

THE ZOO HEALTH CLUB 2023 MARKETING CALENDAR

	<i>System Wide Prom & Website</i>	<i>Internal Promotion</i>
JAN	TURN IT UP. BURN IT UP... First Workout is Free...	Raffle a Flat Screen T.V. (For January and February 2 months) 5 tickets for bringing in a guest, 5 more if guest enrolls
FEB	JUST GET HERE. WE'LL GET YOU THERE... Receive a Free Week	Raffle a Flat Screen T.V.
MAR	TAKE IT INSIDE! RAISE TO THE CHALLENGE 5 Week Challenge \$20 for 20 Visits FIRST TIME VISITORS MUST BE 18 YEARS OLD AND USED IN 5 WEEKS	Cash Raffle Month \$300.00 5 tickets for bringing in a guest, 5 more if guest enrolls
APR	TRY BEFORE YOU BUY. FREE WEEK TRIAL! FIRST TIME VISITORS MUST BE 18 YEARS OLD AND USED IN 5 WEEKS	Sponsor a Guest and Get a Free T-Shirt (For 2 months) 5 tickets for bringing in a guest, 5 more if guest enrolls
MAY	Join now for only \$1.00 and \$29.99 per month	Sponsor a Guest and Get a Free T-Shirt (For 2 months)
JUN	COMMIT TO BEING FIT... 0 Enrollment	Raffle a 1-year membership keep or give to a friend 5 tickets for bringing in a guest, 5 more if guest enrolls
JUL	SUMMER MADNESS! Free Week of Summer Workouts...	Raffle an iPad (For 2 months) 5 tickets for bringing in a guest, 5 more if guest enrolls
AUG	STEP IT UP! Call for your Free Workout!	Raffle an iPad (For 2 months) 5 tickets for bringing in a guest, 5 more if guest enrolls
SEPT	GETTING FIT IS THE NEW NORMAL! Call for your Free Workout!	Raffle 10 Speed Bike (For 2 months) 5 tickets for bringing in a guest, 5 more if guest enrolls
OCT	FALL INTO FITNESS 30 Day Fitness Challenge is on!	Raffle 10 Speed Bike (For 2 months) 5 tickets for bringing in a guest, 5 more if guest enrolls
NOV	THIGHS BEFORE PIES... For your Free Workout! Call Now	Raffle a large turkey or a turkey dinner for 6 5 tickets for bringing in a guest, 5 more if guest enrolls
DEC	YOUR CHRISTMAS GIFT... 3 Free Workouts	Christmas Cash Raffle \$300.00 5 tickets for bringing in a guest, 5 more if guest enrolls

When using any of the ads for advertising please fill out the support ticket in franchise support section of the website. The IT/ Marketing department will put in any change to your amenities, your address and phone. The ad will be ready to download and use.

All advertising must have “FRANCHISES AVAILABLE” WWW.ZOOGYM.COM

When running your external advertising, you should coordinate your internal promotion along with it by having handout fliers, posters, and email blasts to the members.

The fliers should have two one-week guest passes at the bottom

Raffles work, give 5 raffle slips for bringing in a friend and five more raffle slips if friend enrolls.

You can raffle off almost anything from laptop computers, cell phones, bikes, dinners, I pad, and flat screen TVs and cash as everyone gets motivated for money.

Give a - ways work well such as: Bring in a new member and receive a t-shirt, coffee mugs, water bottles, towels, free personal training session.

Each month you must have an advertising budget at least for your internal promotions. This business is a game of creating traffic into your club, no traffic no sales

You will find in the franchise support section of the Zoo website two new support guides.

- 1. How to use a \$20 20 visit and a \$10 10 visit promotion to build membership sales. We suggest reading it as it explains in detail how to be successful converting a 10 For 10 or 20 for 20 memberships into full memberships**
- 2. How to set up a 21 - day get Fit Study to build membership sales.**

ADVERTISE AND MARKETING FIRST KEY TO YOUR SUCCESS! JUST DO IT!