

CREATING CALL LISTS

Call list campaign ideas

- 11-month-old enquiries
- Birthday enquiries
- Cancelled members' birthdays
- Groups of cancelled members (three-month blocks spread throughout the year e.g. Jan-March 2018)
- Groups of ex-enquiries similar to above

How to best run a call campaign in club?

- Choose your target audience i.e. birthdays, cancelled members, part trials etc.
- Choose your offer. If they are cold leads that you need to re-engage, let's not hit them directly with an offer. Offer a trial class, gift or exclusive event for a fundraiser, new class etc.
- Send an email at the start of the month to the call list
- Follow up with two-three calls throughout the month
- Target a Facebook ad to each list, reiterating the offer
- Follow up with a 'hurry, last days' text towards the end of the month

Continue the above cycle every month with a new list and you will have constant activity with your colder database.

CALL STRUCTURE

- Be smart with your call scheduling. Check the time when your lead enquired as it's a good indication of when they may be free.
- Space out and block out call times throughout the day including AM and PM times.
- Ensure your club has a call guide – how often do we call a lead and when do we schedule future follow ups.
- Plant the seed to bring along a friend on the phone as it's the best way to increase their engagement with the club

Below is a simple LEAD phone enquiry formula to help qualify the leads over the phone and to assist in booking them in for an appointment or tour.

- L** Do they live or work locally?
- E** Are they exercising at the moment?
- A** What are they hoping to achieve?
"What I'd like to do now is make a time for you to come down and see our gorgeous club and meet with a membership consultant so they can help you further with your enquiry, go through our membership options and show you around our club."
- D** Do morning, afternoons or evenings suit you best?
Plant the seed for the member to bring down a friend. Why? Because we know at Fernwood when our members train with a friend, they often feel more comfortable, come to the more often and therefore helping them get results quicker.
Finish the call by pre-framing them about the digital GTKYF they will receive in their inbox shortly.
"Just keep an eye out in your emails for a digital GTKYF which we encourage you to fill out prior to coming into the club, as it's designed to save you time."