

Marketing to Prospects and the Public

Addicted to Data Challenge

Set your launch date (Hint: The best day is always the 1st of the month):_____.

2 Weeks Out

Meet with your staff to discuss the upcoming promotion or challenge and how it will involve the app as well as how to promote on tour and to members.

Schedule your challenge start and stop- typically start 1-2 weeks AFTER you launch, to allow all your new members to start at the same time.

Review the metrics that you will measure for your challenge or promotion (usage, calories, etc) and get them set up in the CRM/app- Fitness Milestones, Points, TOD

Print and display [Contest Announcement](#) (color print and laminate) 20 black and white copies

Send Challenge [email](#) to members (Get Fit- See Data- Win Prizes)

Send Challenge [email](#) to prospects (Still on the Fence? Here is another Awesome Reason to Join- Our Club)

1 Week Out

1. Launch your digital campaign. You will want a new

- FB cover
- FB post