



One way to drop a few extra pounds.
One of a kind.

Marketing Campaign Guide

May 2012



Campaign Site Breakdown

	Banners	A3 Posters	A4 Posters	A5 Postcards	Tent Cards	Sales Support	Free day pass banner	One day pass landing page	Campaign Landing page with autoresponder
Aldwark	0	2	4	200	10	NO	1	1	1
Ashford In	0	2	4	200	10	NO	1	1	1
Bridgewood	0	1	2	0	10	NO	1	1	1
Cambridge	0	2	4	200	10	YES	1	1	1
Chesford	0	1	2	200	10	NO	1	1	1
Crewe Hall	0	2	4	200	10	YES	1	1	1
Forest Pines	0	2	4	200	10	YES	1	1	1
Hampshire Court	1	2	4	200	10	YES	1	1	1
Hellidon	0	1	2	0	10	NO	1	1	1
Midland	0	1	2	0	10	NO	1	1	1
Norton Park	0	1	2	0	10	NO	1	1	1
Nottingham Belfry	0	2	4	200	10	NO	1	1	1
Oxford Belfry	0	2	4	200	10	NO	1	1	1
Park Royal	1	2	4	200	10	YES	1	1	1
Stratford Manor	0	1	2	200	10	NO	1	1	1
Tankersley Manor	0	2	4	200	10	NO	1	1	1
Telford	1	2	4	200	10	NO	1	1	1
The Chase	0	2	4	200	10	NO	1	1	1
Westerwood	0	2	4	200	10	YES	1	1	1

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

Standard Support Material Provided

Campaign Brief

This May we are running an external and internal campaign. The majority of your provided collateral will be reexternal but there are many additional items available to purchase (flyers, external posters, hotel table top cards etc)

Overview

28 oh so feel good days to come: 4 week trial

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' – Internally (referral) the member will be incentivised to recruit a new member via referrals. For every member they recruit they are entitled to a free gift. This solution only incurs any cost when the referral actually joins. For full details see the Referral Guide document which has been provided to you with the previous referral campaign (a copy is also available in the resources section on the Q Hub Marketing Portal).

Fees

Any new member joining on this campaign must pay the trial cost (see table on page 3) 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 3) – without this fee a referral gift is not applicable.

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

Campaign Contact Support

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

Promotional Material

Additional Support

One way to wrap a few extra pounds will operate through May 2012. All collateral will be dispatched to your hotel by the end of April 2012. 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.

Cost Accounting / Referral Gift additional costs

The cost for all collateral will be charged to your hotel in P5 and should be charged over P5 in accounts - this price does not include any cost for the referral gifts. Cost of trainers is £25 + VAT per pair. Cost of iPod shuffle is £50 + VAT. 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 email.

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.

Dispatch Date: TBC

Expected Delivery Date: TBC

Instructions

Referral process

The A6 referral voucher must be completed prior to joining and put with the completed membership form – do not accept any post dated items (i.e. after the new member has already joined). No voucher no referral gift. Ensure that the voucher has the referring member's name, phone number and email to make it easier to notify them when their referral has joined.

Obtaining the referral gift

See the Referral Promotion Guide for details (available on the Portal) but in short:

1. Members are permitted to refer as many members as they wish. All referrals joining through this promotion must be signed up on the new pricing structure for your club (Band A, B, C or D)
2. A minimum admin/joining fee MUST be taken during this process. (see table to the right)

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

For existing members to be eligible for their gift their referred guest must join and pay a minimum admin/joining fee (MINIMUM FEE) and sign a 12 month agreement before May 31st 2012.

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 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 too. Use the A6 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 Friend's Free Friday (or every Friday!) 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 – How about a prize for the person who gets the most? Use the A6 vouchers for all of this. Again, if you don't ask you don't get.

Targets

	New Member Sales		
Club Name	Sold 2011	Suggested Price Point 2011 Mon-Fri	Weekend Usage
Aldwark	25	35	45
Ashford Int	43	30	40
Bridgewood	2	20	30
Cambridge Belfry	72	35	45
Chesford	27	25	35
Crewe Hall	45	40	50
Forest Pines	54	35	45
Hampshire Court	0	40	50
Hellidon	1	25	35
Midland	18	20	25
Norton Park	44	40	50
Nottingham Belfry	27	30	40
Oxford Belfry	16	30	40
Park Royal	78	40	50
Stratford Manor	4	20	30
Tankersley Manor	20	30	40
Telford	49	20	30
The Chase	29	35	45
Westerwood	58	30	40

Collateral Examples

Aldwark Manor Golf & Spa Hotel
York



Terms and conditions apply

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01347 833941
www.QHotelsgyms.co.uk

**4 weeks of fitness
from £35**

Offer limited to the first 25 people



A3 Poster

Aldwark Manor Golf & Spa Hotel
York



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01347 833941
www.QHotelsgyms.co.uk

**4 weeks of fitness
from £35**

Offer limited to the first 25 people



A4 Poster

Collateral Examples



**Aldwick Manor Golf & Spa Hotel
York**

Book-in to your local QHotels Leisure
the latest gym equipment and technology,
bund to offer support, advice and
tunity to pump it, push it, and pull it.
s, why not cool off with a refreshing dip
dfirst into crystal-clear depths and be
or a while.
ending Most in the gym before work, a
rived indulgences, or a full day of blissful
has the answer this summer.

01347 833941
www.QHotelsgym.co.uk

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A5 Flyers






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Tent Card

Collateral Examples

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York

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FIA FITNESS INDUSTRY ASSOCIATION approved FIA FITNESS INDUSTRY ASSOCIATION code of practice COMPLIANT

Terms and conditions apply

3x1m Banner