

FLASH SALES

OVERVIEW

Flash sales are an ideal way to hit your database with a limited time offer and drive a sense of urgency. While flash sales are a short-lived promotion, they also act as product promotion and brand awareness marketing.

Objectives of a flash sale:

- Leveraging an existing promotional period where consumers are expecting a sale or discount
- Boost revenue
- Increase month close out
- Increase brand awareness
- Attract new leads for future promotions

Make your flash sale offer clear and concise so consumers can easily understand what your product is, and the limited time offer.

FLASH SALE OFFER IDEAS

Here are some suggestions for different flash sale offers:

- Join today and save 10%-15% (Calculate the discount in \$ for a strong call to action. I.e. A 15% off offer could be 'That's a saving of \$208 or \$4 a week!')
- Join and save over \$400 – this could be a combination of a reduced weekly fee and a discounted activation fee
- Get free gym access when you purchase a Reformer Pilates membership
- 4 weeks of FIIT30 for \$X
- Join today and get your first month free
- 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 and receive a month of reformer Pilates free'* or *'Get 15% off Reformer Pilates memberships'*

*** NOTE: you may choose to promote your flash sale as an 'online exclusive offer' (I.e., Online exclusive offer! [Join online](#) this weekend and get 10% off 12-month memberships by entering the code FERNWOOD10 at checkout)

This can be particularly useful during times when staff may not be available in club (I.e., Easter, Christmas).

When briefing your flash sale offer to the Help Desk for Exerp set up (see more information below), your offer will always be set up for online and in-club redemption (unless you state otherwise).

TERMS AND CONDITIONS

Be sure to add T&Cs for your flash offer to any emails, landing pages, posters etc. See below an example of T&Cs that you can edit accordingly:

Terms & conditions

Offer valid until <date>. Offer valid on 12- and 18-month memberships only. Not valid in conjunction with any other offer. Offer available at Fernwood Ascot Vale only. An onboarding fee applies. Fernwood Fitness clubs are women's only fitness centres.

SUBMITTING YOUR LOCAL OFFER/S FOR EXERP SET UP

A vital step when planning for flash sale campaign is to make sure you **submit your flash sale offer details to the Fernwood Help Desk** (helpdesk@fernwoodfitness.com.au) for Exerp set up (for both in-club POS and online join redemption!)

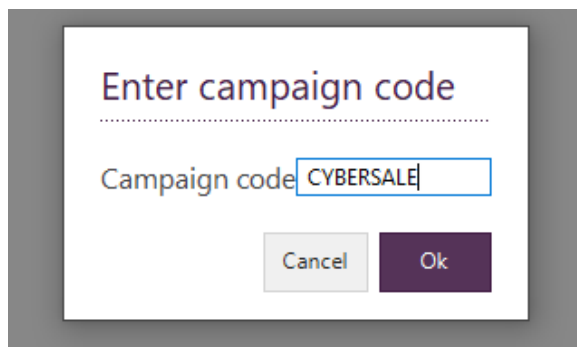
When submitting your flash sale offer to the Fernwood Help Desk, **please be sure to include the following details:**

- The discount or value add offer
- The campaign code (for example MITCHAM15, or FLASHSALE)
- The membership subscription/s the offer is valid on
- The dates you want your flash offer to start and end
- Do you want the offer to be available for users to redeem both in-club **and** online?

PROCESSING YOUR OFFER IN EXERP POS

After you have received approval for your offer from Help Desk, your campaign offers will also be available for you to 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 CYBERSALE

Cancel Ok

HOW USERS WILL REDEEM OFFERS ONLINE

Users will be able to [shop your offer online](#) during the sale periods by entering the campaign code you have submitted to the Help Desk.

The user will have the option to add the code at checkout:

Campaign Code (optional)

<input type="text"/>	ADD
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MARKETING COLLATERAL

Check out the Flash Sale campaign creative on Canva [here](#). All assets are editable, so you can customise for your club! Select the type of creative that best suits your offer and edit the copy to match your offer.

Example asset copy:

3-DAY SALE

10% off Reformer Pilates packs

Enter the code REFORMER4 at checkout

Shop now

COMMUNICATIONS TIPS

Create a communications plan before you start scheduling your communications. Decide on:

- How many communications you are going to send (max 2 for a flash sale)
- When (pre-sale and during the sale)
- Audience (contacts, leads, prospects, active trials, past trials, cancelled members)
- Email or SMS (or both)

Select a 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/Join now/Shop now

SMS copy ideas:

- Hey [first name]! Join Fernwood [club name] now & get your first month free! Offer ends 30 April 2022. Find out more, call 1234 5678 or visit [URL](#)

CREATING A UNIQUE ONLINE JOIN URL

When promoting your flash sale 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

Once you have tailored a flash offer to suit your club (be sure to add urgency to your offer '20 available for example'), then promote your offer by segmenting your database:

- **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 women's 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

Objectives

Take some time to establish your objectives and prioritise. See below as a guide – these are just ideas to help structure your own objectives and priorities.

- New memberships – **top priority**
- Upgrades – **high priority**
- Referrals – **high priority**
- Generate new leads from the community – **high priority**
- A fun day for members/community - **lower priority but still important**

Once you formalise your **top** objectives, allocate your resources accordingly and share this clear vision with the team so everyone understands the priority of the day.

Once team leaders are matched to particular tasks, match them with a crew.

You know your team and you know their strengths. Allocate them to the tasks you think will suit them best. This way you are not all working on the same thing throughout the day.

For example, you don't want to get to the end of the day and realise your whole team and members had a ball, but you only made 2 sales. The truth is, everyone will double a little but ensuring everyone knows what their own personal objectives are on the day will help ensure results.

- Be sure to set realistic targets and track the results throughout the day
- Offer incentives and have some fun

Appointments

Don't underestimate the power of appointments during a flash sale. Will people come if they are not registered? Maybe, but let's not leave it to chance.

Spend quality time booking appointments and accepting registrations prior to your flash sale.

If your sales target on the day is 30 new memberships, factor in expected show and close ratio and you may find you need 50 appointments/trial class bookings/registrations to be successful. Put in the time and effort in this area leading up to the flash sale.

Consider a two-day event:

Day 1: dedicated to new memberships and leads from the local community

Day 2: dedicated to member upgrades and referrals

- Stay true to your objectives on the day. Try to stay on track and use every minute wisely.
- Team breakfast to kick start the day/evening. Why not do a workout together and really get that team spirit flying?
- Lead by example – bring energy

Flash 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.