

112 clever ideas to boast membership sales  
37 different initiatives for raising awareness  
6 national campaigns each year  
One of a kind

# Your step by step guide to successful Marketing campaigns

Leisure and Spa at  
QHotels

# Summary

CHOOSE THE AREAS TO WHICH YOU ARE INTENDING TO MARKET YOUR PROMOTION AND FOLLOW THE GUIDELINES BELOW

- Members
- Lapsed-Members
- Previous Prospects
- Residential / Outreach
- Corporate

The higher the number of material your Club distributes, the higher the number of prospects can be expected to respond. This in turn gives you a greater opportunity to convert prospects to members.

Consequently, we recommend that you distribute your marketing message to as many people as possible including members, ex-members, previous prospects and local companies.

Each of the five above areas are covered and the following guidelines are purely to assist in the successful running of your leisure club promotions.

The national campaigns explained

The campaigns are intended to generate prospects from your local catchment and raise local brand awareness as well as motivating members to provide referrals internally. They will create low cost leads if managed effectively. For the promotions to be effective, it is of paramount importance that you plan the promotions prior to their start with your team and select and agree areas/methods of distribution.

Use the material externally and distribute them within your local area as agreed in your marketing planning meetings. Be sure to explore all opportunities and market only to your hot postcode catchment area.

There are point of sale displays and referral vouchers that can be displayed at pick up points around the club.

If using lead boxes, place any lead boxes you have in suitable locations to help encourage prospects. Manage your boxes twice a week collecting any entry cards. Invite all entrants to the Club with the trial on offer. Work with the staff of the relevant business where the box is located and incentivise them with free membership for the duration. It has proved in the past that if they take ownership of the box, leads can be doubled – at least.

## The national campaigns explained

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# The mechanics of your campaign

- When a prospect brings a flyer into your Club ask them to complete a guest register.
- Ensure that their first visit is by appointment only and that sales trained member of staff greets them.
- Attempt to close them during their visit.
- Send all prospects a thank you postcard/letter or note on the day they have visited your Club.
- Referrals are an essential part of the programme and all prospects should be asked to recommend at least one friend (more if possible) onto the programme.
- Ask members, new and old, constantly for referrals.
- If utilising the corporate and residential marketing place, ensure you plan accordingly.
- Schedule your distribution so you can handle enquiries.

The higher the number of materials you distribute and the higher the frequency you send them, the higher the number of prospects can be expected to sample your facilities. This in turn gives you a greater opportunity to convert them to members.

## Tips

Make sure all users pre-book their first visit and that they are greeted and shown around by a sales trained staff member.

If on a trial get reception to inform any sales trained team members when the prospect is in the club using their last day – this may be the last chance to close the sales on site. Use any trial membership cards supplied.

**Trial Passes;** Try to close the sale before they use the trial pass – “join before you use it and as well as a Zero Joining Fee we will give you a ‘~\*\*~@’\*\*% etc”

# Marketing to Companies

## Overview

- Distribute your marketing materials to your local businesses, large and small.
- Bundle the flyers in quantities of 10 and personally deliver them by hand. Try to avoid sending them by post.
- Ask the receptionist/gatekeeper who the best contact is for arranging distribution of the flyers etc, then write that person's name on the envelope before handing it over.
- Call the companies three to four days later and ask them....;
- If they realise that employees are currently making use of your club?
- Will they be requiring any further flyers/posters?
- Would they be interested in setting up a corporate membership?
- When can you come and see them to arrange a corporate scheme as well as distributing trial passes for all the employees?
- Do they have any further questions?
- When a prospect brings the flyer into your Club ask them to complete a guest register, which should include their name, address, telephone number and most importantly the source. This allows you to be able to follow them up later and convert them from a prospect to a member.
- Send all guests a thank you postcard or note on the day they have visited your Club.
- Follow this up with a phone call half way through their trial.

# Marketing to Lapsed-members

## Overview

As a rule all ex-members who have left 6 months ago should be mailed/ contacted each month with a rejoin trial or joining fee incentive flyer/call. Send with a covering letter from yourself.

- Mail ex-members. Alternatively, if not budgeted for mailing, simply call all ex- members and offer them the trial membership/incentive offer.
- Call all ex-members to explain the promotion and ask them if:
  - They would like to use a trial? OR
  - Would they be interested in rejoining?
  - Do they have any further questions?

# Membership Marketing Campaign Display Guidelines



The A6 Referral Voucher is a vertical display. At the top, it features a large image of feet on a scale. Below this, the headline reads '19 ideas to guarantee weight loss'. A list of benefits follows: '646 muscles pushing, pulling, lifting', '30 simple minutes adding years to your life', '14 ways to reduce the wobbly bits', '7 more lengths before that skinny latte', and 'One of a kind'. The main offer states: 'Sign up a friend today and will both receive free personal training worth £55'. The bottom section contains a registration form with fields for 'Your Name', 'Membership No.', 'Friend's Name', 'Friend's Contact Number', and 'Friend's Email'. Below the form is a small disclaimer: 'Simply enter your friend's details and hand in to reception and we'll contact them on your behalf. You can also give it to your friend for them to bring along on their first visit.' The footer includes the QHOTELS logo, the AA logo, and the text 'Leisure and Spa at Aldwark Manor York' and '01347 838146 www.leisureandspaatQHotels.co.uk'.

**19** ideas to guarantee weight loss

646 muscles pushing, pulling, lifting  
30 simple minutes adding years to your life  
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7 more lengths before that skinny latte  
One of a kind

Sign up a friend today and will both receive free personal training worth £55

QHOTELS AA

Your Name: \_\_\_\_\_ Membership No. \_\_\_\_\_

Friend's Name: \_\_\_\_\_ Friend's Contact Number: \_\_\_\_\_

Friend's Email: \_\_\_\_\_

Simply enter your friend's details and hand in to reception and we'll contact them on your behalf. You can also give it to your friend for them to bring along on their first visit.

Terms and conditions apply.

Leisure and Spa at Aldwark Manor York

**01347 838146**  
www.leisureandspaatQHotels.co.uk

QHOTELS AA Hotel Group of the Year 2008 - 2009

## A6 Referral Vouchers

Referral vouchers are to be utilised at the point of sale as well as situated within the Point Of Sale Displays at reception and within the changing rooms. A6 referral Vouchers are not for external use. Members can also refer friends online at [www.leisureandspaatQHotels.co.uk](http://www.leisureandspaatQHotels.co.uk)



The A4 Point Of Sale Display & Poster is a vertical display. It features a large image of feet on a scale. The headline reads '19 ideas to guarantee weight loss'. A list of benefits follows: '646 muscles pushing, pulling, lifting', '30 simple minutes adding years to your life', '14 ways to reduce the wobbly bits', '7 more lengths before that skinny latte', and 'One of a kind'. The main offer states: 'Sign up a friend today and you will both receive free personal training worth £55'. Below this, it says 'Down to zero? Ask at reception for a voucher for your friend.' The bottom section includes the QHOTELS logo, the AA logo, and the text 'Leisure and Spa at Aldwark Manor York' and '01347 838146 www.leisureandspaatQHotels.co.uk'.

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Down to zero?  
Ask at reception for a voucher for your friend.

Leisure and Spa at Aldwark Manor York

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QHOTELS AA Hotel Group of the Year 2008 - 2009

## A4 Point Of Sale Display & Poster

Place in clear plastic A4 poster holder & Add leaflets to dispenser  
Place A4 holder on Reception desk.  
Place referral vouchers within leaflet dispenser.

# Membership Marketing Campaign Display Guidelines



## A2 Posters

Site within bespoke A2 frame within highly visible area of the Reception, main corridor. or Gym  
Ensure frame is screwed to the wall (no picture hooks or suspended frames)  
Frame to be used for current Membership Campaign collateral only.  
New frames can be ordered via the Enjoy website.



## A0 Posters

Site within bespoke A0 frame within highly visible area of the Reception, main corridor or Gym  
Ensure frame is screwed to the wall (no picture hooks or suspended frames)  
Frame to be used for current Membership Campaign collateral only.  
New frames can be ordered via the Enjoy website.



# Membership Marketing Campaign Display Guidelines



This layout shows a flyer with a large image of feet on a scale. The text on the flyer includes: '19 ideas to guarantee weight loss', '646 muscles pushing, pulling, lifting 30 simple minutes adding years to your life 14 ways to reduce the wobbly bits 7 more lengths before that skinny latte One of a kind', 'Join today and pay no joining fee Plus get a free weight loss programme worth £85', the QHOTELS logo, and contact information for Leisure and Spa at Aldwark Manor York: 01347 838146, www.leisureandspaatQHOTELS.co.uk, and the AA Hotel Group of the Year 2009-2010 award.

## A5 Flyers and Postcards

Must only be used for out reach activity  
They should not be displayed around the Club either on notice boards or loose.  
For maximum effect distribute around your local catchment area or display in high traffic areas within a 10 minute drive of your Club



This layout shows a postcard with a large image of feet on a scale. The text on the postcard includes: '19 ideas to guarantee weight loss', '646 muscles pushing, pulling, lifting 30 simple minutes adding years to your life 14 ways to reduce the wobbly bits 7 more lengths before that skinny latte One of a kind', 'Re-join today and pay no joining fee Plus get a free weight loss programme worth £85', the QHOTELS logo, and contact information for Leisure and Spa at Aldwark Manor York: 01347 838146, www.leisureandspaatQHOTELS.co.uk, and the AA Hotel Group of the Year 2009-2010 award.

## A5 Lapsed Member Postcard

Must only be used for out reach activity. Mail to your most likely re joiners.  
This is usually those that have left between 3 months and 18 months ago

# Membership Marketing Campaign Display Guidelines



## 19 ideas to guarantee weight loss

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**Sign up a friend  
today and you  
will both receive  
free personal training  
worth £55**

Ask at reception for more details.

Leisure and Spa at  
**Aldwark Manor**  
York

Terms and conditions apply.

**QHOTELS**



Hotel Group of the Year  
2008 - 2009

## Pop up Banners

Display within your Club in the most prominent position for high visibility.  
This is most likely to be your reception area.  
This will be a key element in your internal referral or secondary spend initiatives.



# Membership Marketing Campaign Display Guidelines



**19** ideas to guarantee weight loss

**Join today and pay no joining fee...**  
**Plus get a free weight loss programme worth £85**

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Leisure and Spa at  
**Aldwark Manor**  
York

**01347 838146**  
[www.leisureandspaatQHôtels.co.uk](http://www.leisureandspaatQHôtels.co.uk)



## External banners

Display in the most prominent position for high visibility.

This item will be one of your most successful marketing pieces and its display position will be key to your campaign sales.

All banners must be correctly and neatly fastened  
Banner frames are available from enjoy! of required



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**Sign up a friend today and you will both receive free personal training worth £55**





## Internet Marketing

HTML emails. A number of site specific emails will be available to you to use via the leisure and spa marketing portal. These will provide a low cost way of reaching referrals, prospects and lapsed members.


# Membership Marketing Campaign Display Guidelines

Visit QHotels.co.uk | About QHotels | Careers | Media |



AA Hotel Group of the Year  
2008 - 2009

HOME | ENQUIRE ABOUT MEMBERSHIP | ABOUT US | OUR CLUBS | MEMBERSHIP OFFERS | REFER A FRIEND | CONTACT US



**646** muscles pumped & toned...

Join today & get the rest of the year free...

Refer a friend...

Membership enquiries...

FREE One day Pass for two... worth up to £30

Simply fill in the details to your right and we'll whizz over your Voucher automatically. Clever stuff this internet lark.


Terms & Conditions Apply. Subject to availability

Choose a Club:

Your name:

Your email:

Submit




**2** great Christmas gift ideas

Treat a loved one to some 'me' time this Christmas...

Spa gift vouchers & Spa day packages

more

**21 reasons why we're the AA Hotel Group of the Year**

AA Hotel Group of the Year  
2008 - 2009

## Internet Marketing

Sales micro-website: A dedicated leisure and spa website ([www.leisureandspaatQHotels.co.uk](http://www.leisureandspaatQHotels.co.uk)) has been set up to provide information to prospective members and spa users. The site is designed as a sales tool and has built in data capture facilities for referral, prospects and spa guests. All external and some internal materials have the website address prominently displayed on them.

As well as the current Membership Marketing Campaign materials, all clubs must have the following Compulsory Items within Reception at all times.

- Guest Waiver/ Signing in book
- Telephone Enquiry Book
- Price Presentation/needs Analysis Booklet

**NB: Not all the above materials are supplied with every marketing campaign that you will receive. Please refer to each individual national Marketing Campaign Guide for the type and quantity of materials your Club will be supplied with.**

For further information on marketing support materials visit the QHotels Marketing Hub or call your site support manager at enjoy! on the number below;

enjoy!

Contact:

Clare Marks: Marketing Support Manager

t: 08709 742 4458

e: [c.marks@enjoymarketing.co.uk](mailto:c.marks@enjoymarketing.co.uk)