



WE HAVE MADE

1.2 MILLION

Australian Women

STRONGER

STRENGTH TRAINING TOOLKIT

FIND YOUR **STRENGTH** WITH

FITNESS
fernwood®

OVERVIEW

TYPE: Lead generation

OFFER: Find out more about strength training and its benefits

The purpose of this promotion is to generate strength training leads, while also highlighting the positive impacts it can have on a woman's life and fitness routine.

The lead landing page does not have a specific offer, but instead creates awareness of and interest in strength training as an essential inclusion in the fitness routines of women, with a call to action to fill out the form to get started with strength training.

Clubs can activate marketing for strength training at any time of year and should ensure it aligns with any national marketing activities and campaigns, as well as their local marketing strategy.

MARKETING & COLLATERAL

Lead form URL: <https://www.fernwoodfitness.com.au/campaign/strengthtraining>

How lead will appear in Exerp CRM: Strength training enquiry

Creative to promote your strength training offering are available on Canva here:

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

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

SALES/LEADS TIPS

This campaign will assist in driving new membership, while increasing strength training awareness, participation and involvement with weights, and member retention. It also has the potential to assist your trainers in building up their client base.

As always, your team is an integral part of a campaign's success. There is no better way to gain an understanding of strength training than to participate in a session or two (ongoing is ideal) whether that's working with your club's trainer to focus on specific areas of strength training, participating in a HIIT class, or focusing on weight training in your different workouts.

Gather the team and brainstorm strategy to make your campaign a huge success.

- Can your team members tell you the top benefits of strength training? You may want to create the language together and practice and drill until they know it off by heart

- Does your team know the advantages of strength training? Highlighting the benefits via a socials post is a perfect opportunity to show your audience how it can improve their lives. There are some great socials assets available to you on [Canva](#).

Strength training is for EVERYBODY as it can be tailored to suit every individual's needs and goals, so let's get everyone involved!

Regarding upsell opportunities, check what your PT and/or FIIT30 absorption rate is at the beginning of the campaign and set a target. Be sure to track this number so you can see the progress and growth.

Implement a simple script for incoming leads:

"Hi Lisa, I see you are keen to learn more about strength training..."

- *"Are you currently exercising?"*
- *"What are your top health and wellness goals?"*
- *"We have some amazing trainers and classes here and I know they will be able to help you achieve those things. I would love to invite you into the club to look around and learn more. Does a morning, afternoon or evening work best for you to pop in?"*

You may want to create a special **Personal Training offer** for these prospects:

- Get started today on our maximum results package (for example, gym plus flexi PT) and get your first two personal training sessions free.
- Implement a personal training upgrade offer for members during this campaign time also. This may include a short-term pack sale or a great incentive to jump on to direct debit – first session free, for example. You may even want to invite your members to book a complimentary personal training session! Great leads for your trainers to convert.
- Your trainers may need a refresher on converting complimentary sessions so perhaps run a one-hour session just to provide your PTs with the skills they need to convert.
- Get all of your trainers to have their clients invite a friend to their next session! Hopefully they love it and your trainer ends up with a new client.

You may want to create a special **FIIT30 offer** for these prospects:

- Follow up strength training enquiry and book them in for a complimentary FIIT30 session. If you can't catch them by calling, consider using SMS. Would they like to bring a friend along?
- The best time for a prospect to join is while they are on a high after their FIIT30 session and they are still in the club. A membership consultant can meet and greet them at reception (first impressions are important. You have 7-27 seconds).

1. Move to a comfortable place in the Members' Lounge to complete a health screen.
2. Do a needs analysis (build rapport and discuss goals)
3. Before you get up, explain what will happen at the end of the session.

"Let's head over and I will introduce you to Sophie who is the trainer taking this morning's FIIT30 session. At the end I will come back to meet you and see how you enjoyed the work out. I also have a special gift to give you to say thank you for coming to Fernwood this morning."

4. Walk them over to the FIIT30 space and introduce them to the trainer.
5. The trainer should be aware of the strength training campaign / FIIT30 offer and that in most of their sessions during the campaign period they will have non-members participating.
6. All Fernwood trainers will of course deliver AMAZING FIIT30 sessions, resulting in prospects feeling motivated to continue after their first session.
7. Make sure you are waiting for them just as the session is ending. Did they enjoy it (of course)?
8. Head back to the Members' Lounge where you can sit down together and give them a thank you gift.

"I'm so happy you loved the FIIT30 session. After speaking with you earlier I know that you are wanting to (insert strength training goal) so I would recommend you get started on (membership option). To say thank you for coming in today I would also love to offer you 2 weeks of FIIT30 for FREE when you get started. How does that sound?"

9. If after attempting to overcome objections they would like to think about it, you may consider holding the offer open for 48 hours.
10. Be sure to follow up. A video message would be a great follow up tool. Even better, how good would it be to send a video message from the trainer?! Post strength training workout tips etc.

SOCIAL & DIGITAL TIPS

Set up social ads and posts to generate new leads, and engage existing members

- Use the editable [strength training assets](#) on Canva to create a suite of promotional material for your club use.
- Brief Nathan from Web Engage on a local social ad campaign promoting a strength training offer (send Nathan your pre-designed assets from Canva or link him directly to the Canva folder).
- Ensure your sales staff review the CRM task title so they know the lead has enquired about strength training and can offer advice around this service.
- Create social posts on your feed with content from your strength training sessions or personal training sessions focusing on strength (with participant approval).
- Create posts with content about strength training to educate women about the benefits of strength training and why it's so important, and no, it doesn't make you bulky! (You can copy this from the Fernwood website.)

COMMUNICATIONS TIPS

Create a communications plan before you start scheduling your communications. Things to consider:

- How many communications you are going to send? (**Max 3** in a short period of time – too many emails in quick succession with similar content can encourage unsubscribes)
- When are you going to send them? (Spread out your communications over a few weeks – use a calendar with a monthly view to mark your email send days so you have a broad overview)
- Audience (contacts, leads, prospects, active trials, past trials, cancelled members – who are you trying to talk to?)

- Email or SMS (or both)
- Always send yourself a test! Check any links to ensure they're not broken and linking to the correct page.
- You know your members best – when are they most active? Keep this in mind when choosing send times and try to capitalise on when they'll be checking their phone/emails.

Select a Fernwood branded template in Talk Box and add:

- A relevant image from Canva
- Landing page URL (add as a button)
- Call to action: Find out more/Limited time offer/Get started now

You can use the copy on the lead form website page to include in your email, as well as a special offer for strength training (if you choose – this may involve an offer for personal training where they can focus on strength) that they can access by submitting a lead form.

SMS copy ideas:

- Hey [First name], have you heard about the benefits of strength training at Fernwood? Find out more at [URL](#)
- Hey [First name], start strength training and embrace the benefits! Call Fernwood [club name] on 1234 5678 to find out more.
- Hey [First name], build your strength with Fernwood [club name]. Give us a call on 1234 5678 or find out more here [URL](#)