



FITNESS  
SOLUTIONS

# The New Year Starts Now

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Holiday Promotions to Kickstart 2022  
*Reindeer Remix Edition*

# 1. Dasher Discounts Products

Why: People love a deal, and the holiday season is full of them!

- **How the Grinch Stole Fitness** — Theme this activation around giving away freebies or discounted membership with advertisements around how “this discount is a steal” or other clever references to the holiday classic.
- **Seasonal Sales** — Shop Small Saturday, Black Friday, and/or Cyber Monday — Promote discounts at your own club with deals on supplements, gear, etc.
- **Bring a Member December** — Encourage existing members to bring a prospect using a guest pass. For every unique guest they bring, enter them into a raffle for a prize of your choosing.



# 2. Dancer Designs Themed Group Fitness

Why: Our clubs have reported group fitness classes being effective in bringing people back to the gym.

Give it a holiday spin with the following possible themes:

- **The Sleigh Bell Ball** — If your club has weight sleds available, be sure to incorporate them into your workout classes. Add a light-up reindeer nose to that station, and you have yourself a fun, social post-worthy group class ready to go.
- **Rack Friday** — On (or around) Black Friday, host a single day of classes focused on weight-lifting for all competency levels.
- **12 Days of Liftmas** — Offer 12 consecutive days of a weight-lifting series to help members ward off the holiday pounds.
- **12 Days of Fitmas** — Like 12 Days of Liftmas, offer 12 days of a GroupEx cardio series designed to improve cardiovascular health during the holidays.
- **Underneath the Mistletoes** — Use holiday music to create a fun atmosphere for yoga, pilates, spin classes, or other group activities.
- **Jingle Bell Rockathon** — Similar to Underneath the Mistletoes but with music tailored for more active experiences using the music to time exercise routines.

**Boost Your Reach** — How can you extend your themed classes into prospects' homes via livestreaming? Can you offer some member programming for free during the season?

**Additional Tip:** This year, many companies are skipping annual holiday parties. Use this trend for marketing your fitness classes to small groups still looking for safe team building or celebration alternatives.





### 3. Prancer Provides Personal Training

Why: For many, 2021 has seen a backward slide for their health and fitness goals. Encourage new members to join by promoting an extra complimentary personal training session at point-of-sale focused on dropping quarantine weight and getting back on track.

- **Kickstart Your Resolutions** — Meet with our personal training staff to plan for your 2022 fitness goals.
- **I'll Be Toned For Christmas** — Your gym can provide the gift of looking and feeling great. Consider offering tailored programs around Bulking or Cutting season, as these may attract the eyes of your members depending on where they are at in their fitness journey.
- **The Polar Benchpress** — Personal training is a fitness journey. What better way to promote this offer than with an actual train! Think of ways to promote Personal TRAINing at your club by encouraging members "all aboard" to their next fitness experience.

### 4. Vixen Videos & Shares Stories

Why: Members may be looking for friendly faces and assurance before getting back into the gym after this year. Whether it be personal stories or a guided tour of the facility, people will appreciate and remember personal touches.

- **Fireside Chats** — Shoot short TikTok, Instagram, or YouTube videos of your staff sharing favorite holiday memories to showcase your gym's unique culture.
- **Tour the Workshop** — Showcase the facility with a guided tour of the club, be sure to integrate holiday themes whenever possible.
- **Scene-Stealers** — Use TikTok, Instagram, or other channels to have your staff recreate iconic holiday movie scenes. (Think the Home Alone shaving scene or other favorites).

**Additional Tip: The holidays are a time when people usually welcome others into their homes. Consider positioning these clips as your club's way of opening your doors to others.**

## 5. Comet Consults on Nutrition

Why: It's no secret! Surviving holiday meals without packing on the pounds is a battle. Capitalize on this seasonal worry with complimentary consults or nutrition guides specifically targeted around some of the holiday's most notorious calorie-heavy meals and traditions.

- **Get MistleToned** — Angle this promotion as a long-term (6-week or longer) program focused on building healthy habits during the holiday season that can last into the New Year.
- **Holiday Survival Guide** — Have your nutritionists provide information about which foods to avoid or eat in moderation.
- **The 2022 Detox Guide** — Offer nutrition consults and guidance heading into the end of this year and throughout January to help prepare for New Year resolutions.

## 6. Cupid Sponsors Charitable Drives

Why: This is the season of giving, and your generosity can build recognition and goodwill that will extend beyond the holidays.

- **Holiday Helpers** — Your club is an integral part of your community. Set up a designated day to give back with a neighborhood cleanup, park restoration, or other activity that can get your members to feel part of something bigger.
- **Lift Weights...and Spirits** — Hold a drive for winter clothing, canned food, or toys to donate to local charity organizations. Display donated items in a way to attract more donations and build goodwill.
- **The Nice List** — Create a list of items needed from your local shelters or community organizations and encourage members to sign-up to contribute for those items.



## 7. Donner Delights in Holiday Competitions

Why: Fitness competitions can be adapted to get new members in the door. The holidays have been a time for families and friends to come together for Turkey Trots and Reindeer Runs. Still, with in-person races no longer a viable option, your gym can provide an avenue for in-gym competitions. Consider hosting one of the below:

- **Sugarplum Carries** — A farmer-carry competition where members try to lift and carry the heaviest weights they can, the longest distance they can. Safety is a top priority here, but your club can capture some great video and social content if done right. And your members can get some great practice and strength building in a fun format!
- **Reindeer Run-off** — Treadmill event where the member who walks/runs the most miles accumulated during a defined period of time wins a prize.
- **Santa's Sets** — Create circuit-training challenges that can be accomplished in or out of the gym, and promote on social.

## 8. Blitzen Boosts New Year's Resolutions

Why: This time of year is when people begin looking to next year's goals which your club can use as a springboard for member joins.

- **The New Year Starts Now** — Use member testimonials or before-and-after stories to help encourage and inspire others to begin their fitness journey.
- **Gaindeer Games** — In your regular lift classes, such as Les Mills' **BODYPUMP™**, put groups into 3-4 and challenge them to collectively lift heavier weights. The group that lifted the most wins a prize!

**Additional Tip: Encourage members to write their fitness goals down and share these throughout the club or online to amplify the sense of community.**

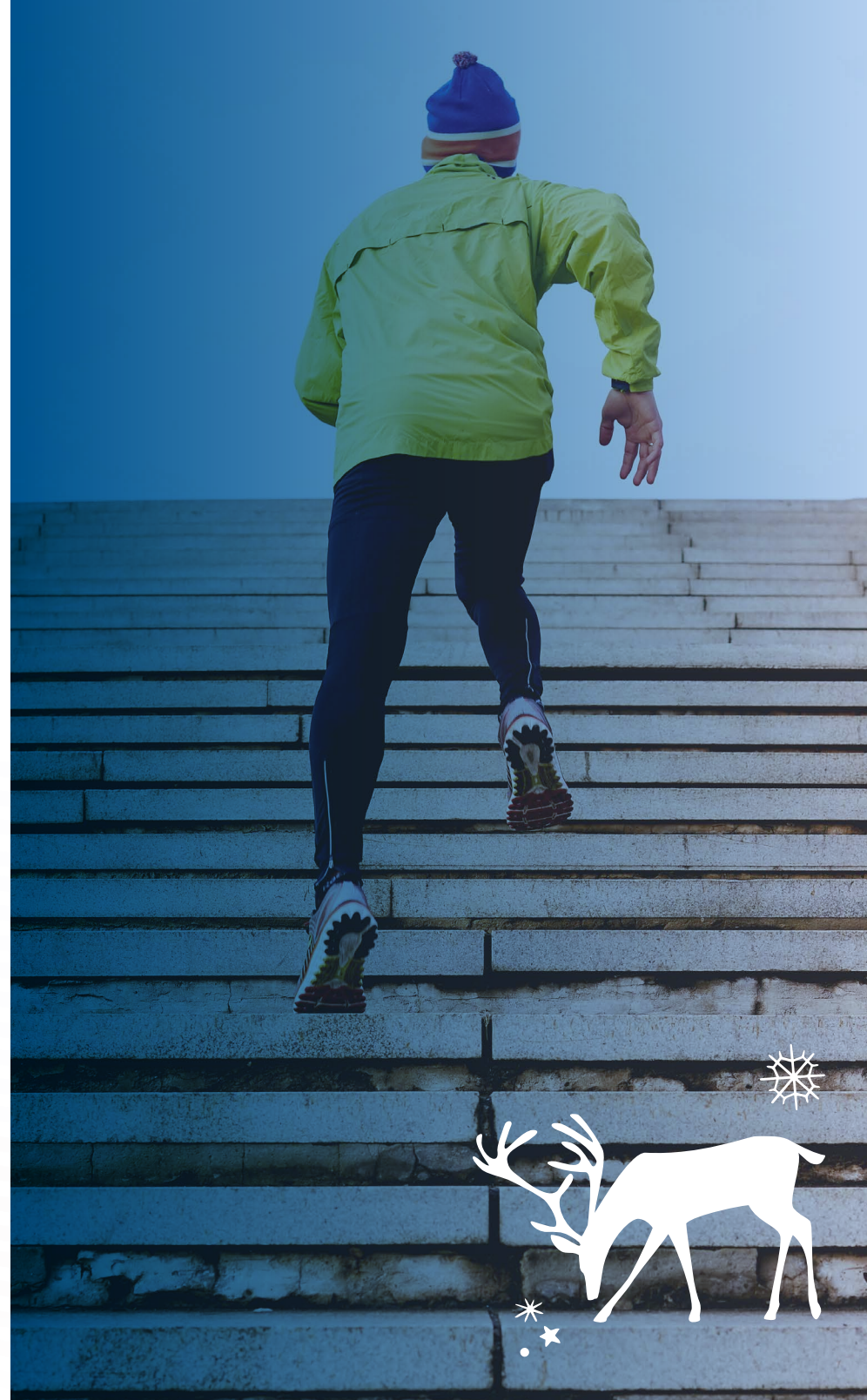




## 9. Rudolph Runs Raffles & Giveaways

Why: Raffles require little effort and play to the competitive nature of many of your members.

- **Merry Liftmas and Happy New Gear** — This raffle can be held at your club and serve as a giveaway of new gear (we recommend branded to your club). Place holiday gift boxes in prominent locations throughout the club with instructions on how to join the raffle – be sure to take pictures and promote to members and prospects!
- **The Fitmas Tree** — Put up a Christmas tree and add an ornament with each new members' name – at the end of the season, use these to hold a raffle for a prize of your choosing.
- **The Ornament Tournament** — Once again, put up a Christmas tree but award ornaments for members who complete a designated workout or milestone, such as completing 50 push-ups or coming to the gym 3 times in one week.







# IGNITE

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