

LES MILLS

# NEW RE-OPENING MARKETING TOOLKIT

RE-LAUNCH AND RE-CONNECT WITH YOUR MEMBERS



# THE FASTEST WAY BACK

It's great news that more and more clubs are starting to re-open and bringing live group fitness back onto the menu for consumers.

Despite operating restrictions and other hurdles, we still believe that live fitness is the best fitness experience.

What we are seeing around the world is that members are combining live fitness into their digital routines as they come back to the gym.

And more than that – there is a whole wave of people who have started working out at home and are looking for a live experience.

**63% of LES MILLS On Demand users were interested in trying a live class at a gym or facility upon reopening.**

Encourage your members back and generate cash flow quickly by using some simple retail and promotional tactics.

Your members behaviour will have changed, so use this to your advantage and leverage their willingness to try something new.

It's good to be back!





# RETAIL ASSETS AVAILABLE

## MEMBER EMAIL

These email headers and copy can be used to drive referrals from your current membership base.

TIP: Create a sense of urgency – make your offer available for a limited time only.

[DOWNLOAD](#)

## DIGITAL SCREENS

Promote your offer in multiple places around the gym. Use these digital options on your reception and studio screens.

[DOWNLOAD](#)

## SOCIAL TILES

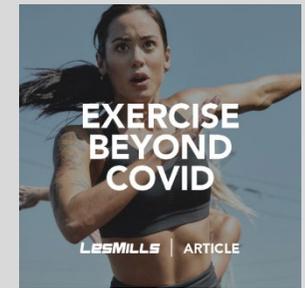
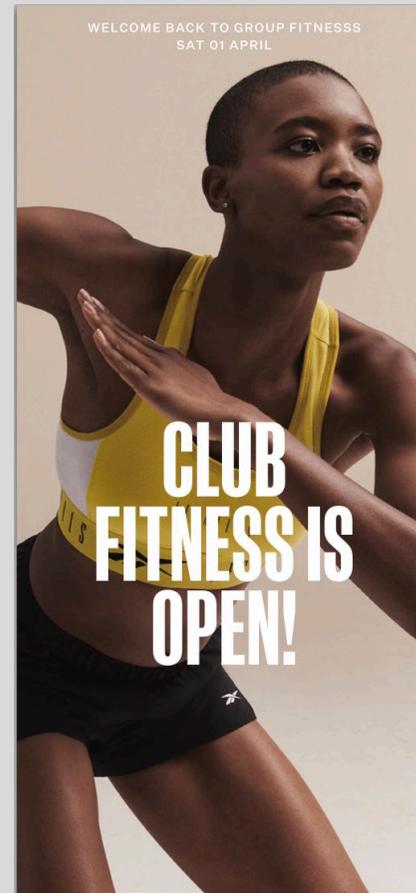
Social media is a cost-effective and efficient tool to promote offers to your community

[DOWNLOAD](#)

## DIGITAL SCREENS

Video can be a captivating way to motivate members with a strong retail call to action (CTA).

[DOWNLOAD](#)



# OTHER CONTENT AVAILABLE

## NEW WORKOUT COLLECTION

This collection of print, digital and social marketing assets has been designed to help you connect and engage members, and promote the arrival of your new group fitness workouts.

[DOWNLOAD](#)

## EDITABLE TEMPLATES

Customisable templates available. Simply update with your logo, specific copy and choose from a range. Note: make sure you're logged in to Brand Central for the links to work. If you're not logged in, you won't link through to class pass or retail offer templates.

[DOWNLOAD](#)

## WORKOUT PLANNER

Use our workout planner to create a workout challenge that blends online and offline options.

[DOWNLOAD](#)

## ARTICLES

We have thousand of articles to support your members' journey back to fitness.

[DOWNLOAD](#)

# SOCIAL MEDIA PLANNER

Social Media has become an effective tool during these unprecedented times as a way of keeping connected with your members.

Each week is designed to cover key themes that you should cover with your members so they feel excited, feel safe, want to come back and join their exercise community

COUNTDOWN WEEK	WEEK 1	WEEK 2	WEEK 3	WEEK 4
<b>GET READY</b> You'll know when you're a week out from opening so start to get your Instructors and members hyped and ready to get back to it.	<b>WELCOME BACK</b> This content is all about getting your Instructors and members excited to come back to the gym or to work out at home using your Digital workouts. The content should be motivational and inspiring.	<b>HEALTH &amp; HYGIENE</b> This content is to ensure that people feel safe about coming back to your gym and remember the safety measures you've already put in place. The content should be factual steps you are taking and making the place welcoming. Posts should be a carousel.	<b>BUILD CONFIDENCE</b> This content is to help members feel like they can get back on track with their exercise after being away.	<b>POWER OF COMMUNITY</b> This content is to help members and instructors feel they are part of something larger.

# SOCIAL MEDIA PLANNER

## COUNTDOWN WEEK: GET YOUR INSTRUCTORS AND MEMBERS READY

MONDAY



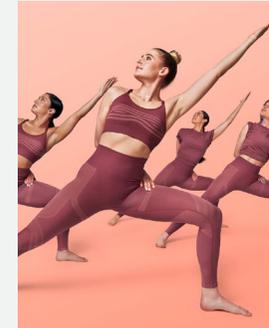
We're coming back..  
we can't wait to see you again.

WEDNESDAY



Only a few more sleeps to go..

FRIDAY



Are you ready to workout together?  
Let's go!

## WEEK 1: WELCOME BACK

MONDAY



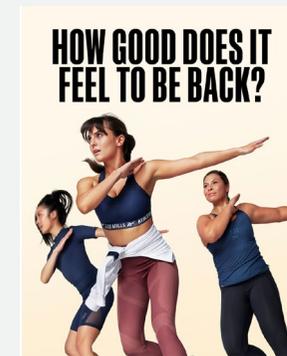
We're open and ready to have you come back  
in person or online. Join us..

WEDNESDAY



Ready to fly high physically and mentally?

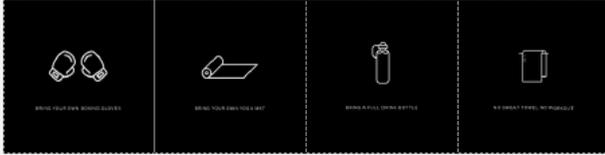
FRIDAY



Let's go. Let's get back to working out.

# SOCIAL MEDIA PLANNER

**WEEK 2: HEALTH & HYGIENE** Post should be a carousel of the below images on FB or IG.

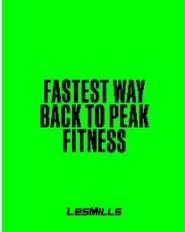
MONDAY	WEDNESDAY	FRIDAY
 <p>We've continued to implement safe distancing and cleaning so you can focus on your workout at the gym</p>	 <p>Remember to bring all of your own equipment and only use your own.</p>	 <p>We're open with new timetables to ensure you can workout safely</p>

## WEEK 3: BUILD CONFIDENCE

MONDAY	WEDNESDAY	FRIDAY
 <p>Time to rise up.</p>	 <p>You've had it before, you still have it now, you'll have it moving forward</p>	 <p>You got this</p>

# SOCIAL MEDIA PLANNER

## WEEK 4: POWER OF COMMUNITY

MONDAY	WEDNESDAY	FRIDAY
 <p>FASTEST WAY BACK TO PEAK FITNESS</p> <p>LES MILLS</p>	 <p>NOTHING BEATS LIVE</p>	 <p>HOW GOOD DOES IT FEEL TO BE BACK?</p> <p>LES MILLS</p>
New day, still together.	Working out together never felt better.	We're ready to workout together. Just step back in.

## MORE SOCIAL POST TIPS:

### CONNECTION

- Training and class squad images
- Fitness inspiration and trends from around the world
- Workout tips
- Shout outs to your members and Instructors
- Inspirational member efforts and achievements
- Interviews with Trainers or Instructors
- Take your audience behind the scenes! Use Stories and Live to give your followers a sneak peek at what it's like to be one of your instructors or at the gym
- Content that motivates, raises a smile or teaches something works well

### MOTIVATION

- Ask people about their personal improvements
- Ask people about their goals
- Involve your followers
- Use polls and questions to get the conversation going
- Social trends or safe fitness challenges (e.g. LES MILLS GRIT challenges)
- Before and after workouts
- Tutorials or expert advice on a topic your teams are educated on
- Share your followers' posts
- Ask your followers questions or ask them to ask you anything!

**LES MILLS**



For any questions on this re-opening toolkit, please contact your local Customer Experience Manager.