

# NOVEMBER ONLINE SALES EVENTS TOOLKIT 2021

**Clickfrenzy  
Cybersale**



FITNESS  
*fernwood*®

# NOVEMBER ONLINE SALES EVENTS TOOLKIT 2021



## CAMPAIGN OVERVIEW

November is a key time of year for online sales events. Fernwood clubs are encouraged to capitalise on these events by promoting their own exclusive online offer for their club.

Your club can submit a local membership offer (via the Fernwood Helpdesk) to be activated against the following online campaign codes:

- **CLICKFRENZY** (available to shop online **Tuesday 9 November**: 1-day sale)
- **CYBERSALE** (available to shop online from **Friday 26 November to Monday 29 November**: 4-day sale. Inclusive of both Black Friday + Cyber Monday)

## KEY DATES

### TUESDAY 2 NOVEMBER

- Last chance to submit your local club offer for **CLICKFRENZY** 1-day sale via the Fernwood Helpdesk for Exerp set up.

### TUESDAY 9 NOVEMBER

- Click Frenzy 1-day offer

### FRIDAY 26 NOVEMBER

- last chance to submit your local club offer for **CYBERSALE** 4-day sale via the Fernwood Helpdesk for Exerp set up

### FRIDAY 19 NOVEMBER - MONDAY 29 NOVEMBER

- Black Friday 4-day sale (inclusive of Black Friday + Cyber Monday)

## TERMS & CONDITIONS

### CLICK FRENZY

Offer valid on Tuesday, 9 November 2021. Offer available online only at [fernwoodfitness.com.au/join](https://fernwoodfitness.com.au/join). Offer valid on \_ **\*club to enter\*** \_\_\_\_\_ memberships only. Not valid in conjunction with any other offer. Offer available at Fernwood \_ **\*club name\*** \_\_\_\_ only. Fernwood Fitness clubs are women's only fitness centres.

### CYBER SALE

Offer valid from Friday 26 November to Monday 29 November, 2021. Offer available online only at [fernwoodfitness.com.au/join](https://fernwoodfitness.com.au/join). Offer valid on \_\_\_\_ **\*club to enter\*** \_\_\_\_\_ memberships only. Not valid in conjunction with any other offer. Offer available at Fernwood \_ **\*club name\*** \_\_\_\_\_ only. Fernwood Fitness clubs are women's only fitness centres.

Be sure to add these T&Cs to any emails, landing pages, posters etc

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## ONLINE OFFER IDEAS INCLUDE

- Join today and save 10%
- Join today and save 15%
- Join today and save 20% (recommend not discounting more than 20%)
- Add up the discount for a strong call to action
- Join today and save 15% could also be: Join today and save \$208 (a \$4 a week savings x 52 weeks)
- Join and save over \$400 – this could be a combination of a reduced weekly fee and a discounted activation fee
- Join today and get your first month free
- Join today and pay nothing for the rest of 2021
- Join today and receive a \$100 voucher to spend on in club services such as Personal Training or Reformer Pilates (make sure you add a minimum spend and voucher expiry in T&Cs)

**Your club may choose to feature one particular **core offering** and create an offer around this, for example:**

**Join Fernwood \_\_\_\_\_ today and receive a month of reformer Pilates free OR**

**Get 15% off Reformer Pilates memberships**

## PROCESSING 5-DAY PASS IN EXERP

**When submitting your local offer/s for either **CLICKFRENZY** or **CYBERSALE** via the Fernwood Help Desk [helpdesk@fernwoodfitness.com.au](mailto:helpdesk@fernwoodfitness.com.au) Please be sure to include the following details:**

- What is your discount or value add offer?
- Which membership subscription/s is the offer valid on?

**Please note:** You cannot adjust the campaign code names or sale time periods. Don't forget to submit your offer/s to the Fernwood Help Desk prior to these cut off times:

### **TUESDAY 2 NOVEMBER**

- Last chance to submit your local club offer for **CLICKFRENZY** 1-day sale via the Fernwood Helpdesk for Exerp set up.

### **FRIDAY 19 NOVEMBER**

- Last chance to submit your local club offer for **CYBERSALE** 4-day sale via the Fernwood Helpdesk for Exerp set up.

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## HOW USERS WILL REDEEM OFFERS ONLINE

Users will be able to shop your offer online during the sale periods by entering the campaign code **CLICKFRENZY** or **CYBERSALE** via our [online checkout](#)

Campaign Code (optional)

CLICKFRENZY	ADD
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Campaign Code (optional)

CYBERSALE	ADD
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## PROCESSING OFFERS IN EXERP POS

While these sale events are promoted for online redemption only, the **CLICKFRENZY** and **CYBERSALE** campaign offers will also be available for you use in-club at POS.

When processing your membership in Exerp, enter the correct code in the Membership Sale App when selecting your membership. This will automatically apply your offer to the selected memberships and update in the Membership Summary page when processing.

Enter campaign code

Campaign code

Cancel Ok

Enter campaign code

Campaign code

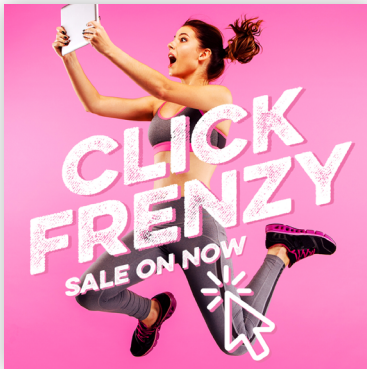
Cancel Ok

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## MARKETING COLLATERAL

Editable creative to promote both CLICK FRENZY + CYBER SALE is now available on Canva under Folders > Local Area Marketing > November Online Sales Events, including:



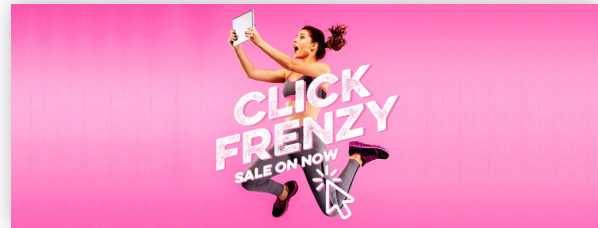
SOCIAL MEDIA TILES // CLICK FRENZY



SOCIAL MEDIA TILES // CYBER SALE



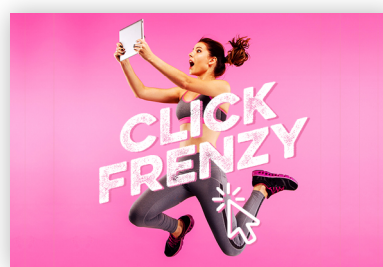
FB COVER // CYBER SALE



FB COVER // CLICK FRENZY



A1, A3, A4 POSTER // CYBER SALE



EDM // CLICK FRENZY



DL FLYER // CYBER SALE

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## SUGGESTED OFFER COPY

### CLICK FRENZY

- One-day sale
- Join the health club women love
- Group fitness, strength, HIIT, yoga & Pilates
- Get it all at Fernwood
- Enter the campaign code CLICKFRENZY at checkout.
- Join now

### CYBER SALE

- 4-day sale
- Come for the fitness, stay for all the bonus perks
- Group fitness, strength, HIIT, yoga, Pilates, free breaky and more!
- Get it all at Fernwood
- Enter the campaign code CYBERSALE at checkout
- Join now

## CREATING A UNIQUE ONLINE JOIN URL

When promoting your **CLICKFRENZY** or **CYBERSALE** offer, it's a good idea to link your unique club online join URL. You can do this by adding your clubs Exerp ID number at the end of the online join URL. See example below for Fernwood Albury:

<https://www.fernwoodfitness.com.au/join?club=201>

You can find your clubs Exerp ID [here](#)

## SALES TIPS

**Every morning, all clubs receive an Online Join Report to their club inbox. This report details a list of users who have interacted with our online join shop within the last 30 days, including:**

- Users who completed the online join form but decided not to proceed with payment/continue with their purchase (abandoned cart)
- Users who completed the online join form and went to process their payment but reached an error (please refer to Error Type/Message column in your report).
- Users who completed the online join form and successfully processed payment – joined as a member (please refer to Completed Time column in your report).

We recommend keeping a close eye on this report during and after the November online sales events and contacting 'unsuccessful online join' attempts as you would a normal lead.

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**IMPORTANT NOTE:** not all online join users have selected to opt-in to marketing. You can check user's opt-in status in the last column of the Online Join Report. Please refer to our [Service Call Scripting](#) when contacting these users.

In Exerp CRM, you can also find all online join leads by clicking into **open > assigned to > all**. They will appear under the title **"Website - Online Join"**

**NOTE:** Online join leads must be assigned to the staff member 'Online Join API' because if the user does decide to complete their purchase and join online, the CRM task must already be assigned to a staff member otherwise the reporting in QLIK assigns the sale to no one.

The data in your online join report is generated from live data at time of opening so simply open the link again to refresh the data.

The report link will remain the same each day. This email is simply a prompt to check for new users each day and follow up accordingly.

- Members: share with friends and family members
- Past members: no better time to come back
- Leads: no better time to get started
- Local community: see for yourself why Fernwood are the experts in womans health and wellness
- Staff: share this offer with all of your friends and family members  
(offer a fun incentive to the team member who joins the most friends or family members).

## SMS

- Use two-way SMS to get to your hot leads faster. This is a brilliant way to reduce phone call hours if staffing/roster do not permit
- Emojis can be a fun way to add personality to your SMS
- If you do use emojis, consider tailoring your audience as the emoji may boost the cost of your SMSs. Most emojis are 125 characters.

## ONE DAY SALE MANTRA

**Is what I'm working on going to result in an appointment, a lead, a sale or an upgrade today?**

- *If YES, keep doing it!*
- *If NO, change your activity to something that will!*

Hit the phones, chat to members, get outdoors for some outreach and spread the word.