



PHASE 2 ENGAGE MEMBERS

Kick Off Pre-Sale

Your pre-webinar checklist

Choose a membership

Welcome to SWEAT Fitness. Please select your package below.

Bronze Membership

£20.00
Per Month

+ £10 Joining Fee

1 Month Contract

No contract membership
our most flexible deal

[Buy now](#)

Silver Membership

£30.00
Per Month

+ £10 Joining Fee

1 Month Contract

No contract membership
our most flexible deal

[Buy now](#)

Create a new package

1 Basic details 2 Access details 3 Additional settings 4 Confirmation

Package name *

Enter the name of your package

Category *

Please select a category

Url *

Enter the name of the package url

Description *

This is used for internal use and to allow you to identify packages.

Public
This is public and anyone can join this package

Private
This package is hidden and only made visible through a special offer code

Packages type *

Referral
This package is hidden and only made visible through a member's referral code

1. Prepare to reopen with limited staff in place in case some of your members need to remain on furlough leave.

Do you have enough staff members to cover all reopening responsibilities? Do you need to introduce some additional responsibilities in the initial phase of reopening? (e.g. <i>cleaning shifts, overnight deep cleaning</i>)
What measures are you taking to protect staff members? Do you need to train staff members on safety and cleaning protocols?
Can you start preparing for gym reopening with some of your staff members working from home?

2. Update your membership offerings based on the current buying behaviour changes.

Can you introduce short-term memberships for potential leads who are concerned about permanently joining a fitness club? What about introducing a clause for early cancellation without any fees?
Can you incorporate nutrition guidance within fitness memberships to help members transition from working out at home to permanently returning to the gym?
Can you offer class passes as an alternative to pre-paid and ongoing memberships?
Can you commit to online classes for existing and new members who might be cautious during the initial phase of reopening?
Can you work with your PT's to create additional challenges to engage members? (e.g. <i>a social media challenges</i>)

3. Identify ways to offer referral programs and incentives for first-time visitors.

What can you offer to new joiners? (e.g. <i>free 1-to-1 session to the first 100 members who sign up</i>)
How can you reward one of your existing members that returns in the first 60 days of reopening? (e.g. <i>a free month, a +1 pass</i>)
Is there a sponsor that can provide you with a giveaway prize for one of your members that visits in the first month of reopening?
Do you have merchandise that you can offer to members as an additional revenue driver and as a way to boost brand loyalty?

4. Fire away your offers via email and on social media.

Have you updated email templates to include your reopening strategy and health & safety guidelines? Have you added download buttons for the Membr app or your own branded app?
Is there anything specific to your gym reopening strategy that needs to be advertised as a selling point in your communication? (e.g. <i>protective capsules, outside classes, online classes</i>)
If you are introducing different rewards and/or referral programmes, can you create separate campaigns? Can you target different member groups?
Have you updated your social media channels already? If not, perhaps this is a great starting point as you figure out the steps above!



Focus Points: Pre-Sale

► UNDERSTAND PERSONAS

Think of the exercisers who are eager to join and re-join the gym after lockdown. What's their motivation? What are they looking to achieve?

► BUDGET CHECK

It's important to set a cap on your marketing budget at the start of your pre-sale planning, so you can invest money in a smart way.

► EMAIL MARKETING

Update existing and new email templates with links to your reopening strategy, health & safety guidelines, and download buttons for the Membr app or your own branded app.

► CAPTURE PROSPECTS

Start advertising when you have your strategy in place. Use different channels to generate maximum exposure and leads.

► FOLLOW UP

Prospects need attention and in the COVID-19 aftermath it's likely that they will have some extra concerns and worries. Listen to them and see if you can address them.

► PRE-SALE MEMBERSHIPS

Introduce more flexible membership options and create a buzz about coming back to the gym.

► GIVEAWAY, OFFERS AND REFERRALS

Give your members and prospects exciting offers they can't refuse. The kind of offers they need to tell all their friends about!

► GO SOCIAL

Your social media is another window of opportunity to showcase you're COVID safe for reopening.

► USE PARTNERSHIPS

Partners can help you advertise and increase your revenue opportunities. #StrongerTogether

