



FERNWOOD FITNESS

VIP  
DAY!

FITNESS  
*fernwood*®



## CAMPAIGN OVERVIEW

**OFFER:** VIP DAY

**TYPE:** LEAD GENERATION + COMMUNITY ENGAGEMENT + CALL TO ACTION

**FOCUS:** COMMUNITY

## THE BENEFITS OF RUNNING A VIP DAY

- Outreach to women in the local community who may not have visited your club/s before
- Opportunity to engage prospective members in a fun, casual environment
- Dedicated opportunity for existing Fernwood members to bring their friends to the club for a fun day of fitness and other activities that highlight the supportive community and other KSP of Fernwood
- Highlight Fernwood's community element to cement our position as the experts in women's health and fitness
- Enhance brand awareness by featuring real members and staff in campaigns, encouraging women to visualise themselves at Fernwood
- Connect with family and friends of staff, providing exclusive offers as VIPs

## CAMPAIGN PERIOD

This campaign can be used at any time from November 1, 2021. We encourage clubs to use the VIP offer as an exclusive club event once or twice per year.

## SUBMITTING YOUR VIP DAY OFFER FOR EXERP SET UP

Once you have decided on your VIP offer, please send through your request to Fernwood Help Desk ([helpdesk@fernwoodfitness.com.au](mailto:helpdesk@fernwoodfitness.com.au)) for set-up. Please title the request as VIP DAY OFFER and if you can, please include the following details:

- What dates is your offer valid?
- What is your discount or value add offer?
- Which membership subscription/s is the offer valid on?





- Do you want your offer to be made available in-club and online?
- If applicable, what campaign code would you like to use for this offer?  
(This is the code members will need to enter when redeeming via Fernwood online join or entered in club for processing)

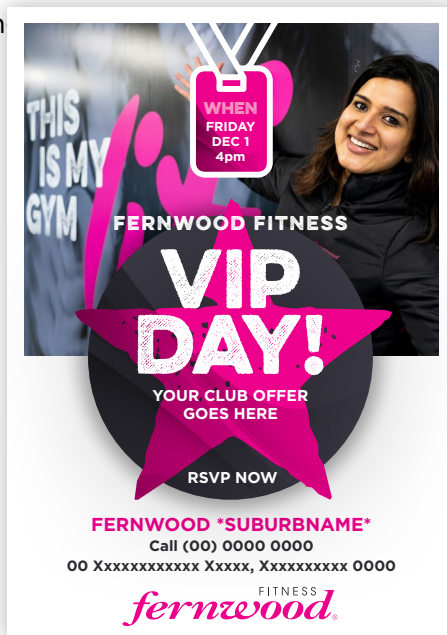
**PLEASE NOTE:** We can also do scheduled pricing adjustments for a set day/period for packs and products which can also flow through to the app and online shop. If you would like this option, please specify in your helpdesk request.

## MARKETING COLLATERAL

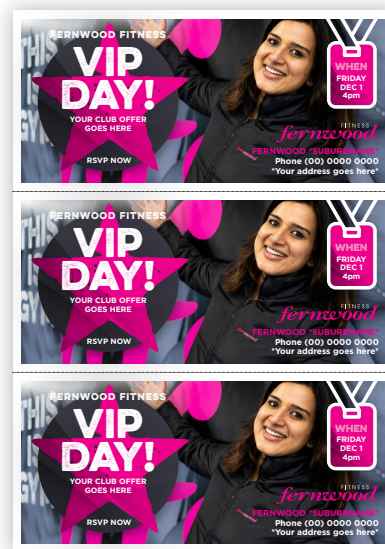
Editable creative to promote a VIP Day are now available on Canva under [Folders > Local Area Marketing > VIP Days](#), including



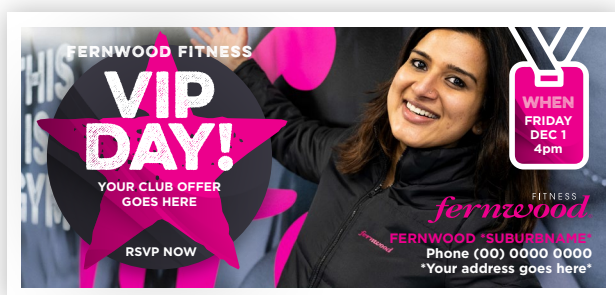
SOCIAL MEDIA TILES // VIP DAY



A1, A3, A4 POSTERS // VIP DAY



3UP DL FLYER // VIP DAY



DL FLYER // VIP DAY



SOCIAL 1:1 // VIP DAY



## SMS COPY

A touch of luxury, a prestigious VIP offer and a whole lot of fun. It's time to plan your VIP Day!

### When is a good time to run a VIP Day?

As you plan a VIP Day, sales are a high priority. Opportunities on the phone/messenger need to be factored in.

To ensure your team has a great chance to book as many appointments as possible, allowing Monday and Tuesday as lead in time can work to your advantage. If you earmark Wednesday to Saturday, this will allow you to drill down even further to a day that will best suit your club and your community.

While a VIP Day is a great lead generator, the day should also present a strong call to action.

This day could be best placed after strong lead gen has occurred.

### When is a good time to run a VIP Day?

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
- Fundraising for a local charity – lower priority but still important
- 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.

You may want to allocate team leaders to your objectives. For example

- Upgrades: customer service manager/club co/lead PT etc.
- New memberships: Lead MC
- Fundraising for a local charity: group fitness instructors

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 did 2 sales, or that you raised big bucks for a local charity but no upgrades were performed.



### Royal treatment

This could be the team member who is going to make everyone feel like a VIP and roll out the red-carpet treatment. Example tasks:

- Hand out goodie bags
- Pour everyone a welcome drink
- Get everyone in the draw to win the VIP hamper

### Pipeline Pros

This could be your sales queens who are busy signing up new members all day long. Example tasks:

- Set and confirm appointments
- Follow up no shows within 15 minutes of prospect not arriving
- Close at 80% with 2 referrals from each new member (add urgency to offer)

### Retention wizards

Upgrades could be a priority here ensuring strong retention. Example tasks:

- Speak to every member in club and offer the VIP upgrade opportunities
- Conduct comp PT sessions, reformer sessions or FIIT 30 sessions and promote the VIP upgrade opportunities
- CAfter the morning comms have been sent to members, be on hand to receive phone enquiries and upgrades over the phone for those members who can't make it in.

The truth is everyone will double up 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 for each crew and track the results throughout the day.

Link some fun incentives and consider crowning the queen to publicly acknowledge her achievements.

### Appointments

Don't underestimate the power of appointments at a VIP Day. 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 event.

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 event.

Set up one hour call drives in the days leading up to the event, promote through every social avenue and use two-way SMS to get to your hot leads faster.





## Create your VIP offer for each target audience

VIP: Exclusive **member** upgrade offers

VIP: Membership offers for **local community**

VIP: Welcome back offer to **past members**

VIP: Exclusive membership offer for **Friends and family members of your staff**

## Invitation

So who is ready to start creating an invitation?

- Roll out the red carpet and pour the bubbles (or protein shakes)
- Add the VIP Day itinerary including all special events, classes, giveaways and prizes
- Sky's the limit here so get creative but remember, all activities lead back to required outcomes
- Create your invitation by simply editing the template in Canva
- Be clear with your "register now" and also your "call to action on the day"
- Tailor an invitation to suit each target audience mentioned above
- Create a communication plan for each target audience above

## VIP offer for friends and family of staff

So who is ready to start creating an invitation?

- Create an amazing offer that your team will be thrilled to share with their friends and family members. Spread the word on Deputy and via any staff chatrooms as well as SMS.
- Have a VIP royal prize ready for the team member who inspires the most friends and family to join your Fernwood community
- Consider making this offer even more amazing than the standard VIP offer on the day
- Let's get your whole team excited by this and make it an annual offer you can add to your marketing calendar
- Make it personal! Send a direct text message from the owner or manager to show this is personal, exclusive and a real VIP opportunity
- Share the offer with the NSO team so they can let their friends and family know too

## Miscellaneous

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 – you will get sidetracked but try and 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!
- Treat your team to their very own VIP pre-event party! This theme can carry through as you celebrate the wins at the other end of the day
- Lead by example – bring the energy
- Decorate the club so there is absolutely no doubt that something very important is happening :)