

INSTRUCTOR MARKETING PLAN

rabble

GAME CHANGING FITNESS



WELCOME!

Congratulations! You're well on your way to the launch of your Rabble.

With your first session coming up very soon, it's important that you ***begin marketing as soon as possible***, the more awareness you can create around your classes the more people you'll be able to bring together!

Once you've ***signed your Licence Agreement*** and been ***set up on our booking platform***, you'll have a page on our website to direct customers to in order to book into your sessions (this will look like <https://joinrabble.com/locations/london/>, we call it your "custom link").

Players will be able to find your sessions by browsing our website, but by using your custom link on your marketing materials, your potential players will land directly on your location page.

GETTING YOU STARTED

To get you off to the best start we've put together a list of some of the best practice we've seen from launching new sessions.

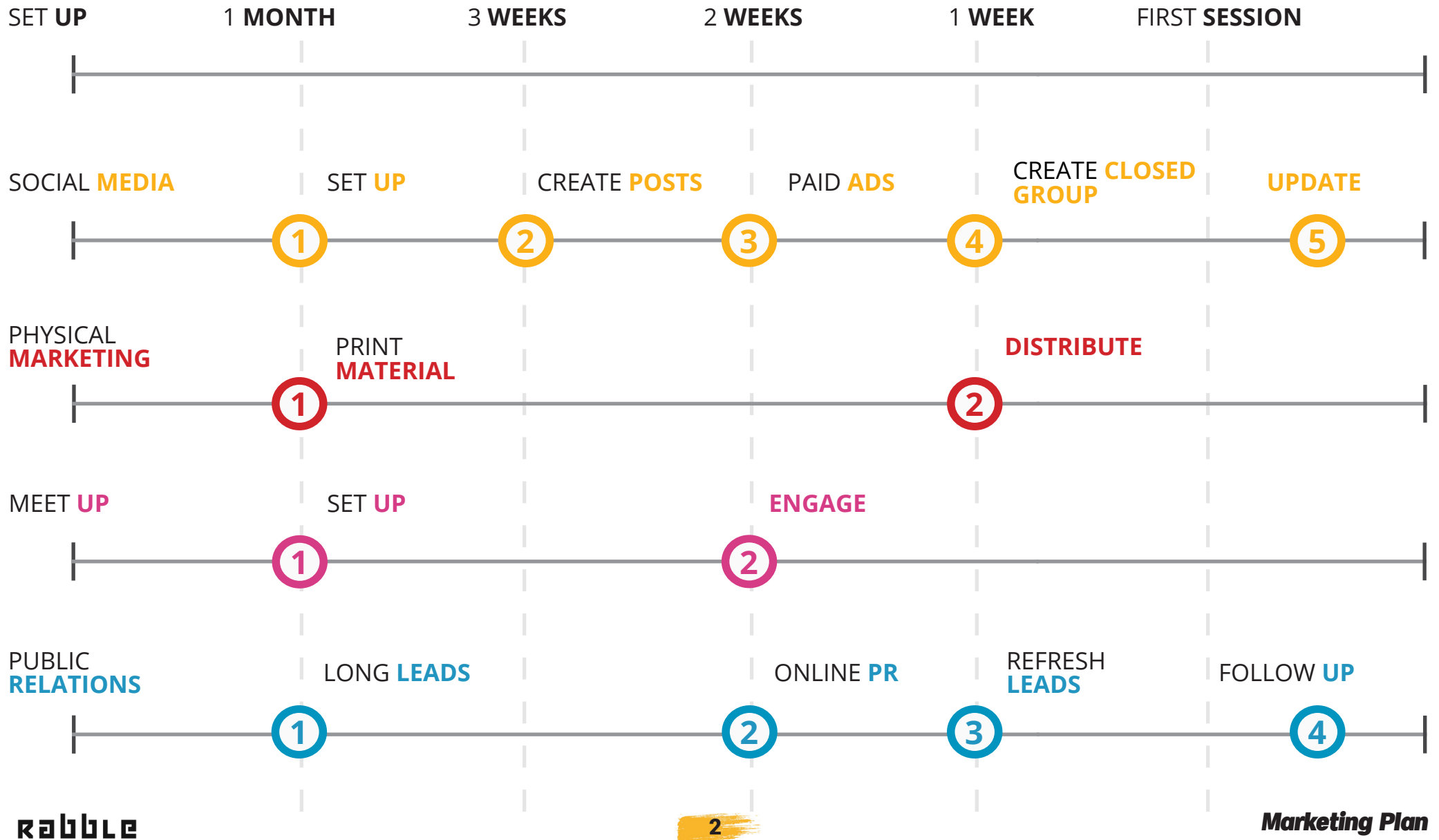
In order to get you started and help you create a community of players, we've created a timeline breaking down the steps you should follow in various main marketing channels leading up to your first session.

Although the timeline begins at one month before your first session, you could start the process earlier than that, allowing you to spread the tasks out. To make this as easy as possible for you, we've made pages for each marketing channel with detailed explanations on how to approach each step. We've created templates and marketing materials for you to use whenever possible. We'll refer to those documents in this document and you'll be able to find them in the Support Guides section of the instructor dashboard.

You can use this timeline as a jumping board but feel free to explore other avenues that you think of!

MARKETING PLAN TIMELINE

MAIN CHANNELS



SOCIAL MEDIA

Facebook is the main social media channel that we recommend you should focus on as it has had the most success for our existing instructors. We will create a Facebook page for you, which will be linked to the main Rabble Facebook page. This gives you greater exposure and content will be constantly feeding through to your local page from the Rabble marketing team.

If you'd like to create other social media accounts, please get in touch with us first.

1

INVITE FRIENDS TO LIKE YOUR PAGE

The first thing you should do after Rabble HQ has set up your Facebook page is to invite friends to like the page and get their friends to like it too. This will create some momentum for your page and help get it started.

2

CREATE POSTS & COMPETITION

Once you've reached about 20 or 30 likes on your page, you should start making posts to get your community engaged. The document titled '*Sample Facebook Posts*' that we've created includes 5 sample posts that you can use as templates to post on your Facebook page. You can use these as a starting point and start creating your own posts once you've used the templates up.

In order to spread the word about your sessions we suggest you to create a competition on your Facebook page from which an individual and their friend could win a three-month Rabble membership. You'll find what to post in the document mentioned earlier. The document will also include posts involving pre-launch offers to encourage people to book early to your first session.

SOCIAL MEDIA

3

PAID ADVERTISING

Rabble HQ will take care of this step. Here's what we'll do:

- Set up a Facebook advertising campaign to promote your first Rabble session.
- This will target your audience and residents within 10 miles of your chosen location.
- The campaign will lead players to land directly on your page on our website and allow them to book into your session!

In the rare occasion in which you may struggle of growing your community of players, we can set up similar campaigns to get you more players.

4

CREATE A CLOSED FACEBOOK GROUP

After you've run your first session, you should create a closed Facebook group for your players to join. This will be a more private platform than your Facebook page that will allow your players to engage with each other by communicating and sharing photos from the sessions they've attended. Obviously, you can also use the group to share more details about your sessions and engage with the players in order to retain them.

5

KEEP UPDATING!

Remember to keep updating both your Facebook page and group by making posts every once in a while. Don't worry too much about your Facebook page, because posts from the main Rabble page will feed through to yours. However, feel free to posts photos from the sessions you've run and ask your members to leave reviews!

PHYSICAL **MARKETING**

Traditional marketing methods are just as important as digital! Because of that we can provide you with a range of physical marketing materials such as flyers, posters, business cards and banners. Just send us a request with the materials that you'd like and we'll send you the designs briefly.

1

PRINT MATERIAL

We'll create a custom design of physical marketing materials for you to use. Once you've received the files you can go ahead and print them from a local print shop or websites such as Vistaprint or Helloprint.

2

DISTRIBUTE MATERIAL

Once you've received your printed materials such as flyers, you can start to distribute them in various locations such as:

- gyms, leisure centres, local social clubs,
- cafe's and other local businesses that your target audience may frequent.

When you're getting nearer to the date of your first session, you could also distribute flyers to the people frequenting the location in which you'll run your session. You could inform them that your session is coming up soon and invite them to join.

Remember to give out flyers to the players who attend your session! Tell them to invite their friends to your next session and give them referral discounts to help grow your community of players!

MEET UP.COM

One of the best ways of reaching completely new people is to create a group on Meetup.com. It's a community of people looking to try new things and meet new people, so perfect for getting a new session off of the ground. MeetUp.com works best in big cities, so if you're setting up a Rabble session in a small city this may not be the most appropriate channel for you.

1

SET UP THE PAGE

This is something that Rabble HQ will take care of. We'll create a MeetUp page for your location which will include a header photo and a description of your sessions. Once this is done, you'll co-run the account and be able to set up events, which will be your sessions.

Post details of your first session as a "meetup". You can then tailor each session's description with information about the games to get people excited!

You can also set up a recurring weekly event, for the same time and location. If there is more than one event per week then you will need to create an event for each, all recurring weekly.

2

ENGAGE WITH MEMBERS

As a starting point you can invite people you know to join your group and attend your session.

The people coming through this way will quite often be looking for something free to do, so it's a good initial contact with a wider audience. In your initial contact, mention your custom link (stated in the first page of this document) for booking, but be prepared for some people to turn up without "booking". Once you're established, you can then dial down this avenue, and get attendees through your custom link.

Meet Up allows you to message all of the people who have joined your group, so we recommend sending out something each week before the first session, then the day before, on the day, and then a follow up to those who attended by thanking them.

PUBLIC RELATIONS

1

LOCAL PUBLICATIONS

Rabble has great success with local media because it's such a unique concept! Research some publications in your area and contact them using our [template press release document](#).

You'll be able to find the contact details of each publication's editorial department in the 'Contact Us' section on their website. After having found that section, follow the instructions stated by the publication on how to get in touch with them.

All publications have their respective lead times for publishing articles, so we advise you to contact them as early as possible and try to build a strong relationship from the beginning.

2

ONLINE PR

The next step would be to contact 'publishers' that primarily use online channels. These could be bloggers that cover relevant topics such as fitness or working out. You can use the [online PR template](#) to get in touch with them.

3

REFRESH LONG LEADS

At this point you probably built relationships of different levels with each of the publications you contacted. If you have not received replies from some publications, you may want to contact them again. On the other hand, if you developed a good relationship with other publications, remind them about your upcoming first Rabble session.

4

FOLLOW UP

Follow up with both engaged and unengaged publishers and tell them about how successful your first Rabble session was! This may increase the chances of them contacting you back and maintaining the relationship.