

MARKETING CAMPAIGN PLANNER

MONTH:

The Target Audience

- Existing leads
- Past members
- Local community
- Current members

Customer Segment/s

I.e. Mums of young children

Customer Pain Points

I.e. If targeting mums of young children, pain points might be 'time poor', need someone to look after kids, too tired.

Key Selling Points

I.e. If targeting mums with young children, key selling points might be childcare, convenient group fitness timetable

The Offer

I.e. Join and get 1-month free

Refer a friend a get a free PT pack

Digital Activity

I.e. Social ad campaign, posts on Facebook + Instagram, Reel / TikTok video, Google My Business Post, Email

In-club Activity

I.e. Call lists, In-club stand, morning tea event, posters on club windows

Outreach Activity

I.e. Flyer drop at local childcares /schools, hairdressers, etc. sales stand at shopping centre

Staff Expectations

I.e. Have you communicated the plan + targets, how many times a week for flyer drops, how many phone calls,

Our Goal / Targets

I.e. membership target, childcare target, FIIT30 target, PT target, reformer target

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