

# Marketing Campaign Guide P4 2013



# Standard Support Material Provided

Club	Leaflets	A4 posters	External banner	Tentcards	Corporate Invites - A6 full colour double sided 200gsm silk	Collation and delivery	HTML - Offer email per club	One Big Deal x 2 - Launch of campaign and close out of campaign	Sales Support for April
Park Royal	1,500	4	1	10		1	1	2	1
Forest	1,500	4	1	10		1	1	2	1
Westerwood	1,500	4	1	10		1	1	2	1
Ashford	1,500	4	1	10		1	1	2	1
Hampshire	1,500	4	0	10		1	1	2	1
Crewe	1,500	4	1	10		1	1	2	1
Cambridge	7000*	4	0	10	1250	1	1	2	1
Chase	750	4	1	10		1	1	2	
Telford	750	4	1	10		1	1	2	
Norton	750	4	1	10		1	1	2	
Oxford	250	4	1	10		1	1	2	
Nottingham	250	4	1	10		1	1	2	
Aldwark	250	4	1	10		1	1	2	
Tankersley	100	4	n	10		1	1	2	
Bridgewood	100	4	n	10		1	1	2	
Chesford	100	4	n	10		1	1	2	
Midland	100	4	n	10		1	1	2	
Hellidon	0	0	0	0			1	2	
Stratford	0	0	0	0			1	2	

Hotel sites that do not have permission for an external banner must find alternative accommodation; for example, local supermarkets, public car parks etc.

Dispatch Date: 27/3/2013

Expected Delivery Date: 28/3/2013

## Campaign Contact Support

Kathryn Troilett

t: 0870 742 4458

e: k.troilett@enjoymarketing.co.uk

a: The White House, Wilderspool Park Greenalls Avenue,  
Warrington WA4 6HL

# Campaign Brief

This April we are running an external member acquisition campaign.

## Overview

4 week leisure membership from only £XX

The campaign has been created to drive new members into our clubs with the external element of the campaign focusing on 'take a 4 week trial for £xx '

Temporary members must be recorded on this link: G:\Group Leisure\Reports & Figures\Weekly Membership Figures\2013\Period 4\ROI - short term memberships Period 4 2013.xls  
only when they join on a full time basis must they be recorded on the normal Joiners and Leavers spreadsheet

## Fees

The 4 week trial can start from any date between April 1st to April 30th and run for 4 weeks from the date of joining, on joining please give member a temporary membership card with start and end date of membership. Any new member joining on this campaign must pay the trial cost (see table on page 5) on the start date of the 4 weeks trial membership.

All trial membership revenue is to be posted to GUEST FEES.

Trial members then joining as a full member must then pay a minimum admin fee (see table on page 6)

For operational guidelines please see the instructions on the next page.

## Promotional Material

All collateral will be dispatched to your hotel by March 28th. All the standard promotional material has been ordered on your behalf. Additional items are available if required and can be ordered using the enjoy! order form online.

## Notice Boards

As well as utilising posters and business cards you should designate at least 1

notice-board within your club to this promotional activity so your current members can sell this offering to their friends – when presenting your displays remember to link in our benefits to customer needs.

## Digital

Additional digital support will be in place to launch and then close this promotion via the QHotels One Big Deal x 2. Prospects will be driven by emails to purchase the 4 week trial.

See page 9 for examples.

# Instructions

## New members

We have ensured that the phrase ‘terms and conditions apply’ appears on your marketing collateral allowing you to decide at site level which membership categories apply to the campaign promotional offers and those that don’t (you must however exclude student and children memberships from your offer).

## New Members Incentives to join\*

To maximise sales throughout this promotion there is a sliding scale for admin fees.

### Week 1

If prospect joins on day 1 or any day of their first week they will pay no admin fee.

### Week 2

If prospect joins in week 2 they will save 75% off the admin fee.

### Week 3

If prospect joins in week 3 they will save 50% off the admin fee.

### Week 4

Last chance for prospect to save, they save 25% off the admin fee.

# Example Price Presentation

To ensure that we convert prospects into members its vital that we follow the sales system and complete a full needs analysis to identify the long term goals and needs of the prospect. Once we have identified the reason why a prospect wants to exercise we can position the benefits of a long term membership versus a quick hit 4 week trial, ie. If a prospect wants long term benefits eg. to lose weight and tone up they will need a long term membership. To enhance this we have the incentives available to convert from the 4 week trial to a full membership. \*See Incentives

See below.

Cost to join if prospects signs up to a 12 month membership after their 4 week trial expires	
4 week trial	Membership
Week 1	Example Joining fee £40
Example cost £40	Example Admin fee £25
Convert to a full membership and pay no joining fee and no admin fee	Example first month subs £39
Total Cost day 1 £40	Total Cost day 1 £104

## Targets - 4 week memberships

Club Name	4 Week Joiners
Aldwark	30
Ashford In	50
Bridgewood	20
Cambridge	60
Chesford	25
Crewe Hall	60
Forest Pines	70
Hampshire Court	60
Hellidon	10
Midland	20
Norton Park	50
Nottingham Belfry	30
Oxford Belfry	30
Park Royal	85
Stratford Manor	10
Tankersley Manor	25
Telford	60
The Chase	40
Westerwood	60
Total	795

## Price Points- 4 week memberships

Club Name	Mon-Fri	Weekend Usage
Aldwark	£35	£45
Ashford In	£30	£40
Bridgewood	£20	£30
Cambridge	£35	£45
Chesford	£25	£35
Crewe Hall	£45	£55
Forest Pines	£35	£45
Hampshire Court	£40	£50
Hellidon	£25	£35
Midland	£20	£25
Norton Park	£40	£50
Nottingham Belfry	£35	£45
Oxford Belfry	£30	£40
Park Royal	£45	£55
Stratford Manor	£20	£30
Tankersley Manor	£30	£40
Telford	£30	£40
The Chase	£35	£45
Westerwood	£30	£40

There are two price points for this promotion. The advertised price on all marketing is the lower priced trial, which allows prospects to use the club Monday to Friday. However you have an immediate upsell opportunity to allow prospects to upgrade at any point to include weekend usage for an extra £10.


## Period 4 - Membership Targets

Club Name	Joiners	Admin fee
Aldwark	30	£400
Ashford Int	34	£900
Bridgewood	10	£200
Cambridge Belfry	60	£0
Chesford	22	£100
Crewe Hall	31	£400
Forest Pines	60	£700
Hampshire Court	90	£900
Hellidon	19	£0
Midland	10	£0
Norton Park	7	£100
Nottingham Belfry	20	£200
Oxford Belfry	32	£500
Park Royal	75	£1,400
Stratford Manor	10	£100
Tankersley Manor	20	£200
Telford	19	£0
The Chase	30	£500
Westerwood	35	£600
	614	7,200

# Collateral Examples

The Park Royal  
Warrington, Cheshire

**4 week leisure  
membership  
from only £45**



- State-of-the-art cardio and resistance machinery
- 22m indoor swimming pool
- Sauna, steam room and Jacuzzi
- A full member induction plan

**QHOTELS**  
**01925 730 000**  
**www.QHotels.co.uk/leisureclub**

Terms and conditions apply and offer subject to availability. Offer ends 30th April 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

A4 Poster

**QHOTELS**

The Park Royal  
Warrington, Cheshire

**4 week leisure  
membership  
from only £45**



- State-of-the-art cardio and resistance machinery
- 22m indoor swimming pool
- Sauna, steam room and Jacuzzi
- A full member induction plan

**QHOTELS**  
**01925 730 000**  
**www.QHotels.co.uk/leisureclub**

Terms and conditions apply and offer subject to availability. Offer ends 30th April 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

HTML

Terms and conditions apply and offer subject to availability. Offer ends 30th April 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

**QHOTELS**  
**www.QHotels.co.uk/leisureclub**

See the leisure reception  
for more information.

Offer must end 30th April

**4 week membership  
from only £45**



The Park Royal  
Warrington, Cheshire

**4 week membership  
from only £45**

Offer must end 30th April

See the leisure reception  
for more information.



**QHOTELS**  
**www.QHotels.co.uk/leisureclub**

Terms and conditions apply and offer subject to availability. Offer ends 30th April 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

Tentcard



# Collateral Examples

The Park Royal  
Warrington, Cheshire

4 week leisure  
membership  
from only £45

- State-of-the-art cardio and resistance machinery
- 22m indoor swimming pool
- Sauna, steam room and jacuzzi
- A full member induction plan

**01925 730 000**  
[www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

Terms and conditions apply and offer subject to availability. Offer ends 30th April 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

A5 Flyer

The Park Royal  
Warrington, Cheshire

**4 week  
membership  
from only £45**

Offer must end 30th April

**01925 730 000**

[www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

**QHOTELS**

Terms and conditions apply and offer subject to availability. Offer ends 30th April 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

External Banner

# One Big Deal Examples

One big deal.

4 week leisure membership from only £20

Buy now!

- State-of-the-art cardio and resistance machinery
- Indoor swimming pool
- Sauna and steam room\*
- A full member induction plan on joining

Buy now!

\*Terms and conditions apply and offer subject to availability. Facilities may vary from club to club, please check with your preferred club.

QHOTELS

21 Four Star, Individual Hotels



Email

QHOTELS

21 Four Star, Individual Hotels

One big deal

4 week leisure membership

You will have access to:

- State-of-the-art cardio and resistance machinery
- Indoor swimming pool
- Sauna and steam room\*
- A full member induction plan on joining

The Fine Print:  
\*Terms and conditions apply and offer subject to availability. Facilities may vary from club to club, please check with your preferred club.

Buy now!

Please select your preferred club:


Time remaining:  

1 DAY

13 HOURS

26 MINS

45 SECS



Web Page


One big deal.

Dear {{Name}},

This voucher entitles you to a 4 week leisure membership at {{Site Name}}, {{Location}}.

Simply call to pre-book your induction and then print this voucher out and bring it along to the club.

Ref:leisureandspaathotels\_pass-24022012-142911-403893



Site Name, Location

Tel Number  
www.QHotels.co.uk/leisureclub

QHOTELS

21 Four Star, Individual Hotels

\*Terms and conditions apply and offer subject to availability.

Voucher