**Social Fitnessing Challenge Marketing Plan**

**Week of June 1**

1. Post flyers announcing the challenge
2. Add the flyer content to club newsletter
3. Setup a dry erase scoreboard inside the entrance to the fitness center. Here’s a photo from a previous challenge we organized:

A picture containing indoor, monitor, table, sitting

Description automatically generated

**Week of June 8**

1. Ask/require each personal trainer to get 10 members to sign up
2. Keep flyers and club newsletter info posted
3. Post mini versions of the challenge flyers on cardio machines
4. Update dry erase board with new participants

**Week of June 15**

1. Update club newsletter
   1. Join the Social Fitnessing Challenge to help (club name) compete against members of other private clubs across the country!
2. Keep flyers, mini flyers, and club newsletter info posted
3. Move the dry erase scoreboard to another area of the club (preferably one with high traffic)
4. Update dry erase board with new participants
5. Start an email chain with all challenge participants. Provide challenge rules, motivation, etc. Get some banter going!

**Week of June 22**

1. Check in with personal trainers to make sure each are on track to get 10 members signed up
2. Send an email to all members inviting them to join the Social Fitnessing Challenge
3. Keep flyers, mini flyers, and club newsletter info posted
4. Move the dry erase scoreboard to another area of the club (preferably one with high traffic)
5. Update dry erase board with new participants
6. Start an email chain with all challenge participants. Provide challenge rules, motivation, etc. Keep the banter going!

**Week of June 29**

1. Keep flyers, mini flyers, and club newsletter info posted
2. Move the dry erase scoreboard to another area of the club (preferably one with high traffic)
3. Update dry erase board with new participants
4. Start an email chain with all challenge participants. Provide challenge rules, motivation, etc. Get some momentum going into the start of the challenge!