



Marketing Playbook

This quarterly guide provides an overview of the various marketing campaigns available to help you promote dotFIT in your facility.

Though this guide is organized by quarter, you can adjust these promotions according to what works best for your members and club operations.

All posters, flyers, email templates and web banners can be downloaded at www.dotFIT.com/marketingconsole.

At dotFIT, we believe the use of supplements can only enhance your members' results and should be promoted accordingly. Supplements do not replace a healthy diet and regular exercise, but they can help your members reach their goals faster – while improving your bottom line.

Let's get started!

Q1: Weight Loss Product Promotions

dotFIT Products: LeanPak90, LeanMR, FatRelease, CarbRepel, ThermAccel

Suggested Product Promos

For a detailed explanation, flip to page 7 of the Playbook.

- January- Buy 3, Get 1 FREE
- February- 20% off \$100 or more
- March- Spend \$20 = 1 FREE bar

Best Practices

Focus on the LeanPak90 and/or LeanMR for all three months, but target one of the three products (FatRelease, CarbRepel or ThermAccel) each month. FatRelease in January, CarbRepel in February, and ThermAccel in March. Hold sampling events of the LeanMR shake mix once per month.

In Club

- Hang posters/flyers throughout your facility
- Offer a free training session with purchase of a LeanPak90 (or similar promotion)
- Offer a free trial of the dotFIT program and a 20-minute intro session with purchase of LeanPak90
- Hold monthly sampling events featuring the LeanMR
- Create a special package that's only available in January for those who are serious about getting in shape (give it real value by including training sessions, the online program, a box of bars or shake mix, and supplements)

Staff

- Print out the Quick Reference Guide for the featured products & keep these by the front desk, product displays or check-out areas
- Make sure your staff understand how the LeanPak90 is to be used
- Challenge your staff to create or memorize a one-sentence description for each of the weight loss products

Online

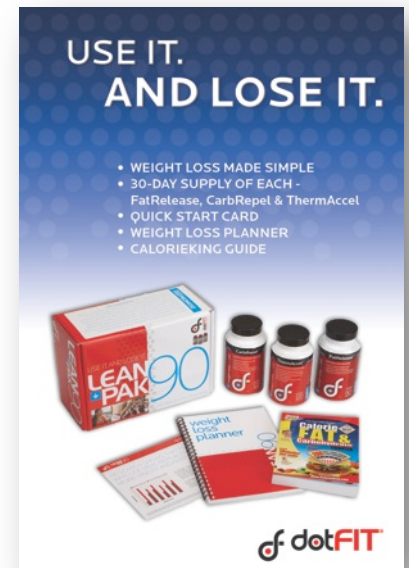
- Incorporate a banner ad into your homepage
- Refer your members to your website if it's not convenient for them to take advantage of your special offer while they're working out

Email

Use the template from dotFIT and your email marketing system to create product awareness and notify members of any specials you may offer on featured weight loss products/programs. Get the template here (don't forget to log in with your club admin user name!): <http://www.dotfit.com/category-cid-1856.html>

Links to Marketing Console

- Product Sampling Events: http://www.dotfit.com/Product_Sampling-cid-1983.html
- LeanPak90: <http://www.dotfit.com/category-cid-1848.html>
- LeanMR: <http://www.dotfit.com/category-cid-1847.html>
- ThermAccel: <http://www.dotfit.com/category-cid-1850.html>
- FatRelease: <http://www.dotfit.com/category-cid-1921.html>
- Pure Promise Campaign: <http://www.dotfit.com/content-5288.html>
- Shaq: <http://www.dotfit.com/Shaq-cid-2008.html>



Q2: Meal Replacement Product Promotions

dotFIT Products: All bars and shake mixes, dotFIT Kit, SnackPak

Suggested Product Promos

For a detailed explanation, flip to page 7 of the Playbook.

- April- Buy a stack (2-3+ products) and get 15% off
- May- Buy 3, Get 1 FREE
- June- 20% off \$100 or more

Best Practices

This is the perfect time to focus on meal replacements – your members are making progress with their weight loss goals but may have reached a plateau. They might also be at the end of their LeanPak90 and are ready to switch it up.

In Club

- Hang posters/flyers throughout your facility
- Hold monthly sampling events featuring bars and shakes
- Offer a free BlenderBottle with any shake purchase
- Give away single bars with any shake/supplement purchase
- Offer a SnackPak or dotFIT Kit with any new membership

Staff

- Print out the Quick Reference Guide for the featured products & keep these by the front desk, product displays or check-out areas
- Make sure your staff understand how meal replacements help members lose weight and keep it off, and the importance of fueling up before and after working out
- Challenge your staff to create or memorize a one-sentence explanation that captures the importance of meal replacements

Online

- Incorporate a banner ad into your homepage
- Refer your members to your website if it's not convenient for them to take advantage of your special offer while they're working out

Email

Use your email marketing system to create product awareness and notify members of any specials you may offer on featured products/programs.

Links to Marketing Console

- Product Sampling Events: http://www.dotfit.com/Product_Sampling-cid-1983.html
- Pure Promise Campaign: <http://www.dotfit.com/content-5288.html>
- LeanMR: <http://www.dotfit.com/category-cid-1847.html>
- dotBARs: <http://www.dotfit.com/category-cid-1852.html>
- dotTREATs: <http://www.dotfit.com/category-cid-1853.html>
- WheySmooth: <http://www.dotfit.com/WheySmooth-cid-1985.html>
- Shaq: <http://www.dotfit.com/Shaq-cid-2008.html>



Q3: Performance

dotFIT Products: The Stack (NO7Rage, CreatineXXL, AminoBoostXXL), FirstString, WheySmooth and Pre/Post shake mixes.

Suggested Product Promos

For a detailed explanation, flip to page 7 of the Playbook

- July- Spend \$20 = 1 FREE bar
- August- Buy a stack (2-3+ products) and get 15% off
- September- Buy 3, Get 1 FREE

Best Practices

This is a great time to focus on performance-enhancing products. Many of the people you'll find in the gym during your slower seasons will be those die-hards who are committed to fitness and open to trying products that will help them "get freakin huge!"

In Club

- Hang posters/flyers throughout your facility
- Hold monthly sampling events featuring NO7Rage or other drink mixes
- Offer a free BlenderBottle with any shake purchase
- Offer a free plateau-busting training session with the purchase of "The Stack"
- Keep copies of Neal's newsletter on-hand so members can learn about the power from the products from a former bodybuilder and dotFIT's lead researcher and founder (<http://www.dotfit.com/content-1564.html>)

Staff

- Print out the Quick Reference Guide for the featured products & keep these by the front desk, product displays or check-out areas
- Make sure your staff understand who should use performance products and which ones contain caffeine
- Challenge your staff to create or memorize a one-sentence explanation that captures the key benefit of at least one performance product

Online

- Incorporate a banner ad into your homepage
- Refer your members to your website if it's not convenient for them to take advantage of your special offer while they're working out

Email

Use your email marketing system to create product awareness and notify members of any specials you may offer on featured products/programs.

Links to Marketing Console

- Product Sampling Events: http://www.dotfit.com/Product_Sampling-cid-1983.html
- NO7Rage: <http://www.dotfit.com/category-cid-1857.html>
- Pure Promise Campaign: <http://www.dotfit.com/content-5288.html>
- WheySmooth: <http://www.dotfit.com/WheySmooth-cid-1985.html>
- Shaq: <http://www.dotfit.com/Shaq-cid-2008.html>



Q4: Health

dotFIT Products: Multivitamins for the whole family, SuperOmega-3, SuperiorAntioxidant. HealthPak and YGAP (youth performance) HealthPak.

Suggested Product Promos

For a detailed explanation, flip to page 7 of the Playbook

- October- 20% off \$100 or more
- November- Spend \$20 = 1 FREE bar
- December- Buy a stack (2-3+ products) and get 15% off

Best Practices

This is a busy time of year for most people, and they may not have a lot of time to focus on their fitness – but with your help they can easily improve/maintain their health.

In Club

- Hang Pure Promise posters/flyers throughout your facility
- Keep copies of the dotFIT Longevity Program handy for members
- Offer a special HealthPak
- Offer free meal replacement bar samples with any Pak purchase

Staff

- Print out the Quick Reference Guide for the featured products & keep these by the front desk, product displays or check-out areas
- Make sure your staff understand who should use which health dotFIT products
- Challenge your staff to create or memorize a one-sentence explanation that captures the key benefit of at least 2 health products

Online

- Incorporate a banner ad into your homepage
- Refer your members to your website if it's not convenient for them to take advantage of your special offer while they're working out

Email

Use your email marketing system to create product awareness and notify members of any specials you may offer on featured products/programs.

Links to Marketing Console

- Pure Promise Campaign: <http://www.dotfit.com/content-5288.html>
- ActiveMV flyer: <http://www.dotfit.com/ActiveMV-cid-2075.html>

Other Resources

- dotFIT Longevity Program: <http://www.dotfit.com/content-1667.html>



MORE INFO

Customizing Your Marketing Materials

In order to customize the downloadable marketing materials found in the Marketing Console, you will need to work with someone who understands design programs such as Photoshop, InDesign or Illustrator. But it should take them very little time to add your logo to a poster or flyer (some designers do have a one-hour minimum, and hourly rates can range from \$35 to \$80 per hour or more).

Print shops, such as FedEx Kinko's, also have staff who can help customize your marketing pieces. The upside of working with a corporate printer like Kinko's is that there's no minimum order – you can order just one poster if that's all you need. The potential downside is that the service you receive may not be as good as it would be with a local print shop (some smaller printers are happy to print just one poster or a small number of flyers for you – you just have to shop around).

If you do work with a graphic designer or a printer, and they have questions about the downloadable file, you can always give them this email address for assistance from dotFIT: marketing@dotFIT.com. Our team will generally respond within two business days.

dotFIT Support

dotFIT will support your quarterly marketing efforts by offering

- Live product seminars for your staff (speak to your Account Representative for more info)
- Monthly webinars for members on varied topics (register at www.dotFIT.com/webinars and get the recordings at www.dotFIT.com/webinararchives)
- Thousands of articles and FAQs in the Fitness Vault, which can be accessed without a user name and password by going to www.dotFIT.com/fitnessvault
- Brief email newsletters for staff from dotFIT Founder Neal Spruce
- Product discounts (watch for emails from marketing@dotFIT.com to make sure you're in the loop)
- Supplement Reference Guide: Don't forget, this is a tremendous resource for your staff and members. It contains every study used to support the formulas found in dotFIT products and explains the strict criteria used in the creation of any dotFIT product

Three Keys for Successful Product Promotions

1. Achieve these outcomes with your promotions:

- Educate your members. Teach them the unique, key benefits a specific dotFIT product (or group of complimentary products) offers to them
- Focus your team. Rally all club staff members together by focusing on achieving a common goal
- Increase your sales. Generate \$500 - \$2,500+ in additional product sales per month through the proper use of education and incentives

By following this simple guide and using the resources available here, you will achieve all 3 of these outcomes.

2. What is the best way to provide your members with incentives to buy your promoted products?

The easiest way to incentivize purchases is through discounts. However, there are three major drawbacks to relying on this approach:

- Discounting teaches your members and staff that the price of the product is most important when making a purchasing decision, rather than the benefit that it actually provides
- Regular discounting conditions your customers to only purchase when your products are on sale, rather than when they actually need them
- Consistent discounting decreases your profit margins

Rather than devalue your products and the benefits they provide, we advise an education-based, value-added approach to incentivizing product purchases:

- Education first. Focus on teaching the key, scientifically-proven benefits of the product or group of products, and explain in very clear terminology how these benefits will help the member achieve their goals
 - See [“Buzz Phrases”](#) for examples
- Value-add second. Offer “value-add” incentives with their purchase that introduce them to other complimentary products and services your club provides. This keeps the value of your products high, while introducing them to other products and services that they may have never tried before. Here are some examples:
 - Purchase \$99 or more of dotFIT supplements and receive a free PT session. \$199 or more gets you 3 free PT sessions!
 - Spend \$20, get 1 Free dotFIT bar. Example: customer spends \$100 in dotFIT supplements, and they can choose 5 free bars they have wanted to try “risk free”
 - The same concept can be applied to other services your club provides (Group Class Passes, Boot Camps, Access to Premier Services, Membership Passes for a Friend, etc.)

- Discounts last. You can discount your products in the club while retaining their value by encouraging your members to “earn” their discounts with larger purchases. Here are some examples:
 - Buy an entire box of bars, and get 10% off (note: this is the only discount you could offer as an ongoing promotion)
 - Purchase the “stack” of complimentary dotFIT supplements (i.e., The Xtreme Stack – ABXXL, CrXXL, NO7Rage), and get 10-15% off
 - Buy 3, get 1 Free. Mix and match products; the least expensive item is the free item.
 - Purchase a large quantity of products and receive a discount on your entire purchase (i.e., 20% off of \$100 or more)

Note: Only run this last discount 3-4 times per year, for no more than 3-4 days at a time for maximum effectiveness.

3. Should we run the same incentives for the entire quarterly promotion?

It is best if you mix up the incentives each month. Use the recommended incentives listed on each quarterly promotion.

Questions?

Contact your Account Representative or send an email to marketing@dotFIT.com and our team will be happy to help you.