

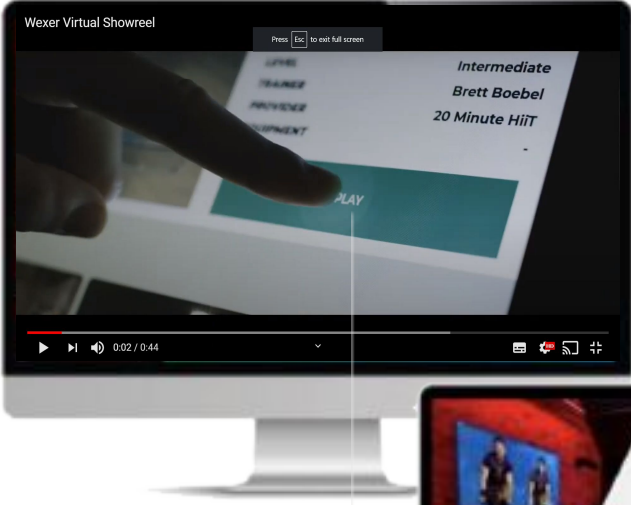
3. MARKETING MANAGER

PROMOTING YOUR WEB PLAYER

RAISE AWARENESS TO YOUR MEMBERS

- **Update your homepage, navigation and footer with links to the Web Player**
- **Create a dedicated website page:** Include an overview of key features (eg available classes) and functionality available
- **Add calls to action:** For example a hyperlinked image/banner on your homepage. Communicate how members get access
- **Increase traffic to the Web Player page:** From other channels eg social media, emails - meet your members where they are at!
- **Identify social media ambassadors** whom can champion this in your membership base and create a social media hashtag

Utilize our Marketing Guide and Marketing Assets found [here](#) for all of the above!



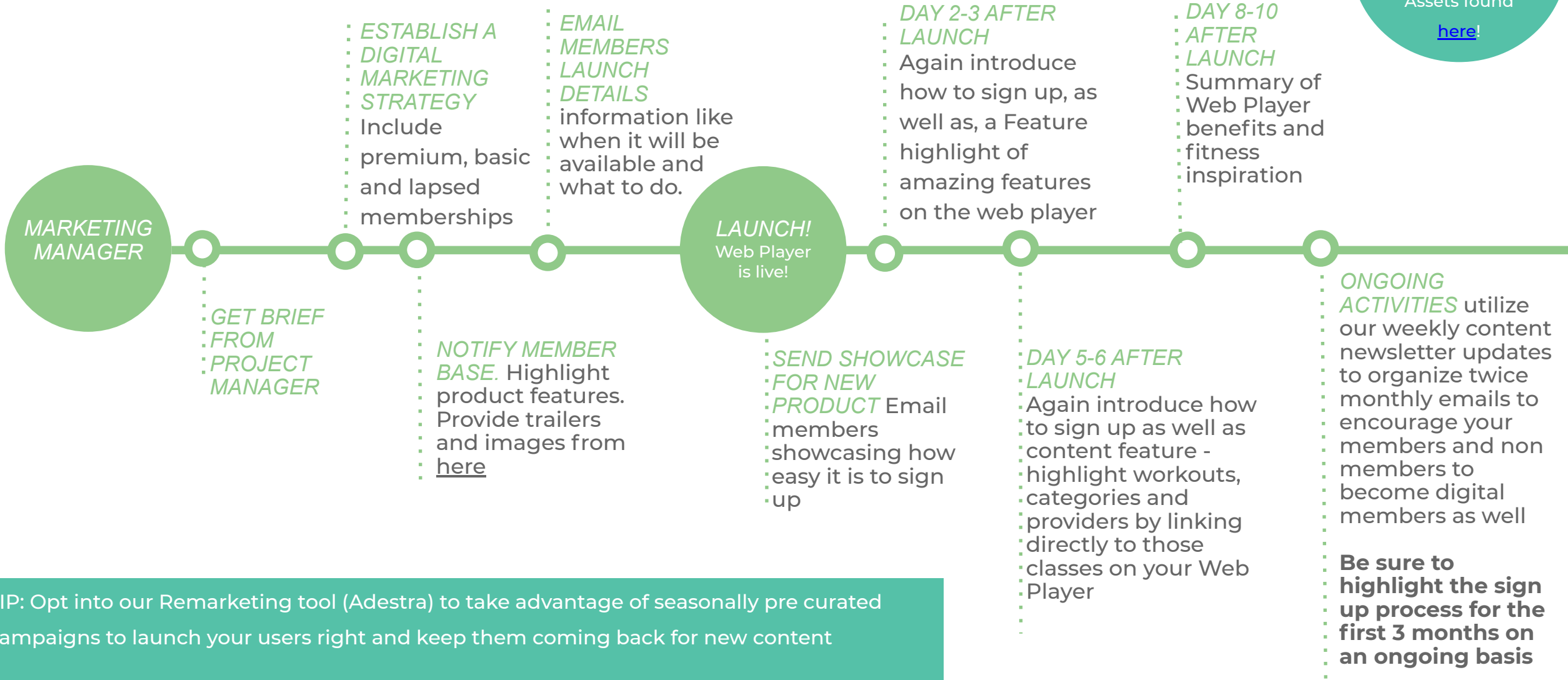
Note: Be prepared to support your members. Review our [Technical Support Articles](#) to be sure you know expectations and how to escalate questions or concerns



MARKETING: USER FUNNEL COMMUNICATION

ENGAGING USERS: CREATE A DEDICATED EMAIL & SOCIAL CAMPAIGN TO NOTIFY MEMBERS OF THE ONLINE OFFERING

Utilize our [Marketing Funnel](#) Article and Marketing Assets found [here!](#)



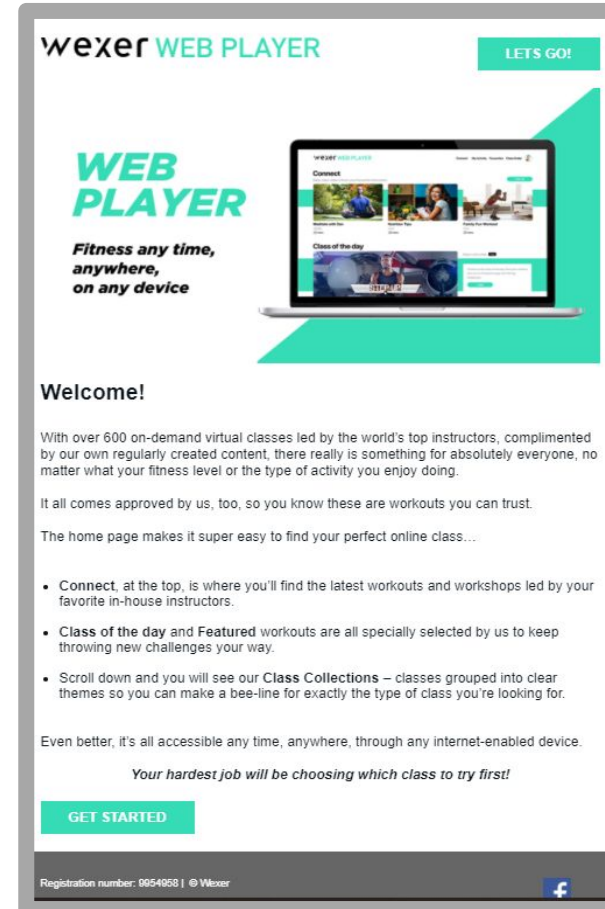
TIP: Opt into our Remarketing tool (Adestra) to take advantage of seasonally pre curated campaigns to launch your users right and keep them coming back for new content

MARKETING: USER FUNNEL COMMUNICATION

Utilize our
Marketing Guide
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[here!](#)

RETAINING USERS: Utilize our remarketing tool (Adestra) to take advantage of seasonally pre curated campaigns, to launch your users right and keep them coming back for more!

- **Prior to launch:** Review and opt into all remarketing campaigns you would like active for your users
 - Operational
 - Welcome Flow – for creating behaviour
 - Lapsed User Flow
 - Cancel Subscription Flow
 - Welcome Back Flow
 - Trial Conversion Flow (if applicable)
- Be sure to review the new campaign options your Customer Success Manager sends through for approval to keep your communications fresh and relevant with existing users with minimal effort on your part!



**Full training to take control of Adestra capabilities is available at the request of the client*

MARKETING: CONSIDER HOW BEST TO REACH YOUR USER BASE

Understanding your value proposition for each user segment:

- Consider your usage base instead of your membership base.
 - Rather than focusing on the whole membership base it allows you to target your members that digital marketing is most relevant to, rather than reluctant and at risk users (35 and over).
- Change the marketing mediums (email to social) and the content production (all around to more HIIT/Body parts) to resemble that new base of users so you can increase their frequency and also the overall size of people using your web player.



GYM now

Have you tried a virtual fitness class yet?

Slide to view

MONITORING USAGE

LOCALYTICS IS THE PLATFORM USED FOR THE WEB PLAYER STATISTICS

Review the [Wexer Localytics Overview](#) section for how to get the most out of your stats!

Localytics Dashboard

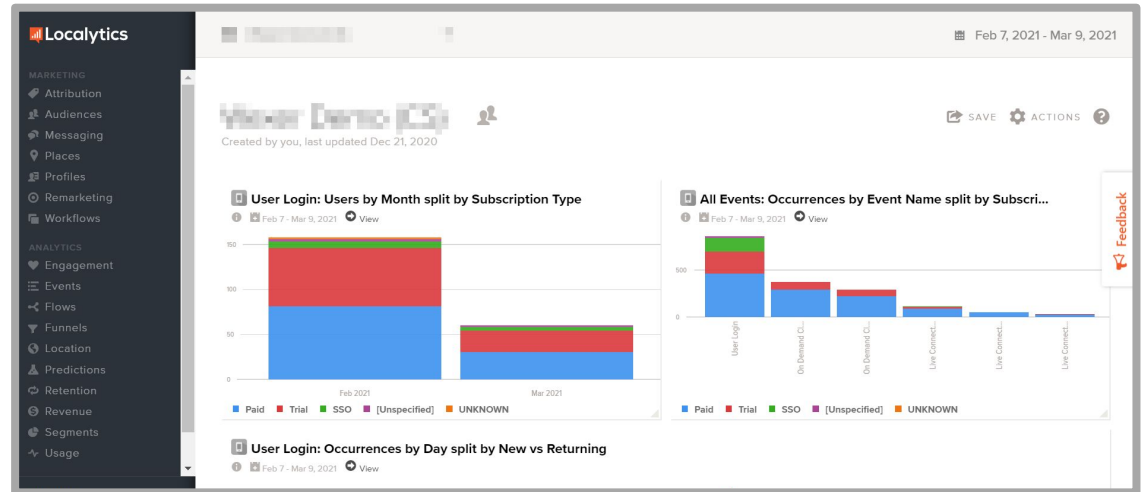
Will be created for you about a week after you go Live (and so have data to review)

Review login information & what classes are being watched

Giving you guidance on what to promote and/or create, including what providers, type & duration and, who to promote it to.

See what time of day they are being watched

Helping know what to promote and when



FAQ'S – FOR YOUR MEMBERS

- **Can I access the Web Player on my phone or tablet?**

Yes you can, just as any website the Web Player will work just the same.

If your club says to access the web player through their app, again you can get into it through the app on your phone or tablet

For more information review our [Minimum Requirements Article](#)

- **Can I cast onto my TV at home?**

This is possible from the Web Player functionality, therefore will depend on your Smart TV. If you can cast from your phone, tablet or PC now you'll be able to do the same thing with the Web Player when it is on your personal device.

For more information review our [Mirror & Casting Article](#)

For full guides and tutorials to support you with members questions click [here!](#)

