:

- A relevant image from Canva
- Landing page URL (add as a button)
- Call to action: Find out more/ Limited time offer

You can use the copy on the lead form website page to include in your email, as well as a special offer for FIIT30 (if you choose) that they can access by submitting a lead form.

SMS copy ideas:

- Hey [first name], get fitter faster with Fernwood [club name]'s FIIT30 sessions. Find out more [URL](#)
- Hey [first name], are you interested in 30-min high intensity workouts? Check out Fernwood [club name]'s FIIT30 sessions [URL](#)