

April Campaign Playbook

Version: South Africa

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Campaign		Complete Fitness Solution	
Dates	Description	Marketing Objective	
<p>Newsletter conversation begins: 31 March.</p> <p>Special mails and social posts will be scheduled accordingly by your Community Manager.</p>	<p>This campaign demonstrates to members and prospective members that your gym strives to provide a complete solution.</p> <p>Over and above equipment and classes, this includes an involved owner-driven management team, free assessments, and regular educational communication.</p> <p>The point of differentiation is the personal care, service and community interaction and follow-up that comes after the member has signed on the “dotted line”.</p>	<p>Setup the “more for the same” message: We continually provide more value. From new classes and equipment, to free weekly email updates and fitness articles on our website.</p> <p>Repeatedly communicate the message that your gym offers a “complete fitness solution” – the reader must associate that message with <i>your</i> facility.</p> <p>Drive home the differentiation message: in a smaller, owner-managed private gym, members achieve their goals, enjoy their fitness routine and stay for longer.</p>	
Suggested Activity			Commercial Targets
<p>In your web; social network and newsletter</p> <p>Scheduled: (1) 4-week newsletter conversation that stresses the importance of a Complete Fitness Solution: from the assessment to the personal training and on-going reading; (2) Web Page describing the Complete Fitness Solution; and (3) Home Page with a link to the Complete Fitness Solution .</p> <p>Recommended: Special Mail reminding members of what you have done for them so far in 2013. See your members as your “shareholders”. Communicate what you are doing to improve their Complete Fitness Solution. This can be repurposed as a webpage.</p> <p>Recommended: Social posts twice per week that support the Complete Fitness Solution message. These social posts – managed by your Community Manager – will link through to web features and articles that are relevant to the readership.</p> <p>Recommended: Photos in the local content section of your newsletter showcasing members who have bought into your facility’s Complete Fitness Solution and – as a result – have been members for many years.</p> <p>Recommended: Special Mail advertising a Complete Fitness Solution joining special of your choice.</p> <p>In your gym</p> <p>Recommended: RetailTribe will provide Point of Sale signage / Posters communicating your gym’s Complete Fitness Solution proposition.</p> <p>What are the next steps for this campaign? (1) See example Complete Fitness Solution proposition and customise this for your gym; (2) Using your Complete Fitness Solution proposition, your Community Manager will populate your Special Mail and Poster; (3) Contact your Community Manager if you would like to implement a Complete Fitness Solution joining offer in April (see examples).</p>			<ul style="list-style-type: none"> • Additional new member sign-ups for April and May as a result of the Complete Fitness Solution offer • Noticeable improvement on take-up of “additional” services such as personal trainers

Campaign		Free Corporate Training	
Dates	Description	Marketing Objective	
Special mails and social posts will be scheduled accordingly by your Community Manager	<p>This is a very simple campaign that advertises a free, exclusive spinning class or group fitness class to members of a team from a single company or business, whether or not they are members of your gym.</p> <p>The gym will work out a good time with the manager of the team. The gym will also stipulate a maximum number of people.</p> <p>The group will receive a FREE hour of spinning or group fitness class with a 10 minute fitness talk at the beginning. Each member of the group will also receive a 7-Day free membership.</p> <p>This can be set up as a monthly offer: the first five team leaders to respond will go into a draw to win the session for their team.</p>	<ul style="list-style-type: none"> Expose the gym to new “potential” members every month, providing them with an enjoyable workout and an invitation to come back. Provide an additional service to your community. Improve word-of-mouth marketing: if the team enjoys the session and the gym, the whole office will be talking about it (you might even decide to create a corporate package as you will have access to the team’s manager/leader). 	
Suggested Activity			Commercial Targets
<p>In your web; social network and newsletter</p> <p>Recommended: (1) Special mail advertising the competition: “Bring your team at the office into the gym for a FREE group personal training/spinning session”, (2) Social post advertising the competition, (3) Follow-up photos and “message from the team leader” in the newsletter.</p> <p>In your gym</p> <p>Recommended: A special experience for the corporate team that visits, including a 10-minute fitness talk by a qualified instructor, a comprehensive fitness session, access to all of the facilities, and a 7-Day training voucher. Also recommended is a personal welcome by the owner of the gym, and post-workout smoothies/beverages.</p> <p>What are the next steps for this campaign? (1) Indicate to your Community Manager whether or not you will be taking part; (2) If you would like to take part, please specify the offer as well as the terms and conditions to take part; (3) If successful, make this a monthly campaign.</p>			<ul style="list-style-type: none"> Recruit new members from corporate settings