

MARKETING AND CLASS/FEE STRUCTURE IDEAS

MARKETING

1. Offer a Free Introductory Period.
2. Schedule weekly introductory classes with 10% discount if person signs up immediately after class.
3. GRAVITY Gift Pack: (1-10 classes) A great way to bring in new members through current member referrals.
4. Promotions: Give GRAVITY Gift pack for Valentine's Day, Christmas, Mother's/Father's Day, Birthdays etc. (Gift pack given in bright yellow bags with tissue paper – GRAVITY colours).
5. GRAVITY Member Marketing Video – Demonstrates GRAVITY Programming in Group, Pilates and Personal Training; a valuable marketing tool for prospective members.
6. Run GRAVITY ads and press releases as recommended and supplied in your Marketing Binder.

CLASS/FEE STRUCTURE

1. Offer member fees; non-member fees.
2. Offer reduced pricing for "5 and 10 GRAVITYClass" packages.
3. Offer reduced pricing when a member resigns up for a GRAVITYClass package (only if initial package was not reduced) EXAMPLE: 10 classes for \$150. Re-up immediately upon completion at 10 classes for \$120.
4. Offer a monthly fee EXAMPLE: \$100.00 for unlimited GRAVITYClasses. (Participating members like the flexibility of this plan but typically do not take advantage of adding more classes).
5. Offer a reduced Personal Training fee if 2 or more members are trained, simultaneously.
6. Make GRAVITYClass sign-up mandatory.
7. Utilise a 24-hour advance cancellation policy for GRAVITYPrograms.
8. Offer a GRAVITYPass with an expiration period. EXAMPLE: 10 classes to be used in 8 weeks.
9. Circuit training: Use GRAVITY inconjunction with other disciplines and double or triple your class size. EXAMPLE: 5 GTS units – 5 members on the GTS's five on BOSU; rotating every 10 minutes.

NOTE: * #6, 7 & 8 give importance and value to GRAVITYPrograms

* Above compiled, in part, from club feedback

Information provided by efi Sports Medicine.