

# **DIGITAL MARKETING**

## **NEW FRANCHISEE TRAINING**

# MEET OUR TEAM

## From Fernwood Head Office

**Alison Grego** – Digital Marketing Manager - [alison.grego@fernwoodfitness.com.au](mailto:alison.grego@fernwoodfitness.com.au)

**Julia Cardamone** – Social Media & Marketing Coordinator

**Dean McKenna** – Front-end Website Developer

## WebEngage: Online Advertising Digital Agency

*Fernwood Fitness work alongside Nathan from WebEngage to facilitate local club online advertising (social media ads + GoogleAds)*

**Nathan Harber** – [nathan@webengage.com.au](mailto:nathan@webengage.com.au)

# GETTING STARTED

## Our head office team will provide you with the following:

- Admin access to your new clubs Facebook business page (ready with cover image + profile image)
- Login details to your new clubs Instagram business account (ready with profile image + completed bio)
- Admin access to Uberall (platform to manage and edit your new clubs online search engine listings, including Google)
- Club page listing on the Fernwood website
- Expression of interest lead form on the Fernwood website
- Pre-sale/grand opening membership offer on the Fernwood website (on our online join/memberships page)
- 'Opening soon' branded digital assets to use for pre-sale advertising (provided to Nathan)
- *Email introduction to Nathan from WebEngage to coordinate club opening paid strategy: local social + google advertising*

# **NON-PAID (ORGANIC) DIGITAL STRATEGY**

# SOCIAL MEDIA FOR BUSINESS

Before beginning to post on your new club social pages, please review **Social Media for Business: Best Practice + Tips** webinar on Velpic and supporting presentation slides on the [Fernwood intranet](#).

This comprehensive training covers:

- Benefits of using social media for business
- Creating high quality social content
- Planning your club's social media calendar
- Pre-scheduling your social posts
- Managing your social pages via mobile
- When should you post and social media analytics
- Growing your community
- Running competitions
- Instagram Stories
- Instagram Reels

# ONLINE COMMUNITY MANAGEMENT

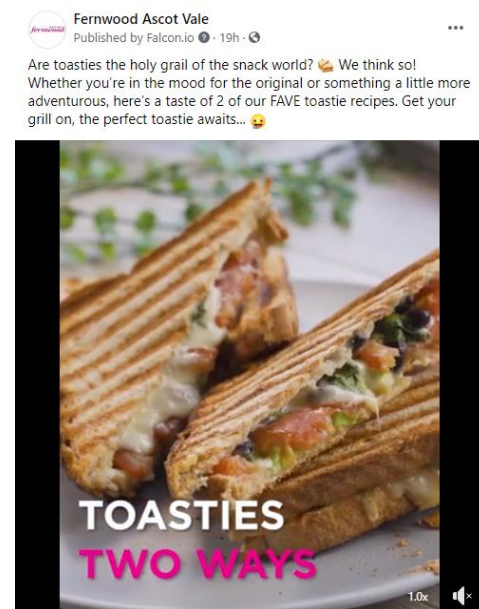
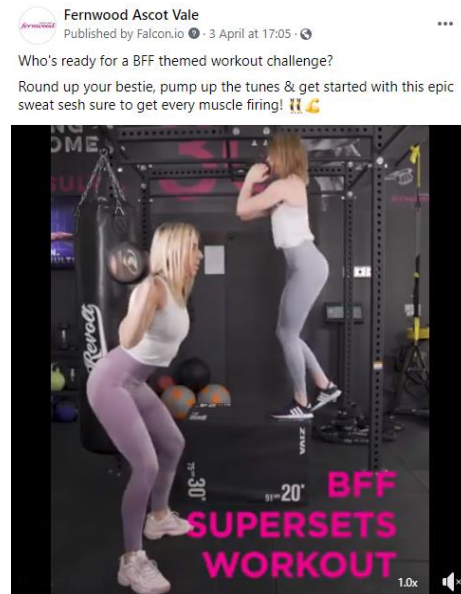
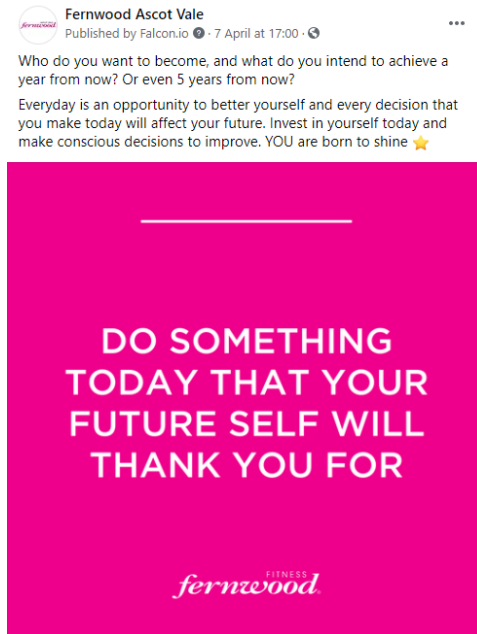
Also take time to review the **Fernwood Brand Language and Social Media Management Guidelines** (also available on the [Fernwood Intranet](#)) for an overview on:

- ☐ The Fernwood brand tone of voice
- ☐ Community management process
- ☐ Tips for responding to good and bad member feedback

# HEAD OFFICE SOCIAL SCHEDULING SERVICE

All Fernwood clubs can sign up to our FREE social scheduling service, whereby the Fernwood head office team can post generic workout videos, recipe videos, blog posts, etc on your behalf every week.

If you would like to sign up to this service, please email Julia Cardamone: [julia.cardamone@fernwoodfitness.com.au](mailto:julia.cardamone@fernwoodfitness.com.au)



# PRE-OPENING + GRAND OPENING POSTS

- Your club manager should be the face of any organic social media posts and should post regular video and image updates about how the club build is progressing or any outreach activities. Some of these posts can also be boosted for additional exposure if necessary.

*Here are some examples of pre-opening/grand opening posts:*

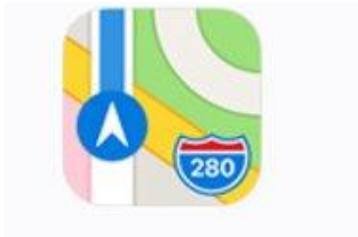
- Fernwood is coming to **X**! We are so excited to share our brand-new club with the ladies of this community! Register your interest today to get your hands on our early foundation memberships.
- Fernwood **X** floor plan is looking sparkling new! Brand new women's only club opening **X**.
- Meet the Fernwood **X** team! We cannot wait to meet you and empower our beautiful members to be the best version they can be!
- Our doors are open! Come and say hello to the team and get started with your fitness journey at Fernwood **X**! We're giving away gift packs valued at **X** to the first **X** visitors today.





# MANAGING YOUR ONLINE REVIEWS

- Search engines **reward businesses that frequently update their online listings** and respond to reviews
- This will build your listings creditability within the search engine, which will improve your ranking and visibility within search results.
- It's common that online listings attract more negative reviews than positive ones.
- Always respond to negative reviews – improve brand sentiment for future viewers of your listing + protect brand reputation.
- Encourage your members to leave a positive review on Google and/or Facebook - promote via your social channels.



# UBERALL

- Uberall is our search engine listing management platform
- Update your listing information – for Google, Apple Maps & Bing – all in one place.
- Respond to reviews directly within the platform
- Login to your uberall account using the details provided by the head office team
- Watch the Uberall training video available on Velpic [here](#) to learn how to use this platform.



# PAID DIGITAL STRATEGY

# STAGE 1 // PART 1

## GROWING YOUR ONLINE COMMUNITY

- The best way to initially grow your Facebook and Instagram likes/followers is by creating a page likes ad campaign (to be coordinated with Nathan). Ad copy simply states that Fernwood [location] is coming soon and to like the page to be the first to hear about pre-sale offers.
- Your page likes ad campaign may continue for the duration of the pre-sale period or as necessary in order to build as much interest/following as possible prior to opening.
- Another way to grow your fans is by sending a link your club page Facebook and Instagram account to your friends and family to like/follow. This is an easy and free way to build your audience organically (not paid)

# STAGE 1 // PART 2

## GENERATING EXPRESSIONS OF INTEREST

- Collecting expressions of interest from prospective members can be actioned prior to your clubs DA is approved.
- Nathan from WebEngage can set up Facebook/Instagram/Google (possibly YouTube) ads with copy around Fernwood [location] coming soon and to register interest about upcoming VIP/pre-sale/foundation membership offers.
- These ads will link to a landing page where prospects can enter their information (name, email, phone) to enable you (the franchisee) to contact them either immediately or once pre-sale starts.

## STAGE 2 // PRE-SALE ADVERTISING

- Similar to the 'generating expressions of interest' stage however, this will only take place once your clubs DA has been approved and you are ready to start selling memberships. Advertising will state that pre-sale has started (with more urgency to join) such as different stages (gold, silver, etc.) with limited memberships at each stage (based on Fernwood pre-sale membership stages). This will move into a last chance phase before club opens.
- Depending on lead numbers, a secondary lead generation campaign (such as a competition to win a membership) may also be introduced prior to the grand opening to pull in as many extra leads as possible. All leads would be contacted about the pre-sale offer whilst also being told that they would also get their first year free if they win the competition. All leads would receive a final follow up offer once the competition winner is drawn at the grand opening, with a last chance to secure the pre-sale membership pricing.

# STAGE 3 // GRAND OPENING ADVERTISING

- Once your club has opened, it's recommended that you continue promoting your pre-sale offer or a new grand opening offer for a few weeks. This will attract anyone that was waiting for the club to open before making their decision (possibly would like to tour your new club first, etc.).

# WE'RE HERE TO SUPPORT YOU!

Please contact us at any time with your digital marketing queries and questions

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