

Marketing Plan and Resources

FITNESS INDUSTRY



HYDROMASSAGE
INNOVATION IN RELAXATION

About

The HydroMassage Marketing Plan and Resources are designed to help you successfully launch HydroMassage in your facility. It includes step-by-step instructions for implementation and training as well as marketing materials you can customize for your facility.

myHydroMassage Owners' Website

HydroMassage offers a resource center and online store for ordering the professional printing of HydroMassage marketing materials. To access this website, visit www.hydromassage.com/myhydro/myhydro.htm

On this page, you are able to register for access into the myHydroMassage Owners' Site. Once you enter your information, a HydroMassage representative must verify your status as an owner before you are granted access to the site. You will receive e-mail notification once you have been verified. If you do not receive a response by the following business day. Please contact HydroMassage directly at 1-800-699-1008.

Legend



The checkmark icon is used to identify "MUST DO" steps for a successful HydroMassage launch.



The monitor icon is used to identify items which are available on the HydroMassage Customer Website.

Table of Contents

- HydroMassage Steps to Success Marketing Plan4**
- Sales Tools7**
 - Staff Training Materials7
 - Membership Addendum8
 - Surveys8
- Marketing Materials9**
 - In-Club Signage9
 - “If We Don’t Ask, It’s Free!” Display and Labels 10
 - Session Cards 11
 - Promotional Flyers 12
 - Gift Certificates 13
 - Postcards 14
 - Newspaper Advertising 15
 - Press Releases 15
 - Radio Advertising 15
 - Email/Online Marketing 16

HydroMassage Steps to Success Marketing Plan

This plan details the steps that should be taken to ensure a successful launch of the HydroMassage in your club. Read through it carefully and make sure to complete each step to maximize your success.

Step 1 - Preparation

Prior to shipment

Consider where the bed will be located

Consider placing your bed in your front lobby for the first two weeks to increase awareness / traffic among your members.

Create a HydroMassage Zone with 2 + units

A Hydromassage Zone consists of 2 or more units within a semi-private, spa like environment. Ideally, the Hydromassage Zone has a small waiting room, with two chairs and is located in a high traffic area.



Determine HydroMassage Packaging Options

Preferred: Include in Premium Package with 1 to 3 other amenities

Alternate: Daily Massage (10-minutes per day, everyday): \$9.95 - \$19.95 per month



Create a Limited-Time, Introductory Pricing Special

Example: Sell unlimited massage package for \$9.95 - \$14.95 for the first 50 members who sign-up for HydroMassage.

Example: If you're one of the first 50 people to sign up for HydroMassage, your first month is free.



Create a Sales Compensation Plan for Employees

Recommendation: Follow normal compensation plan currently in place for memberships.

Example: If you pay 10% commission for gym memberships, pay 10% commission for HydroMassage packages.

Identify Sales Goals for Your Sales Team

Each employee should put a minimum of three members on the bed per day

First week: 20+ memberships sold

First month: 50+ memberships sold

Create Sales Incentive Plan

First salesperson to hit 20 packages sold gets \$100-\$200 cash or iPod

1 week prior to installation

Send out "Coming Soon" e-mail blast





Send to all members, friends and local business partners to let them know HydroMassage is coming soon

Post marketing materials - posters, flyers, coupons

Add HydroMassage promotional video to your ClubCom system

Step 2 - Launch

Day 1

-  **HydroMassage Staff Training**
Make sure all sales and ops staff are on hand during HydroMassage installation for 30-minute training.
Distribute HydroMassage quick reference guides
-  **Train employees on HydroMassage sign-up process**
Have 1-page membership contract addendum ready to sign-up members.
-  **Identify Sales Goals for Your Sales Team**
Each employee should put a minimum of three members on the bed per day. 75% of the focus should be on new prospective members.
First week: 20+ memberships sold
First month: 50+ memberships sold
-  **Post HydroMassage marketing materials in club, including:**
 - Limited time "Free 10-minute Massage" announcement on marquee outside
 - Posters
 - 6 "FREE HYDROMASSAGE" Banner

Week 1

Receptionist / Greeter

Offer free trials when members enter the gym

Give members FREE HydroMassage trials

3-5 minutes unless there is no wait. Then offer 10 minute sessions

Continuing HydroMassage Staff Training

Get all employees / salespeople on the bed for at least 15 minute massage sessions each day.

New Prospective Member Tours

At the end of the tour of club, put them on the bed for a 3-5 minute trial before taking them to the closing area

Require members to fill out surveys after free trial

If they answer "Yes-Somewhat" or "Yes-Interested" to question #6, walk them up to front desk to review pricing and sign them up right there. Always be ON HAND when they finish their massage to review pricing options and close the deal.

Member Referrals

Call all new member referral names listed on completed surveys each day and offer free massage for limited time.

Send second e-mail blast

Let everyone know the date HydroMassage will be available along with a coupon for a for a free HydroMassage trial session.

Have HydroMassage Usage Sign-up sheet on-hand at front desk

Step 3 - Success

New Prospective Member Tours

At the end of the tour of club, put them on the bed for a 3-5 minute trial before taking them to the closing area. Make sure every prospective member tries HydroMassage before signing membership agreement.

Make sure bed is in FREE TRIAL MODE for at least the first two weeks

This allows members to start trial automatically and sign-up for packages on the spot.

Send e-mail blast to members

Letting them know the bed has arrived and how easy it is to use with a coupon for a free HydroMassage trial session.

Instructors should announce HydroMassage free trials before and after group fitness classes

Place Free massage coupon / banner ad on your website

Pass out Lifestyle Flyers with Free Session Coupon

Drop-off free massage coupons to local GNC / Vitamin stores, sports leagues/teams/clubs, corporate offices, etc.

Include free massage coupons in participant packets at local races, walks, tournaments or other charity events.

New Member Packets

Include FREE Massage Coupon / Lifestyle Flyers in all new member packets.

Newsletters / E-mail blasts

Include FREE Massage Coupon with regular internal newsletters / e-mail blasts to your members

HydroMassage Marketing Coach

Call HydroMassage Marketing Dept 1 week after launch to discuss results and adjust marketing approach if needed.

Incorporate results into regular club reporting

When 250 packages sold, 2nd bed should be ordered. Club is currently making between \$2500 and \$5000 per month from 1st bed.

Include with Personal Training


Add HydroMassage sessions as an extra incentive to purchase personal training packages

Membership Addendum

This form is an easy way to include selling the HydroMassage packages along with your gym memberships. Simply add this form to your existing membership agreement to be sure your sales staff remembers to review and up-sell the HydroMassage packages your facility offers.

File details: Letter-sized paper / single-side





Membership Package Upgrade

MEMBER INFORMATION

Member Name: _____

Membership #: _____

HYDROMASSAGE PACKAGE DETAILS

HydroMassage Monthly Rate: \$ _____

HydroMassage Package Type: _____ minutes per (day / week / month)

ELECTRONIC FUNDS TRANSFER

All payments will be deducted via electronic funds transfer in accordance with the current club membership policies as described in your existing membership contract. Payments will be deducted for the remainder of your current membership contract, and will auto-renew unless canceled in writing with 30 days notice given.

Please select one of the following payment options:

Option #1: Please bill my current credit card or checking account on file.

Option #2: I wish to be billed with an alternate credit card

If you selected Option #2, please provide new billing information below:

MC/VISA/AMEX/DISCOVER

_____ EXP _____

By signing below, you hereby agree that you wish to add a HydroMassage membership to your current membership package.

Signature: _____ Date: _____


HydroMassage User Survey

Utilize this survey to find out if members are interested in adding HydroMassage to their membership and also to gain new member referrals. Be sure to fax or mail these surveys in weekly to the HydroMassage corporate office so that we can help track your progress and assist you with your HydroMassage launch.

File details: Letter-sized paper / single-side



Date: _____



HydroMassage® Survey

Name (please print): _____ Age _____ Gender (please circle) M F

1. How often do you normally get massages? (Circle One) Never Rarely Sometimes Often (1 per year) (2+ per year) (1+ per month)
2. Why don't you get massages more often? (Circle All That Apply) Don't Have Don't Like Being Too Expensive Don't Want to Get Enough Time Touched by Someone I Don't Know Undressed in Front of a Stranger
3. Overall, how was your massage? (Circle One) So-So Good Very Good Fantastic
4. How do you feel AFTER your massage? (Circle All That Apply) Feel More Feel Less Feel More Feel No Relaxed Pain Flexible Different
5. How often would you want to use HydroMassage here? (Circle One) Every Day 1-2 Times 1-2 Times Never per Week per Month
6. Would you be interested in adding HydroMassage to your current membership package? (Circle One) Yes, Very Interested Yes, Somewhat Interested No, Not interested
7. How did you hear about HydroMassage? Outside Free Massage From other I asked about Other Advertisement during club tour members it

In appreciation for your feedback, you may reserve a Free 10 minute Massage Session for up to three people who are not currently members (Redeemable any time during the next 45 days).

1) _____ Phone _____

2) _____ Phone _____


3) _____ Phone _____

Marketing Materials

In-Club Signage


This poster is designed to promote HydroMassage inside your facility. Hang them in the locker rooms, group fitness rooms, etc.

File details: 18 x24" Sore Muscles Poster



Sore muscles? Back pain?
Stress?
You need a massage.

**Try HydroMassage®
FREE TODAY!**




Treat yourself to a powerful
deep-tissue massage with the
HydroMassage heated massage bed.
Ask an associate for more information.

Session Cards

Free Experience Cards


These cards are used to offer free HydroMassage trials to existing and potential members. They do not have a numerical code or pre-set time limit. When redeemed, a staff member must escort the user to the bed and enter the free trial and time limit manually. These cards allow the member to experience the HydroMassage for a longer period of time and offer the staff the opportunity to discuss benefits and pricing.

 *File details: Standard business card size / double-sided*



Multi-Session Punch Cards

These cards are used to sell HydroMassage multiple session packages. They are ideal for selling massage sessions a la carte to non-members who still wish to use the HydroMassage. This provides you with immediate cash-flow from the sale while providing the customer with a discounted per massage rate for buying multiple sessions.

 *File details: Standard business card size / double-sided*

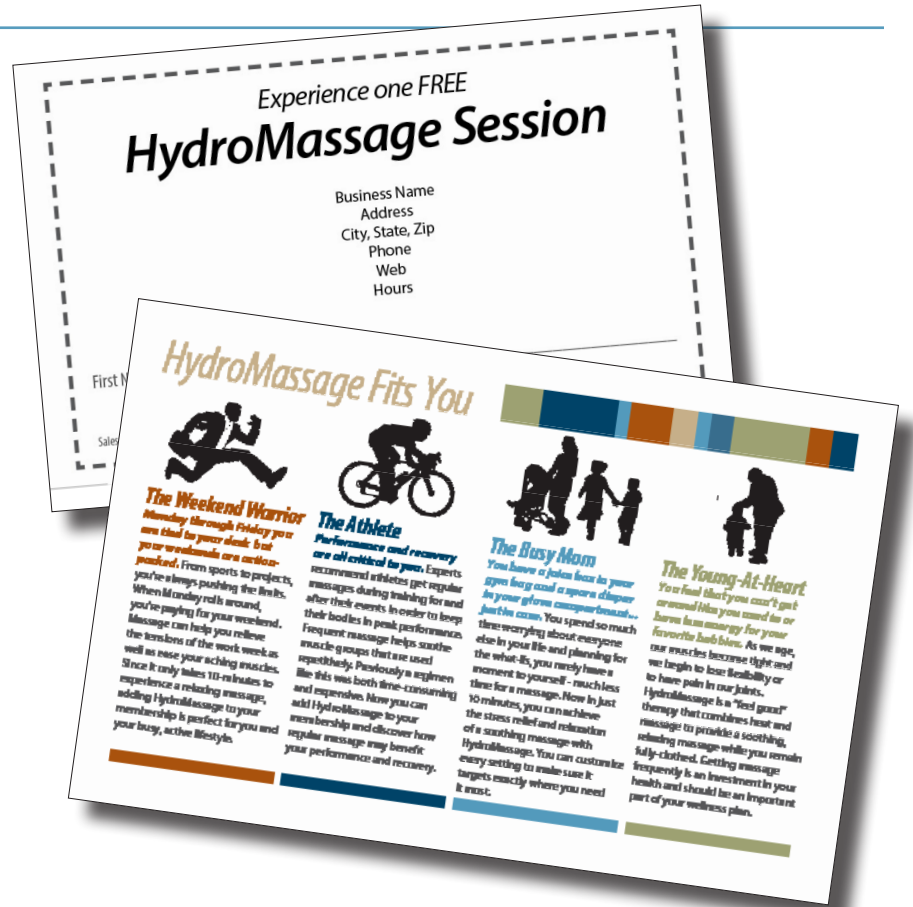


Promotional Flyers

Lifestyle Flyers

Your first set of Lifestyle Flyers is included as part of your launch kit. These double-sided flyers address how HydroMassage can benefit various lifestyles. The back of the flyer includes a coupon for a free trial and a customizable area for your club's information (i.e. address, phone, etc.)

File details: Half-sheet of letter-size paper / double-sided



User Rack Cards

The rack cards are designed to provide members with detailed information about the HydroMassage experience. Rack cards should be included in new member packets, displayed on the front desk or placed near the HydroMassage bed.

File details: 4 x 9" card



Gift Certificates

HydroMassage gift certificates are a great way to get potential members into your gym. By promoting massage as the perfect gift for any holiday or special occasion, current members can buy gift certificates for friends and family. When redeemed, you have the opportunity to introduce your club and sell memberships to these qualified referrals.

File details: 8.5 x 3.5" / single-side



Gift Certificate Promotional Signage

This Gift Certificate Promotional Signage is available for general and holiday-specific usage. Holidays included are: Valentines Day, Mothers Day, Fathers Day, Administrative Assistants Day, and Christmas.

File details: Letter-sized paper / single-side



GIFT CERTIFICATE

This certificate entitles _____
 to _____
 Valid at _____

Logo Here

Business Name
 Address
 City, State, Zip
 Phone



For _____
 Expires _____



Make Their Day.

Give the gift of massage.

HydroMassage is a fully customizable, user-friendly massage system that gives users a relaxing, heated massage in as little as 10 minutes. You enjoy all the benefits of traditional massage while remaining clothed and comfortably dry throughout your massage.



Pamper your Mom.



Give her the gift of massage this Mother's Day.



Dads are the best.



Love is in the air.

Flowers are nice and candy is sweet, but the gift of massage is a real treat!

HydroMassage is a fully customizable, user-friendly massage system that gives users a relaxing, heated massage in as little as 10 minutes. You enjoy all the benefits of traditional massage while remaining clothed and comfortably dry throughout your massage. Give her the gift of HydroMassage this Valentine's Day!





Say "thank you."

Don't forget Administrative Assistants Day!

HydroMassage is a fully customizable, user-friendly massage system that gives users a relaxing, heated massage in as little as 10 minutes. You enjoy all the benefits of traditional massage while remaining clothed and comfortably dry throughout your massage. Say "thank you" with a gift that lets them know they're appreciated!



Give him the gift of massage this Father's Day.

HydroMassage is a fully customizable, user-friendly massage system that gives users a relaxing, heated massage in as little as 10 minutes. You enjoy all the benefits of traditional massage while remaining clothed and comfortably dry throughout your massage. Say "Thank you" with a gift that lets them know they're appreciated!





Looking for a unique Christmas gift?

HydroMassage is a fully customizable, user-friendly massage system that gives users a relaxing, heated massage in as little as 10 minutes. You enjoy all the benefits of traditional massage while remaining clothed and comfortably dry throughout your massage. Say "Thank you" with a gift that lets them know they're appreciated!

Massage is the perfect gift for friends, neighbors, co-workers, teachers... or anyone who you think deserves a little extra pampering.

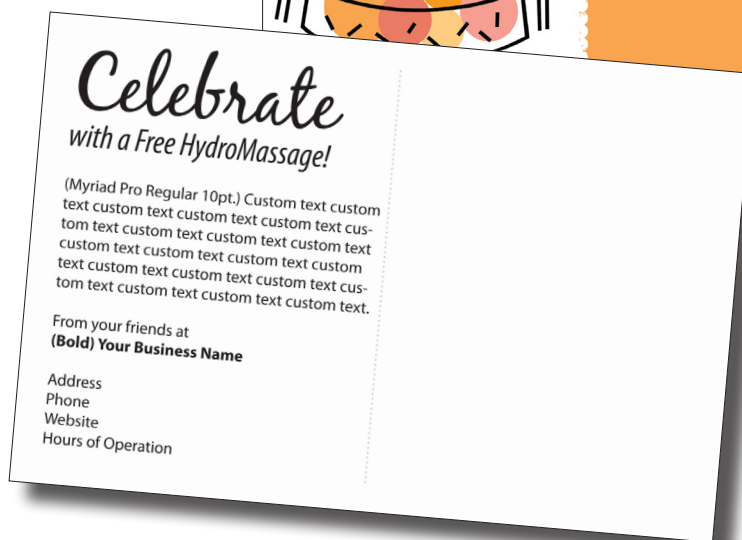
Give the gift you know they will appreciate!

Postcards

Happy Birthday Postcards

Use these postcards to recognize your members' birthdays and offer them a free HydroMassage to celebrate.

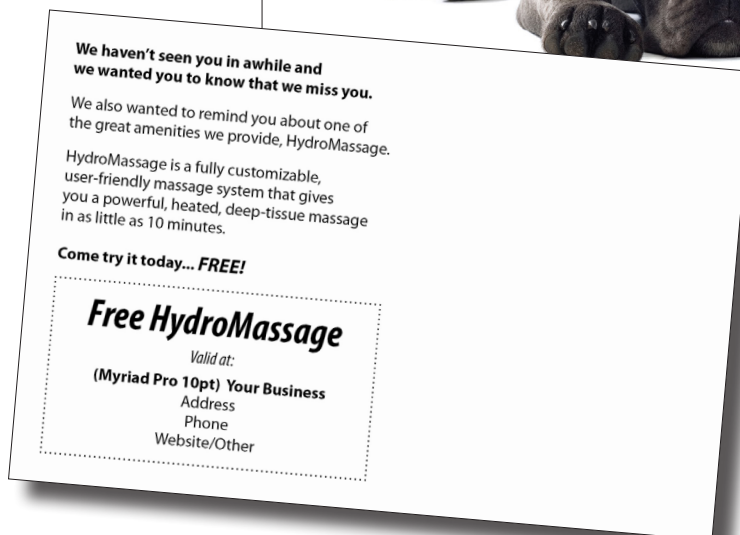
File details: 4 x 6" Postcard



We Miss You Postcards

Use these postcards to reconnect with members who may be coming to the gym less frequently or members who have cancelled their memberships. Get them back in the gym by announcing your newest amenity, HydroMassage, and offering them a free trial.

File details: 4 x 6" Postcard



Sample Print/Newspaper Advertising

This sample print ad gives you an idea of how print advertising can be used to promote HydroMassage in your club.

Each publication has specific design requirements. Therefore, it is recommended that you utilize the graphic design services offered by the publication to complete the design of your ad.



**UNLIMITED
Massage**
ONLY
\$14.95
per month

LOGO
Address, City, State
Phone • Website

Stop by for your FREE trial Today!

Come check out our state-of-the-art HydroMassage bed that guarantees you an amazing, deep-tissue massage in just 10 minutes!

Press Release Template

This press release template allows you to announce the addition of HydroMassage to your club. The press release must be customized with your club's information and specific details regarding pricing, offers, etc.

It is recommended that the press release be completed and distributed to local media outlets (newspapers, radio and television stations) immediately following the launch of HydroMassage in your club.



Radio Advertising Script

This sample radio script can be customized to promote HydroMassage in your club.



Email/Online Marketing

Email Blasts

These email blasts were designed to introduce and promote HydroMassage in your club. The following email templates are available: Coming Soon (to be sent prior to Launch), HydroMassage is Here with a coupon (to be sent on first day HydroMassage is available), It's Easy to Use with a coupon (to be sent post-launch to explain ease of use).

These are only templates and must be edited in HTML/Dreamweaver for use.



Website Banner Ads

These Banner Ads were designed to introduce and promote HydroMassage on your club's website.

