

Win a
\$10000



**TRAVEL VOUCHER
CAMPAIGN TOOLKIT**



FITNESS
fernwood[®]

Win a \$1000 TRAVEL VOUCHER

CAMPAIGN TOOLKIT

CAMPAIGN OVERVIEW

TYPE: REFERRAL

FOCUS: MEMBER RETENTION

OFFERS: GO IN THE DRAW TO WIN A \$1000 TRAVEL VOUCHER

The purpose of a referral campaign is to boost member retention, increase brand awareness and initiate positive word of mouth reviews, while also generating new leads – and potential new members!

Current Fernwood members should regularly be encouraged to refer their friends, family, colleagues, and anyone in their support network to Fernwood by offering them a free class pass. This campaign is a great time for pushing referrals as we're offering an extra incentive – any referring members will receive one (1) entry per referral into the May national competition (win a \$1000 travel voucher – provided in the form of a pre-paid voucher to the value of \$1000) when they refer a friend **before 31 May, 2023**.

CAMPAIGN PERIOD

The campaign will run from **May 1 – May 31, 2023**.

OFFER: REFER A FRIEND

Members can refer their friends to Fernwood by sending them a free class pass. Fernwood members can do this in any of the following ways:

- Logging into the **Fernwood App** and clicking the 'Gift a class pass / Refer a Friend' link
- Scanning the **QR code** available on the competition poster displayed in your club (available to download and print from Canva [here](#).)
- Adding their friends' details to the referral sheet (available to download and print from Canva [here](#). **Please note, when using this form, the member must receive the consent from their friend before providing their details to us.**)

The referral lead will appear in Exerp CRM under the campaign title '**Member Referral - Free Class Pass**'.

When referring a friend via the Fernwood App or QR code link, the journal note against the

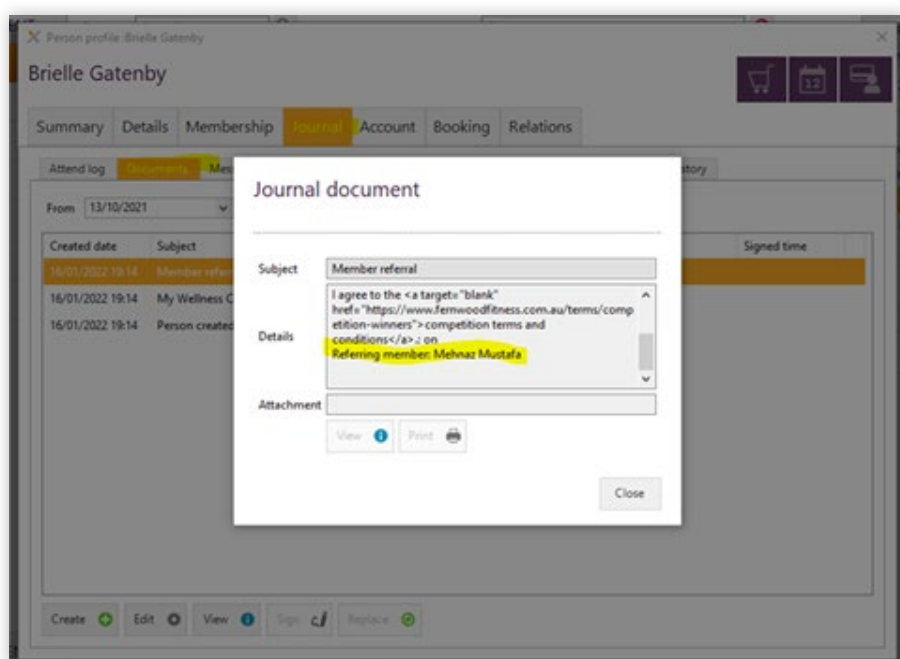
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referral's person profile in Exerp will list the current member's name.

This information will enable you to add the current member details against any friends they have referred. **See detailed instructions in next section below.** This will qualify your current member for the competition draw.

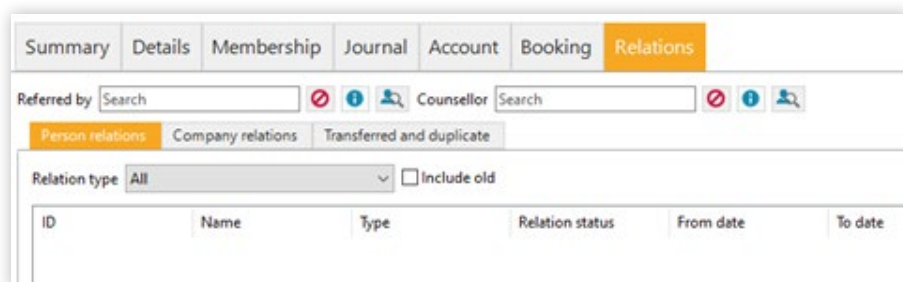
Referring members will receive one (1) entry per referral into the **May 2023** competition (the chance to win a \$1000 travel voucher).



ASSIGNING REFERRALS IN EXERP

To ensure that we capture the referring member for the competition draw, we need to use the *Referred By* feature in Exerp when the referral lead enters your CRM.

1. Open the lead profile and click into the 'Relations' section



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2. In the 'Referred by' field, search for the current member to assign them as the referee.

ID	Name	Type	Relation status	From date	To date
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3. You can later review either person's profile and you will notice in the Relations tab you can see the referred by link and details on the profile.

ID	Name	Type	Relation status	From date	To date	Person status
314p11202	Alison Grego	My referrer	Active	30/03/2023 15:32		Active

By actioning the above, this will qualify your current member entries into the competition draw.

TERMS & CONDITIONS

Terms & Conditions: Competition open until 31 May, 2023. Referring members receive one entry per referral made. Winners will receive pre-paid voucher to the value of \$1000. The winners will be drawn and contacted on 16 June, 2023. Participating clubs only. Fernwood Fitness clubs are women's only fitness centres. See www.fernwoodfitness.com.au/terms/competitions for full terms & conditions.

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MARKETING COLLATERAL

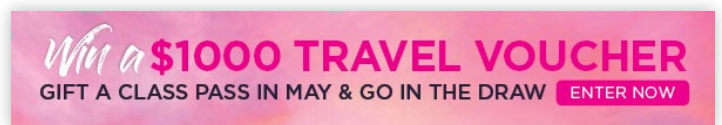
Creative to promote the campaign is now available on Canva under Folders > Fernwood Campaigns > [Referral Offer: May 2023](#) including:



A3 & A4 POSTER



SOCIAL STATIC INSTAGRAM POST



EDM



SOCIAL STATIC INSTAGRAM POST

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COMMUNICATIONS

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

- How many emails you are going to send? (Max 3 emails on the same topic in a short time period.)
- When are you going to send the emails? (Think about date and time. If sending SMS, do not send your SMS before or after business hours.)
- Audience (active members + members on temporary deferral with last visit date in last 45 days).

There is a customisable Fernwood branded template in TalkBox called **May 2023 Referral**. This email is complete with the campaign offer (chance to win a \$1000 travel voucher), imagery, and link to the referral page with a call to action.

Clubs can use this template as desired and make any relevant updates to the copy.

SOCIAL MEDIA

Clubs are encouraged to use the social media collateral available on Canva [here](#). When posting to socials, clubs can customize the below caption templates.

TEMPLATE 1

Gift and getaway

***Gift a class pass this May and go into the draw to win 1 of 5 \$1000 travel vouchers.
Simply log into the Fernwood App and refer a friend to enter now***

TEMPLATE 2

Are you ready to kick off this month with a bang and some extra cash in your pocket? We've got you covered!

Simply gift a friend a class pass to try Fernwood and you'll go in the draw to win a \$1000 travel voucher

We can't wait to see you smash your fit goals together!

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TEMPLATE 3

Win a holiday in May

Gift a class pass to a friend this month and you'll go in the draw to win a \$1000 travel voucher.

Simply log into the Fernwood App and refer a friend to enter now!

SALES TIPS

How many of your members would be interested in going in the draw to win a \$1000 travel voucher? All of them – especially now that travel is booming again following the pandemic! All your members need to do is refer a friend or family member who lives or works close by. Just by referring a friend, your member will gain an entry into the national competition. Make sure you set a daily referral target and split the numbers up between the team. So many opportunities!

- Walk the floor
- Point of sale
- Referral stands
- Group fitness classes
- In-club signage
- What's the Goss board
- Email/SMS communication
- Post sign-up calls
- ANY opportunity when we are interacting with members!

Once you have set your referral targets, make sure you check out your sales performance report in Superset to view your most recent lead to sale conversion.

- What was your April lead to sale ratio?
- How can you improve it in May?
- Regular training, urgency of offer and goals, team incentives