



# OUTREACH

LOCAL AREA MARKETING TOOLKIT

## OVERVIEW

**TYPE:** Lead generation

**OFFER:** Find out more about Fernwood Fitness

The purpose of this type of lead generation is to increase awareness of Fernwood Fitness within the local community, highlighting the vast and varied service offering for women's health, fitness and wellness.

## MARKETING & COLLATERAL

**Lead form URL:** <https://www.fernwoodfitness.com.au/why-fernwood/about>

**How lead will appear in Exerp CRM:** Website enquiry

Suggested campaigns (available on Canva):

- Free class pass
- Free 7-day pass
- Club tour

Or chat to Nathan at Web Engage about creating a dedicated landing page with a unique offer.

A full suite of creative assets to promote Fernwood Fitness is available on Canva here:

<https://www.canva.com/folder/FAEmTJrmhwU>

Canva assets:

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

## Tips to secure leads at outreach

- **Lighten the load:** Carry a clipboard with a generic lead form with space to collect first name, last name, mobile phone number, email address and DOB. Also, an extra column for “Do you live or work in the area?”.
- **Get it on your socials:** *“Today we are out and about at Westmeadow Plaza and we will be giving away a three-month membership, come and say hi.”*
- **Get out in the community:** Some suggestions include local shopping centres (shoppers or staff working in the shops), outside a primary school at afterschool pick up time, play centres, swimming schools, universities and sporting venues.
  - *“Hi there, my name is Rose and I am from Fernwood Penrith. I am out and about today giving women the opportunity to go in the draw to win a three-month membership at our gorgeous club. I would love to get you in the draw and it will just take a minute. Shall we do it?”*

Once they let you know that they would like to enter the draw, write down their details.

If you are running any type of competition, promotion or discount, make sure you have terms and conditions listed on the form they fill out and ensure they view and acknowledge these by signing/ticking an acknowledgement.

- **Create rapport:** When the lead is secured, continue to qualify the lead by asking things such as:
  - Have you heard of Fernwood Penrith before?
  - If you are the lucky winner, what do you think you would like to try first?
  - Have you been a member of a gym before?
- **Let them know the next steps:** We are drawing the winner tomorrow night so expect a phone call from us over the next 48 hours. When you draw the winner, CELEBRATE! Pop it on your socials and even include a photo of the lucky winner if they provide permission to do so. Contact everyone else within the 48-hour time frame and invite them into the club for a complimentary workout. Align this with an appointment. You may prepare a special offer for them to get started right away.

## Getting started

- Working in pairs can make this activity fun.
- Set yourselves a goal. Can you achieve 20 leads in an hour? If so, why not stay out for two hours and aim for 40. If you repeat this again tomorrow, you may have 80 people in the draw.
- You can mix up the prize but always make it a health and wellness offering in order to qualify the leads.
- In this example a \$300 membership giveaway equates to \$3.75 leads.
- Doing this just once a week and receiving 40 leads means at least an extra 160 leads a month – what will that do you your sales number?

## SOCIAL & DIGITAL TIPS

Online community groups on Facebook are another great way to keep up to date on what's happening in your local community!

Be mindful, most community Facebook groups have strict admin rules regarding what you can and can't post. Always check the admin rules within a Facebook group when joining.

We more recommend joining community Facebook groups under your personal Facebook profile and using them to keep your finger on the pulse for what's happening in your local area & where there might be opportunities for lead generation (I.e., Local school fetes, community nights, etc).

Often in Facebook groups, individuals can also ask for recommendations from their local community. (I.e., "Can anyone recommend a good Personal Trainer?" "I've just moved to the area. Can anyone recommend a gym I can join?")

If there are recommendation requests like these which are natural for us to contribute to, you might like to add a comment to these conversations with something along the lines of:

*"Hi \_\_\_\_\_, I work at Fernwood Fitness located at \_\_\_\_\_. We have a really supportive community of women at the club and amazing trainers. You should definitely check us out during your search ☺ Good luck and feel free to contact me if you have any questions."*

It's important that you always disclose your employment and don't overtly try to sell any offers or promotions. Always check the admin rules within the Facebook group before posting.

## COMMUNICATIONS TIPS

Create a communications plan before you commence outreach to ensure a strategic approach with key objectives and outcomes. When planning, keep in mind:

- The brand awareness adverts and promotions that the Fernwood National Support Office marketing team is running for the month (refer to the National Marketing & LAM calendar)
- The time of year: start of the netball season; school holidays; local events etc.
- Select a campaign in Canva (as listed above) to generate personalised outreach assets, and/or
- Use the LAM outreach letters and customise them to suit your club, your offering, and the audience you are targeting: [Letterheads - Canva](#)

## TalkBox

- TalkBox is not a viable option for marketing this type of outreach, unless you are targeting existing contacts, leads, prospects, ex-members or current members.