

GUIDE TO MARKETING AND PROMOTING YOUR WELLNESS SPACE

A WellnessSpace Brands White Paper



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Introduction

Congratulations on opening your new wellness and recovery space! Now comes the important task of promoting it to attract members and establishing a strong presence in the fitness community. Ensure your latest investment doesn't go unnoticed.

This guide will explore successful strategies to help you effectively promote your wellness space, attract a dedicated member base, and incentivize clients to upgrade to premium packages.



Recommendations for Pricing & Positioning

Create a Premium Membership Package










Position your wellness space for the highest probability for success

- Include access to the wellness space in a premium membership package and bundle with other premium services (guest passes, multi-club access, etc.)
- Price membership to the wellness space at \$10-\$15 more per month versus your basic membership package
- Provide daily access to premium members

Highlight the Value of the Premium Package

Create a membership comparison chart to show the value of the premium package

- Provide product images, information, and benefits for each amenity
- Showcase the comparison chart both in-club and online

		BEST VALUE	
		Premium	Basic
Price		\$29.99 / Month	\$19.99 / Month
Access To All Cardio & Strength Equipment		✓	✓
Access To Single Club Location		✓	✓
Access To All Clubs		✓	
Unlimited Guest Passes		✓	
CryoLounge+ New Reduce stress, promote relaxation, enhance muscle recovery and more.	 ?	✓	
HydroMassage New Relax, recover, and rejuvenate with a soothing, heated massage every day.	 ?	✓	
RelaxSpace New Muscle recovery and relaxation with a smarter solution for cold and heat therapy.	 ?	✓	
Body Composition Analysis Assessment of the proportion of fat to fat-free mass in your body.		✓	
Group Fitness / Cycling		✓	
Startup Fee		\$0	\$25
		Join Now	Join Now

Trained and Motivated

Get staff trained and motivated

Train staff ahead with FAQs, Selling Scripts, Product Brochures and Training Videos so they can walk successfully walk members through the product demo during tours.

1. Make sure each staff member tries each product 2-3 times so they can share their own personal experience with members.
2. Require staff to include a 1-3-minute demo for all new prospective members during their tour. Have staff practice the demos prior to launching the wellness space.
3. Schedule a staff training session for each department or shift.



Promote & Measure

Create a relaxing and comfortable wellness space for members

All assets in this section can be found in the [WellnessSpace Customer Portal](#).

1. Include relaxing spa décor, soft lighting, window treatments, etc.
2. Position your wellness space near front of club to provide maximum visibility and awareness
3. Start by designing a compelling sign for the entry of the room, and developing a strong brand message that resonates with your target audience. [Room signage](#) for the wellness space and products can be found on the [Customer Portal](#) to get you started.

Advertise to Members in the Club

1. Place in-club advertising and promotional posters at the front desk, lobby, in front of each cardio machine, and locker rooms.
2. Provide hand-outs to trainers and instructors for group classes.
3. Download pre-designed marketing material for [Pull-up banners](#), [tabletop tents](#), [digital ads](#), [signage](#), [posters](#), [free trial cards](#) on the [WellnessSpace Customer Portal](#).
4. Promote on your website & social media
5. Harness the power of your website and social media platforms to showcase your wellness space.

Track Premium Upgrades & Sales

1. Regularly measure the effectiveness of your marketing efforts and track key performance indicators (KPIs) such as:
 - New member closing percentage for the premium package vs. the basic membership package
 - Increase in monthly revenue due to higher premium membership sales
 - Existing member retention rates

Prioritize Customer Satisfaction

1. Ensure that your members have an exceptional experience at your wellness space
2. Encourage your satisfied members to leave positive reviews online or provide testimonials that you can use in your marketing efforts.
3. Create on-screen surveys on the product displays to gauge member feedback.

Additional Strategies for Generating Buzz

Host Pre-launch Event

Organize a special event before the official launch to generate buzz and create excitement. Offer free trial sessions, discounts, or giveaways to incentivize members to attend these events and experience what your wellness and recovery lounge has to offer.

Engage with the Community

Participate in local events, sponsor fitness challenges, and collaborate with other businesses and professionals in the fitness industry. This will help establish your wellness space and brand your business as a reputable and active member of the community.

Host Workshops

Organizing educational workshops related to fitness, wellness, and overall recovery can attract new members to your club. These events can include trainers, nutritionists, or physical therapists as speakers, providing valuable insights to attendees. Such events will not only promote your new wellness space but also position you as a trusted authority in the fitness community.

Collaborate with Influencers and Fitness Bloggers

Partnering with influential fitness influencers and bloggers can significantly boost your promotional efforts.

Reach out to fitness personalities who have a strong following and offer them a complimentary session at your wellness space. Partner with them to share their experience on their social media or write a review to boost promotional efforts, thereby exposing your club to a wider audience.

Local Advertising

Invest in local advertising to reach potential members in your area. Consider advertising in fitness publications, community eNewsletters, and radio stations.

Additionally, distribute flyers and promotional material at your gym. Sponsor local sporting events or community activities to increase visibility and demonstrate your commitment to the community with an overall theme of wellness and health.

For more tips on how to build out and promote your wellness space, contact us at info@WellnessSpace.com.

For more information on WellnessSpace Brands, visit WellnessSpace.com or call us at 727-536-5566.

