

VIRTUAL FITNESS MARKETING GUIDE 1.0

Everything you need
to successfully market
virtual fitness.

wexer



67%

***of members said a lack of information
from the club was their main reason
for not trying virtual fitness***

To help you promote virtual fitness to members and prospects, we've created a new marketing pack for all our customers. Here's an overview of what's available...

ALL MARKETING ASSETS CAN BE ACCESSED VIA MY WEXER.

THE GOAL?

***TO DELIVER CONSISTENT AND SEAMLESS INFORMATION AT EVERY
TOUCHPOINT THROUGHOUT THE MEMBER JOURNEY.***

As experts in virtual fitness, we know which marketing strategies work when it comes to launching and sustaining a strong virtual fitness offering. We can help you maximise usage across different member segments and, as new trends emerge, we'll help you stay one step ahead.

ELEMENTS OF YOUR VIRTUAL FITNESS MARKETING PLAN

01

***IN-CLUB
MARKETING***

02

***IN-PRODUCT
MARKETING***

03

***DIGITAL
MARKETING***

04

***STAFF
COMMS***

01. IN-CLUB MARKETING

POSTERS

WALLPAPER

SIGNPOSTING

STAIR RISERS

ROLL-UP BANNERS

LEAFLETS

POSTCARDS

DIGITAL STILLS

POSTERS



Our posters are an easy and cost-effective way to market virtual fitness to your target market. When placed in high footfall areas, they build awareness and help keep virtual front of members' minds. With 12 different poster designs available, you'll always find a message to suit your membership demographic.

A2 SPEC:

12 POSTERS AVAILABLE

Single sided A2

Flat Size: 420mm x 594mm

220gsm Matte stock

Printed full colour: CMYK Litho
single sided

A4 SPEC:

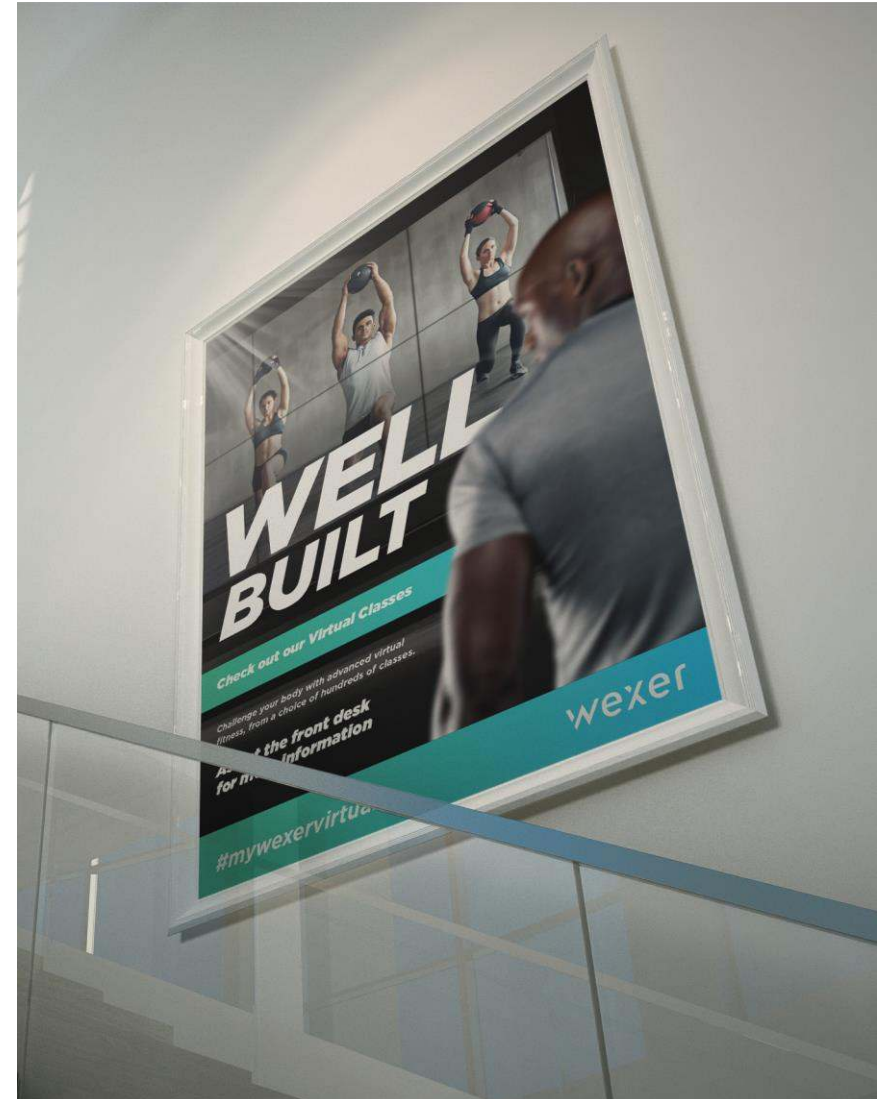
12 POSTERS AVAILABLE

Single sided A4

Flat Size: 210mm x 297mm

220gsm Matte stock

Printed full colour: CMYK Litho



WALLPAPER

Want to go big? Our 'wallpaper' posters are a great way to maximise impact. Unlike other advertising such as TV trailers, wallpaper can't be switched off – and as it takes up a whole wall, you certainly can't miss it!

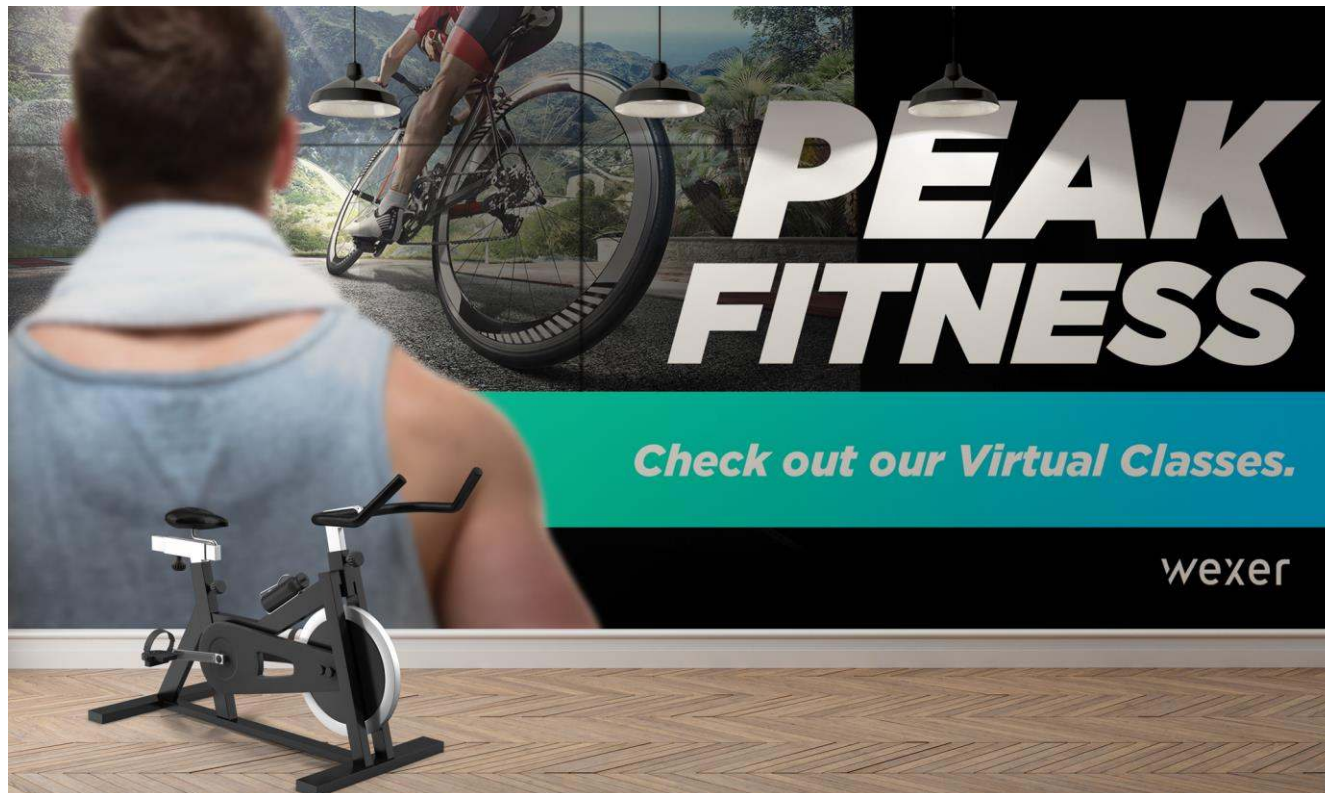
SPEC:

4 PIECES OF WALL ART AVAILABLE

Size: Measure your wall for dimensions

Material: Vinyl

Printed full colour: CMYK



SIGNPOSTING

You've installed a virtual studio, you've told members about it – now you need to make sure they can find it! We can help with some eye-catching signposting for your new virtual studio.

SPEC:

5 POSTERS AVAILABLE

Size: A3 297mm x 420mm

220gsm Matte stock

Printed full colour: CMYK Litho single sided



STAIR RISERS



Is your studio upstairs? One great way to signpost your members towards your virtual studio is to use stair risers – a powerful and fun way of communicating simple messages.

SPEC:

Size: Measure your stair riser for dimensions

Material: Vinyl

Printed full colour: CMYK



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ROLL-UP BANNERS



Don't have a wall to put a poster on? No problem. Free-standing roll-up banners can make a big impact in your reception area, or indeed in any key location around the club. We have four different designs available, so you can mix and match to keep your message fresh.

SPEC:

4 ROLL-UP BANNERS AVAILABLE

Printed size: 2000 x 800mm

Printed full colour: CMYK Litho single side

Printed on 180 micron matt-coated vinyl,
held in place with an aluminium frame.



LEAFLETS

Your staff will of course talk to members about virtual fitness, but we know people sometimes want to take information away with them too. Our leaflet is full of useful details about how to use the Wexer on-demand player and what classes are available.

Pages: 6pp

3 LEAFLETS AVAILABLE DEPENDING ON CONTENT

Flat Size: 297mm x 210mm

Folded Size: DL 210mm x 99mm

Folding: Roll fold

220gsm Matte stock

Printed full colour: CMYK Litho both sides



POSTCARDS

Postcards are another good way to promote virtual fitness to members and prospects alike – bite-sized messages that you can cost-effectively distribute across multiple touchpoints in the club, from reception to café to changing rooms.

SPEC:

5 POSTCARDS AVAILABLE

Double sided A5

Flat Size: trimmed to 148 x 210 mm

300gsm Matte stock

Printed full colour: CMYK Litho both sides



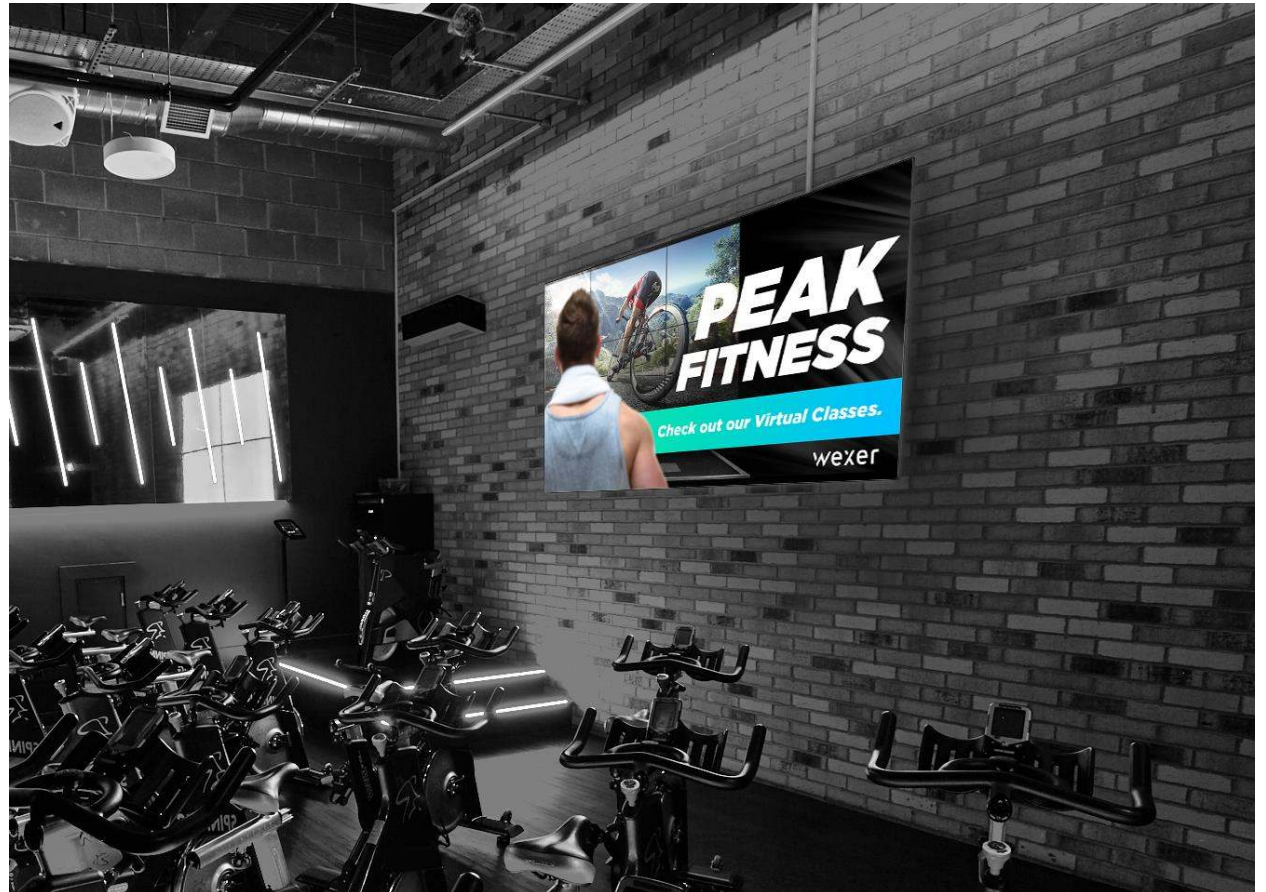
DIGITAL VISUALS

We're in a digital age – you no doubt have screens of all shapes and sizes throughout your clubs. Make the most of these as a channel to drive awareness of virtual fitness, using our 11 specially designed digital visuals.

SPEC

11 DIGITAL VISUALS AVAILABLE

Screen Resolution: 1920 x 1080px (HD)



02. IN-PRODUCT MARKETING

ON-DEMAND PLAYER

VIRTUAL SCREEN

ON-DEMAND PLAYER

Our on-demand player has been designed with simplicity in mind: members can easily and independently browse the content. Put it on the wall outside your studio and it can act as a marketing tool in its own right, as members take time to explore what Wexer has to offer.

SPEC

Colour scheme: The Wexer blue can be changed to a colour of your choice.

Logo: Replace the Wexer logo with your club's logo.



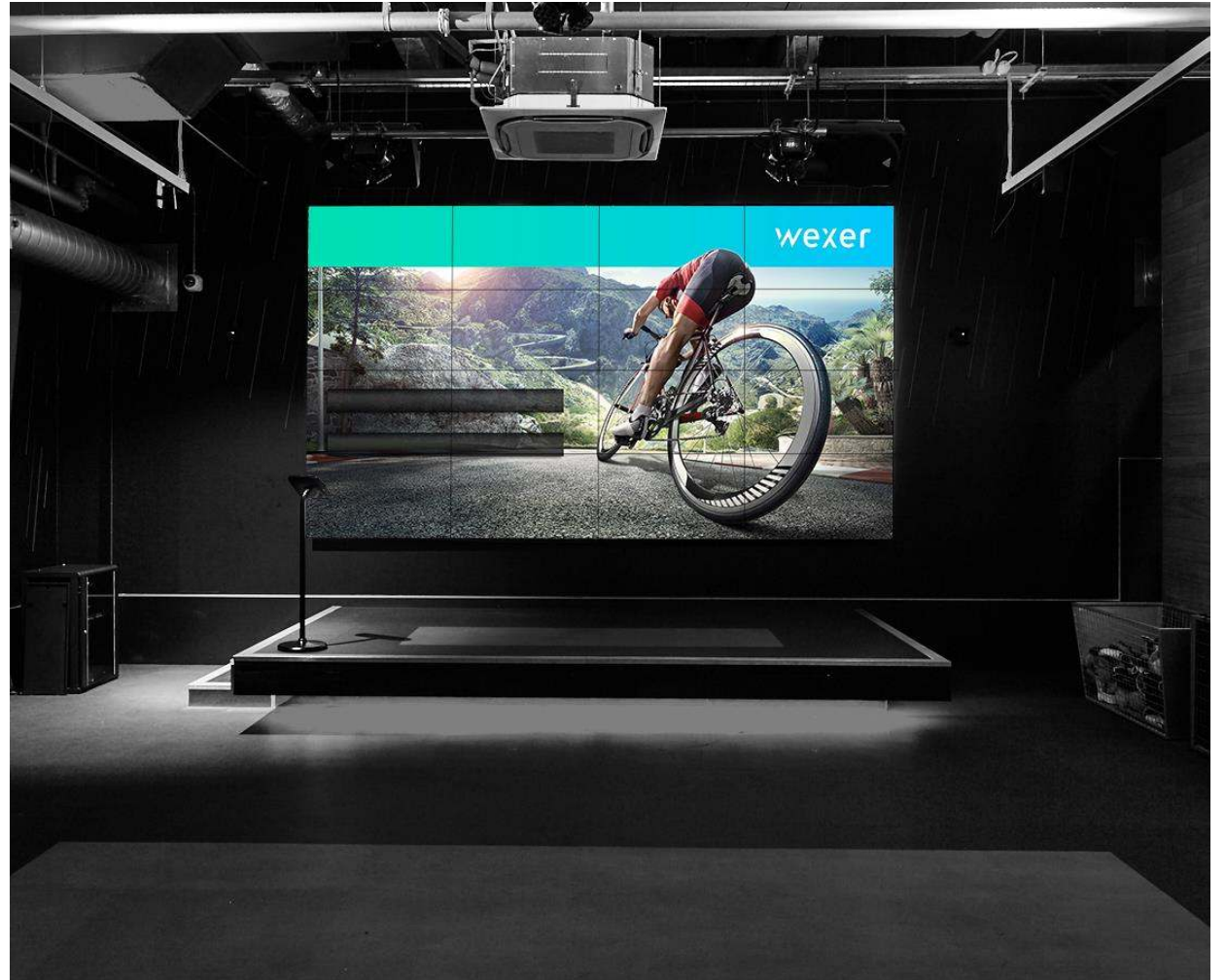
VIRTUAL SCREEN

Whenever the virtual screen isn't being used for a class, you can use it to advertise your virtual offering – driving awareness among anyone doing a live class or even just walking past the studio.

SPEC

4 SCREENSAVERS AVAILABLE

Or create your own screensaver from one of our templates



03. DIGITAL MARKETING

EMAIL

SOCIAL MEDIA

WEBSITE

BLOG

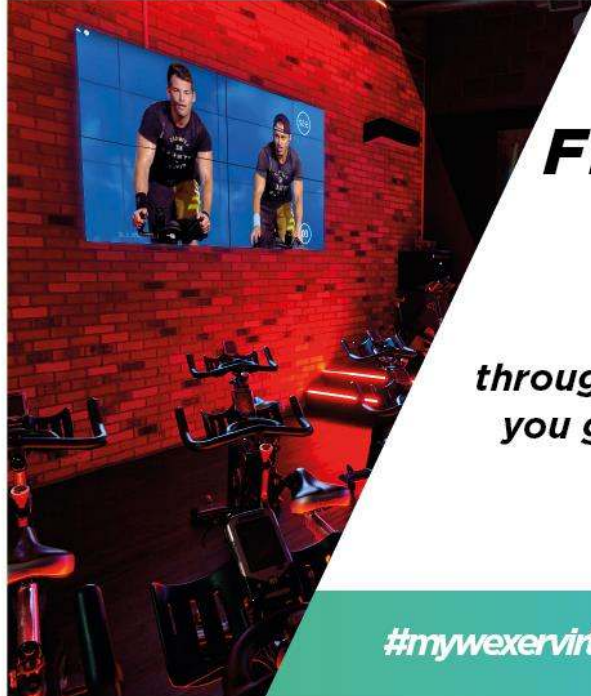
MOBILE

EMAIL

Never under-estimate the power of email marketing in reaching and connecting with people on a more personal level. This is a great and incredibly cost-effective way to reach large numbers of members and prospects alike.

In *MY WEXER*, you will find guidance on how to prepare emails for:

- ∠ The pre-launch of virtual fitness
- ∠ The launch day
- ∠ Post launch



***VIRTUAL
FITNESS HAS
ARRIVED!***

***Virtual Classes run
throughout the day, offering
you greater flexibility as to
when you work out.***

#mywexervirtual

wexer

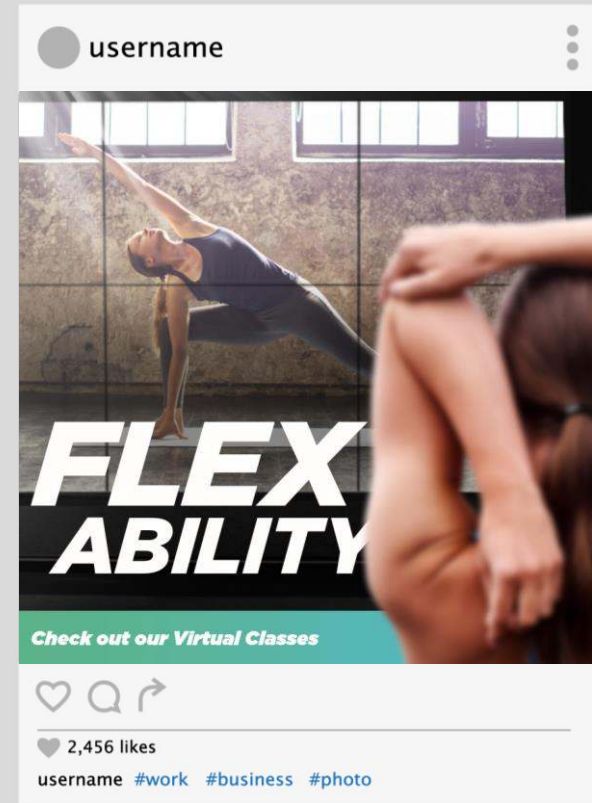
SOCIAL MEDIA



Spread the word on social media! If you're not sure where to start, take a look at *MY WEXER* – we've created a wide range of template posts which you can adapt and use on:

- ∠ Twitter
- ∠ Facebook
- ∠ Instagram

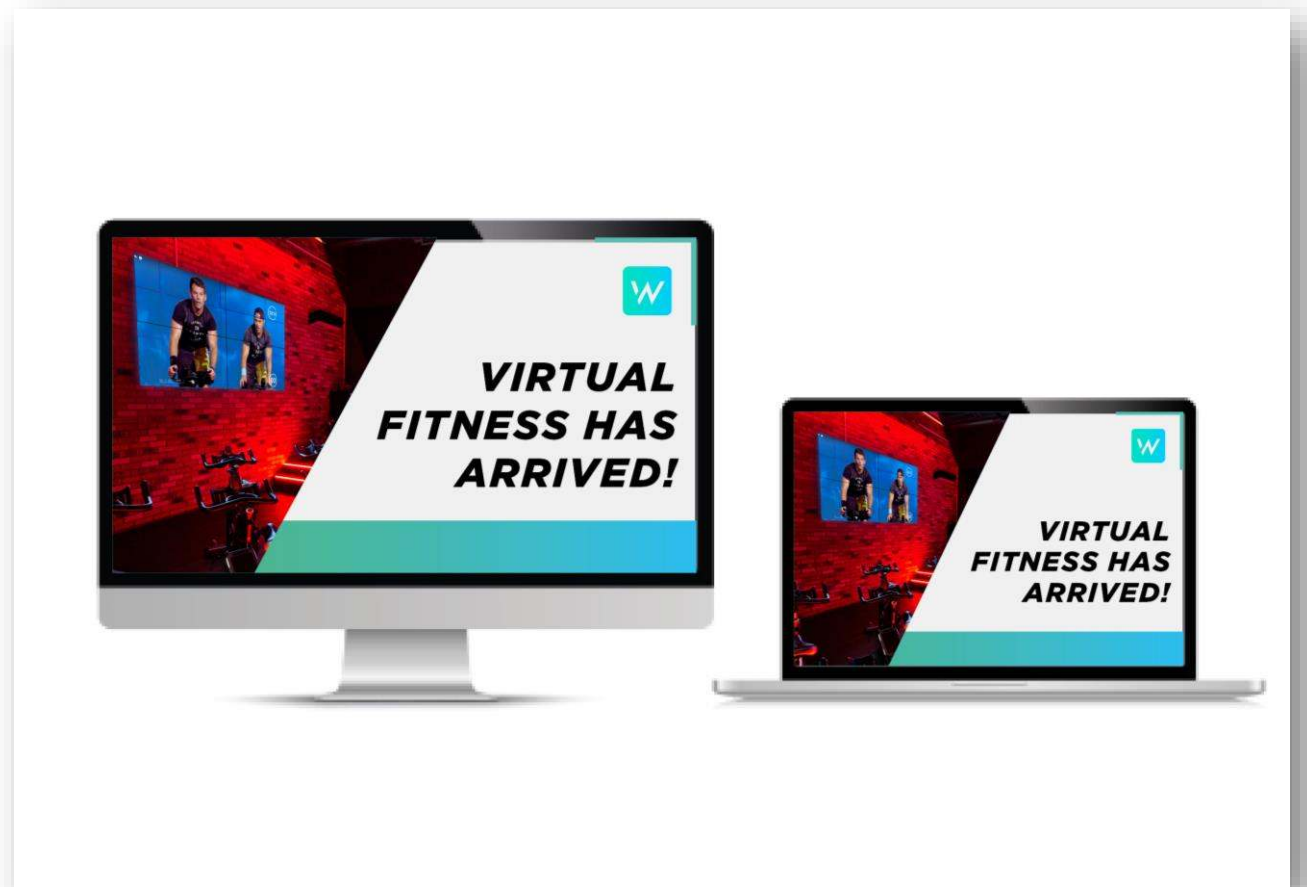
There are also graphics and trailers to make your posts more engaging.



WEBSITE

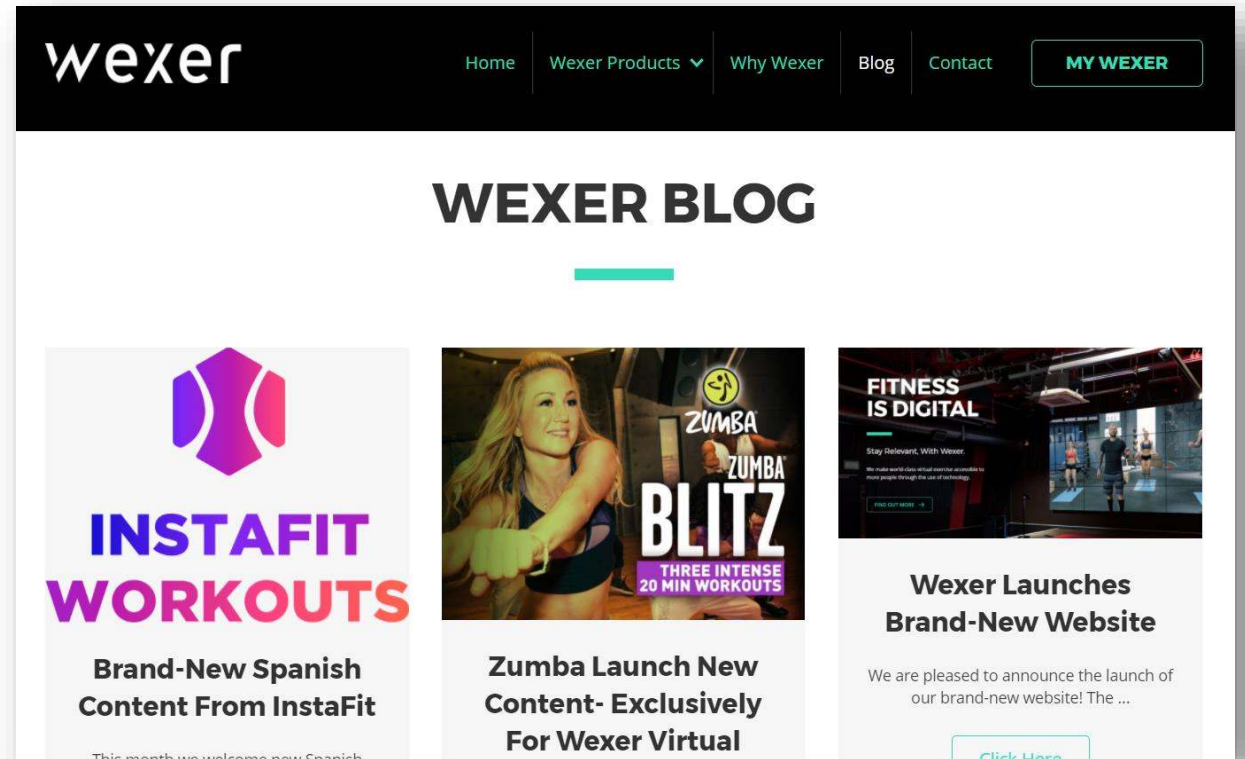
Don't forget to include information about your virtual fitness offering on your website. After all, this is one of the first places prospects in particular will look for information about your club – and virtual is a great selling tool.

View an example [here](#).



BLOG

Blogging is another great way to market virtual fitness. We regularly produce blog posts that you can share with your members, which showcase virtual fitness within the context of broader consumer trends - for example, '3 HIIT classes you must try this summer' and 'Our top picks for toning up fast'.



MOBILE MARKETING



Time to get interactive!

If you have a mobile app, make sure you harness the power of push notifications and in-app messages to raise awareness about your virtual offering. You could also add scheduled virtual classes to the group exercise timetable on the app.



04. STAFF COMMS

STAFF FAQ SHEET

STAFF FAQ SHEET

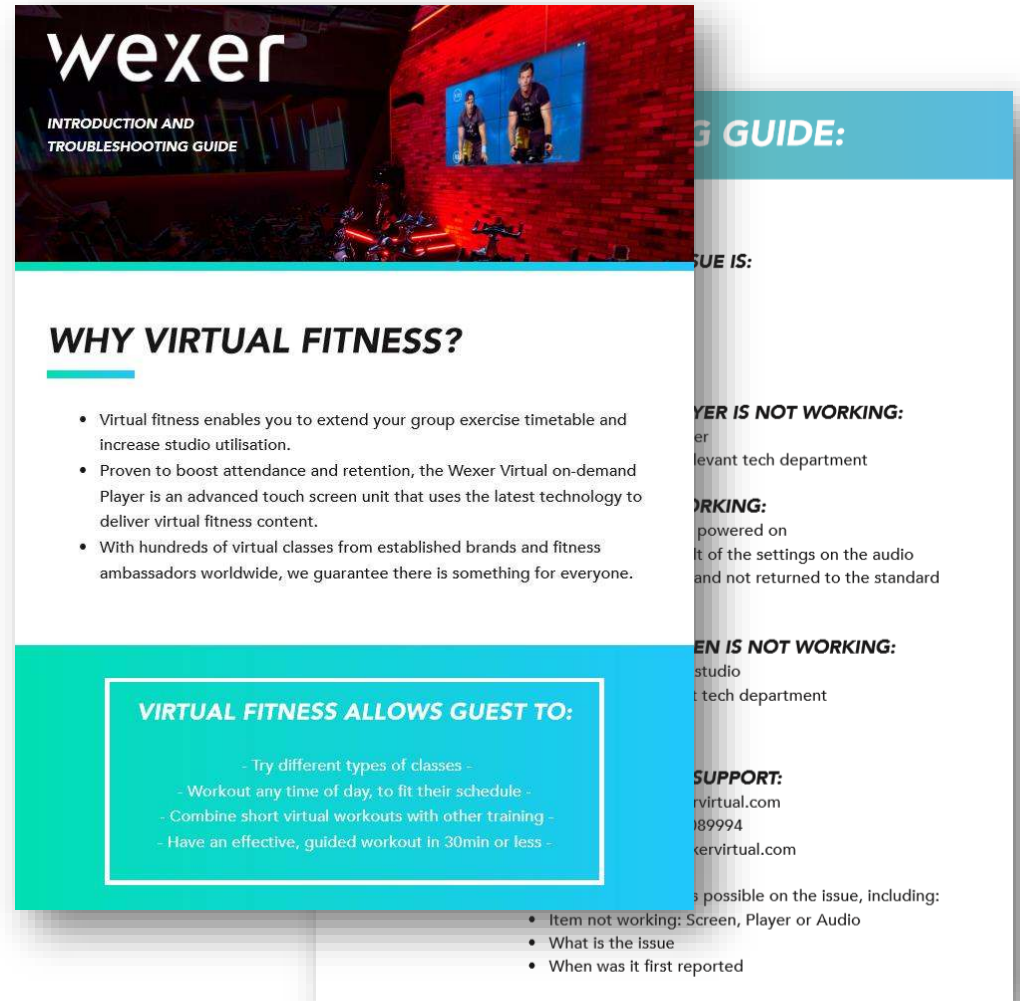


Gaining the necessary buy-in across all departments is crucial to ensuring your virtual fitness launch is a success.

MY WEXER provides a staff FAQ document which:

- ∟ Explains why virtual fitness is a good idea
- ∟ Outlines what it allows members to do
- ∟ Provides a trouble-shooting guide to the player

For more information about team buy-in, see step 6 of our '10 steps to success' document.



The image shows a digital document titled 'wexer' with the subtitle 'INTRODUCTION AND TROUBLESHOOTING GUIDE'. The document is displayed on a tablet or screen, showing a virtual fitness environment with a red brick wall and a large screen displaying two people exercising. The document content includes a section titled 'WHY VIRTUAL FITNESS?' with three bullet points, a section titled 'VIRTUAL FITNESS ALLOWS GUEST TO:' with four bullet points, and a section titled 'TROUBLESHOOTING GUIDE:' with three sub-sections: 'PLAYER IS NOT WORKING:', 'SCREEN IS NOT WORKING:', and 'SUPPORT:'. The document is partially obscured by a white box at the bottom right.

wexer
INTRODUCTION AND
TROUBLESHOOTING GUIDE

WHY VIRTUAL FITNESS?

- Virtual fitness enables you to extend your group exercise timetable and increase studio utilisation.
- Proven to boost attendance and retention, the Wexer Virtual on-demand Player is an advanced touch screen unit that uses the latest technology to deliver virtual fitness content.
- With hundreds of virtual classes from established brands and fitness ambassadors worldwide, we guarantee there is something for everyone.

VIRTUAL FITNESS ALLOWS GUEST TO:

- Try different types of classes -
- Workout any time of day, to fit their schedule -
- Combine short virtual workouts with other training -
- Have an effective, guided workout in 30min or less -

TROUBLESHOOTING GUIDE:

PLAYER IS NOT WORKING:

er
relevant tech department

SCREEN IS NOT WORKING:

studio
tech department

SUPPORT:

rvirtual.com
89994
kervirtual.com

possible on the issue, including:

- Item not working: Screen, Player or Audio
- What is the issue
- When was it first reported

YOUR MARKETING CHECKLIST

IN-CLUB MARKETING

- ☐ Posters
- ☐ Wallpaper
- ☐ Signposting
- ☐ Stair risers
- ☐ Roll-up banner
- ☐ Leaflets
- ☐ Postcards
- ☐ Digital visuals

IN-PRODUCT MARKETING

- ☐ On-demand player
- ☐ Virtual screen

DIGITAL MARKETING

- ☐ Email
- ☐ Social media
- ☐ Website
- ☐ Blog
- ☐ Mobile

STAFF COMMS

- ☐ Staff FAQ sheet

BESPOKE MARKETING

DESIGNED SPECIFICALLY FOR YOUR CLUB GROUP

Our in-house marketing specialists can conduct an analysis of your member journey and segmentation. We will then create a bespoke strategy to build awareness of virtual fitness and drive participation within your clubs.

Contact lucy.button@wexer.com for a quote.

***WE MAKE WORLD-CLASS
EXERCISE ACCESSIBLE TO MORE
PEOPLE, THROUGH THE USE OF
TECHNOLOGY.***

wexer