

# QHotels Marketing Campaign Guide June/July/August 2013

Get ready for summer



# Campaign Brief

From 1st June through to the end of August we are running an external and short term membership campaign. There are many additional item available to purchase (flyers, external posters, hotel table top cards etc). Also please ensure that you utilise any remaining collateral from your 2012 campaign.

## Overview

The 6 week summer trial campaign has been created to drive new members into our clubs with the offer focusing on 'taking a six week membership to the club'.

## Fees

Any new member joining on this campaign must pay the trial cost (see table on page 2) on the start date of the 6 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 2) – without this fee a referral gift is not applicable.

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

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.

# Promotional Material

## Additional Support

Additional items are available if required and can be ordered using the enjoy! Order form online.

Cost Accounting / Referral Gift

## Additional Costs

NB: Referral item costs are only applicable on the redemption of any referral vouchers.

## Referral Support & Guidance

In addition there will also be a one page referral website where members can insert their friend's name and contact details – this information will then be sent directly to the requested club for you to follow up by telephone or e-mail.

## Notice Boards

As well as utilizing all point of sale posters, banners and wall posters 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.

# Standard Support Material Provided

K Koke, Aystar, Geko, Squingy & Lefty - USG	Banner	Leaflets	A4 Posters	A3 Posters	Tent Cards	Sales Support
Aldwark	Yes	1,000	2	2	10	
Ashford In	Yes	2,000	2	2	10	1
Bridgewood	No	1,000	2	2	10	
Cambridge	DI Bond	2,000	2	2	10	1
Chesford	No	1,000	2	2	10	
Crewe Hall	Yes	2,000	2	2	10	1
Forest Pines	Yes	5,000	2	2	10	1
Hampshire Court	DI Bond	5,000	2	2	10	1
Hellidon	No	1,000	2	2	10	
Midland	No	1,000	2	2	10	
Norton Park	No	1,000	2	2	10	
Nottingham Belfry	Yes	1,000	2	2	10	
Oxford Belfry	Yes	1,000	2	2	10	
Park Royal	Yes	5,000	2	2	10	1
Stratford Manor	No	1,000	2	2	10	
Tankersley Manor	Yes	1,000	2	2	10	
Telford	Yes	1,000	2	2	10	
The Chase	Yes	1,000	2	2	10	
Westerwood	Yes	5,000	2	2	10	1

Expected Dispatch Date: 30th May 2013

Expected Delivery Date: 31st May 2013

# 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). For existing members to be eligible for their gift their referred guest must continue as a member after the six week trial and sign a 12 month agreement.

**PLEASE NOTE** – if the joining member DOESN’T pay the MINIMUM FEE and sign a 12 month agreement, the existing member DOESN’T receive the referral gift voucher. A review document will be sent out at the end of the campaign to analyse the success and return on investment.

## **Member get member - upsell at point of sale**

All new members joining must be asked to refer a friend so they too can get a referral gift. Use the DL vouchers at point of sale for this purpose. Remember: If you don’t ask you don’t get.

## **Member get member – club promotion**

Why not set up a referral desk during Workout Wednesday (or every Wednesday!) and simply ask members outright if they would like to refer a friend to join and get a free gift. Maybe have a referral day and get the team out and about (maybe dressed in referral t-shirts) asking people in the gym, reception etc for names and emails.

## **SIX WEEK MEMBERSHIP – THE JOINING PROCESS**

All trial users are to join as full members – no exceptions. This may lose you a few people in the beginning, the final conversion improvements by utilising this method will far out weigh this loss, if done correctly. Please see the accompanying sales document ‘selling a six week trial’ for full presentation instructions and objection handling, this can be found on the marketing support portal in the sales documents section, under the resources tab

# Targets

CLUB	PERIOD 6		PERIOD 7		PERIOD 8		TOTAL PROMOTION	
	Joiners	Admin Fee	Joiners	Admin Fee	Joiners	Admin Fee	Joiners	Admin Fee
Aldwark	35	£500	39	£500	41	£500	115	1,500
Ashford In	34	£1,100	52	£500	56	£1,500	142	3,100
Bridgewood	10	£200	20	£400	40	£800	70	1,400
Cambridge	35	£0	34	£0	48	£0	117	0
Chesford	17	£100	11	£100	10	£100	38	300
Crewe Hall	41	£300	35	£500	58	£700	134	1,500
Forest Pines	80	£600	85	£1,300	105	£1,700	270	3,600
Hampshire Court	85	£900	90	£900	110	£1,100	285	2,900
Hellidon	5	£0	18	£0	12	£0	35	0
Midland	13	£0	10	£0	15	£0	38	0
Norton Park	34	£200	28	£200	26	£100	88	500
Nottingham Belfry	27	£200	21	£200	23	£200	71	600
Oxford Belfry	28	£300	19	£300	19	£400	66	1,000
Park Royal	83	£300	95	£400	129	£600	307	1,300
Stratford Manor	10	£100	10	£100	9	£100	29	300
Tankersley Manor	15	£100	27	£200	25	£200	67	500
Telford	44	£300	25	£100	44	£200	113	600
The Chase	43	£700	37	£300	46	£400	126	1,400
Westerwood	51	£1,100	55	£1,200	76	£1,400	182	3,700
TOTAL	690	7,000	711	7,200	892	10,000	2,293	24,200

# Collateral Examples

Aldwark Manor Golf & Spa Hotel  
York

**Get ready for summer**  
6 week membership only £55



A tailored induction plan



15m indoor swimming pool



State-of-the-art machinery



**QHOTELS**

Call us today **01347 833 941**  
or pop in to the health club

Terms and conditions apply and offer subject to availability. Offer ends 31st August 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

A tailored induction plan



15m indoor swimming pool



State-of-the-art machinery



Get ready for the summer with a six week fitness membership at Aldwark Manor Golf & Spa Hotel for only £55

As part of your exclusive membership you will have access to our fully equipped gym, 15m indoor swimming pool and spa area as all of this you will be given your own personalised plan to help you maintain your goals.

Whether you would like to lose weight, tone up, or simply improve your lifestyle, our friendly fitness team will be on hand every step of the way, to offer you as much guidance, assistance and advice as you need.

Aldwark Manor Golf & Spa Hotel  
York

**Get ready for summer**  
6 week membership only £55



**QHOTELS**

Call us today **01347 833 941**  
or pop in to the health club

Terms and conditions apply and offer subject to availability. Offer ends 31st August 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

**QHOTELS**

See the leisure reception for more information.



**Get ready for summer**  
6 week membership only £55



Aldwark Manor Golf & Spa Hotel  
York

**Get ready for summer**  
6 week membership only £55



See the leisure reception for more information.



**QHOTELS**

Call us today **01347 833 941**  
or pop in to the health club

Terms and conditions apply and offer subject to availability. Offer ends 31st August 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

A3/A4 Poster

A5 Flyer

Tent Card

# Collateral Examples

Aldwark Manor Golf & Spa Hotel  
York



**6 week membership  
only £55**

**01347 833 941**

**QHOTELS**


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

External banner




**QHOTELS**

Aldwark Manor Golf & Spa Hotel  
York

**Get ready for summer  
6 week membership only £55**



A tailored induction plan    15m indoor swimming pool    State-of-the-art machinery



**QHOTELS**

Call us today **01347 833 941**  
or pop in to the health club

Terms and conditions apply and offer subject to availability. Offer ends 31st August 2013. For full terms and conditions please visit [www.QHotels.co.uk/leisureclub](http://www.QHotels.co.uk/leisureclub)

HTML

# Additional Campaign Materials



## Press Advert

(To be ordered separately on request)

- HTML Email
- Press Advert
- External Banner
- A5 Flyer 200gsm
- A5 Postcard 350gsm
- A6 Voucher/Pass 280 gsm
- A4 fold down self mailer 280 gsm
- DL Postcard 350gsm
- Posters (A4, A3 & A2)
- Lapsed member mailer
- Pop up Banner

## Campaign Contact Support

enjoy!

Kathryn Troilett

t: 0870 742 4458

e: k.troilett@enjoymarketing.co.uk

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

Additional collateral can still be purchased by calling enjoy! on 0870 742 4458