Membership Building Marketing Activity Plan

CENTRE MANAGER

HiFlex Physio

Activity	Action	By	Target	Actual	Action Date
Advertising	Advertise on free website	Team Member	5 sites per month	1	Dec 20XX
Promotions Recommend a friend	All Team Members should be encouraging their clients to recommend a friend. One free fitness test and plan for anyone who recommends a friend who enrols.	All Team Members	40 people per month	50-60	Dec 20XX
Local Business	• Acquire contact details • Make appointments and visits • Follow up with material regulary	Manager	40 people per month	139	Dec 20XX
Local High Schools	• Acquire contact details • Make appointments and visits • Follow up with material regulary	Manager	10 people per month	1 class of 10 every 2 weeks	Dec 20XX
Tourist Industry Hotels Restaurant Places of interest	• Acquire contact details • Make appointments and visits • Follow up with material regulary	Manager	60 people per month	198	Dec 20XX

Membership Building Marketing Activity Plan

GENERALMANAGERMARKETING

Activity	Action	By	Target	Actual	Action Date
Relationship Marketing Work with local or regional partners on joint or reciprocal marketing promotions Contact local Organisation	Other training providers: provide them with a percentage fee for successful leads, provided that we believe there will be a high volume of leads. Council Chamber if Commerce Community Centre Managers Adult Education Managers	Kath Jones	5 per month	3 which are generating 100 sales per month	Dec 20XX