

SALES & MARKETING EXECUTION GUIDE JANUARY 2025



MONTHLY CHECKLIST

- ☐ Update Splat TV
- ☐ Update Studio Marketing Calendar (Plan Social Posts)
- ☐ Review Execution Guide
- ☐ Print and Complete January SGL Internal Calendar
- ☐ Prepare Newsletter for January on Radiate
- ☐ Print and Hang NEW Locker Inserts
- ☐ Update Community Wall/Sandwich Boards for January
- ☐ Promote Local Event(s) on Social Media (Review Weekly Social Content Calendar)

JANUARY 1st - 31st

- January 1st: Premier Perks Begin + New Year's Day
- January 10th - 13th: Transformation Challenge Initial InBody Scans
- January 13th: Transformation Challenge Begins + 1-Mile Benchmark
- January 15th: Martin Luther King Jr. Day
- January 26th: Registration for Transformation Challenge Ends
- January 31st: Premier Perks End

MARKETING



SOCIAL MEDIA CAPTIONS

REMINDER - GET CREATIVE WITH YOUR CAPTIONS! **RED** MEANS YOU MUST POST ON THAT DAY ABOUT THE TOPIC. **PURPLE** IS A STORY POST.

- ☐ **#1: WEDNESDAY, JANUARY 1ST: NEW YEAR'S DAY**
 - Happy New Year from OTF [Studio Name]! 🌐 Whether this is the year for a New You, the next chance to level up your strength, or another opportunity for #MoreLife, we're proud to be a part of your journey—year after year ✨ #AreYouReadyForIt?
 - Suggestion: Video of Studio Staff cat-walking into studio and cheering ([Example](#))
- ☐ **#2: FRIDAY, JANUARY 3RD: TRANSFORMATION CHALLENGE PROMO #1**
 - *SOCIAL MEDIA STORY* Suggestion: [Transformation Challenge Teaser Video](#)
- ☐ **#3: FRIDAY, JANUARY 3RD: Q1 CAMPAIGN POST #1**
 - Every reason is the right reason. Whether it's gains, glory, or a good time, OTF [Studio Name] has what you're looking for. #OTFEveryReason
 - Suggestion: [Q1 Campaign Social Media Post 1](#) (Insert your studio's own photos!)
- ☐ **#4: SUNDAY, JANUARY 5TH: PREMIER PERKS PROMO #1**
 - We already know you love OTF [Studio Name], so there's no need to hold out on us. Upgrade now to a Premier commitment contract for all of the above! 😊
 - Suggestion: [Premier Perks Social Media Post 1](#)
- ☐ **#5: MONDAY, JANUARY 6TH: Q1 CAMPAIGN STORY #1**
 - *SOCIAL MEDIA STORY* Suggestion: [Q1 Campaign Social Media Story 1](#)
- ☐ **#6 WEDNESDAY, JANUARY 8TH: TRANSFORMATION CHALLENGE PROMO #2**
 - WHAT'S YOUR REASON? 🙌💪 Sorry for yelling—We're just SO excited to see you transform! We've always got your back, but for the next eight weeks, we're taking accountability to a whole new level... It's time to get SERIOUS! Registration for the Transformation Challenge is \$35. Sign-up TODAY at the front desk.
 - Suggestion: [Transformation Challenge Promo #2 Post](#) (Insert your studio's own photos!)
- ☐ **#7: FRIDAY, JANUARY 10TH: INITIAL INBODY SCAN REMINDER**
 - *SOCIAL MEDIA STORY* Suggestion: [Transformation Challenge Initial InBody Scan Story](#)
- ☐ **#8: SUNDAY, JANUARY 12TH: 1-MILE BENCHMARK EDUCATION**
 - Nervous OR excited about the 1-Mile Benchmark? We've got you covered! Here are three great ways to tackle that quick tread: Alternate, Hit and Hold, or Progressively Build. Each one has its unique strengths! Comment below which one you'll be using.
 - Suggestion: [POST ALL FOUR] [1-Mile IG 1](#), [1-Mile IG 2](#), [1-Mile IG 3](#), [1-Mile IG 4](#)
- ☐ **#9: SUNDAY, JANUARY 12TH: 1-MILE BENCHMARK EDUCATION**
 - *SOCIAL MEDIA STORY* Suggestion: [1-Mile Benchmark Pacing Card Story](#)
- ☐ **#10: MONDAY, JANUARY 13TH: 1-MILE BENCHMARK**
 - Alright team, we're looking to MATCH or BEAT that distance at the end of Transformation Challenge! Way to show up on a Monday and give it your ALL—We know it's not easy! 💪
 - Suggestion: Brag Board: "Setting goals and taking names!" Bonus points for PR pictures.

- ☐ **#11: MONDAY, JANUARY 13TH: TRANSFORMATION CHALLENGE BEGINS**
 - *SOCIAL MEDIA STORY* Suggestion: [The First Day of Transformation Challenge Story](#)
- ☐ **#12: TUESDAY, JANUARY 14TH: Q1 CAMPAIGN MEMBER REASONS**
 - We know you have your reasons! We've even got a few. But more than rowers, treads, and weights, our biggest reason's YOU! 💪❤️ #OTFEveryReason
 - Suggestion: [SEE PAGE 8] Video compilation of member(s) stating their reasons
- ☐ **#13: WEDNESDAY, JANUARY 15TH: TWO DAYS DOWN!**
 - Two days down and we're already burnin' it up! Let's keep the good times rolling 🙌
 - Suggestion: Picture of Studio Staff with "Rock On" hands ([Example](#))
- ☐ **#14: WEDNESDAY, JANUARY 15TH: TEAM ORANGE VS. TEAM BLACK**
 - *SOCIAL MEDIA STORY* Suggestion: Team Orange vs. Team Black Reel/TikTok ([Example](#))
- ☐ **#15: MONDAY, JANUARY 20TH: ONE WEEK IN!**
 - One week down, seven to go! Or maybe we can do this, like, forever? 😊 #SweatyHugs
 - Suggestion: Boomerang of Studio Staff and Members hugging ([Example](#))
- ☐ **#16: DATE: PREMIER PERKS PROMO #2**
 - *SOCIAL MEDIA STORY* Suggestion: [Premier Perks Social Media Story 1](#)
- ☐ **#17: WEDNESDAY, JANUARY 22ND: Q1 CAMPAIGN POST #2**
 - When you're doing it your way, you're doing it RIGHT. #OTFEveryReason
 - Suggestion: [Q1 Campaign Social Media Post 2](#) (Insert your studio's own photos!)
- ☐ **#18: FRIDAY, JANUARY 24TH: Q1 CAMPAIGN COACH REASON 1**
 - Have you every wondered WHY we wake up at 4:00 AM to coach the 5 o'clock class four times a week? Or WHY we call the studio our "second home," and so much free time there? Well, Coach [Coach Name]'s got a pretty good reason! #OTFEveryReason
 - Suggestion: [SEE PAGE 8] Short, ~10 (vertical) video of coach stating their reason
- ☐ **#19: THURSDAY, JANUARY 30TH: Q1 CAMPAIGN STORY #2**
 - *SOCIAL MEDIA STORY* Suggestion: [Q1 Campaign Social Media Story 2](#)

SOCIAL MEDIA 101

5 THINGS TO KNOW WHEN CREATING SOCIAL MEDIA CONTENT

Make Content Local and Personal: Localize your content with photos and stories from your studio. Members love seeing familiar faces, inside jokes, and real, genuine moments—Nothing connects members and entices prospects more than showing off your unique studio vibe!

Post with Purpose and Consistency: Stay active and relevant online! Posting regularly (3-5 times/week) keeps your studio top of mind and your audience engaged. Use story posts more frequently to convey necessary information. Consistency builds trust and a connection that keeps people coming back.

Keep Content Bright, Inclusive, and Inviting: Use natural lighting when possible, and a diverse representation of your studio's membership to make every post feel welcoming. Your content should reflect a space where anyone—at any fitness level—feels they belong.

Highlight Your Community: Celebrate your members and their milestones with authentic, feel-good content. Avoid repetition and replication. Showcase the bonds, successes, and smiles that make your studio feel like home—It's not just about the workouts, it's about the people.

Have Fun: Social media should feel vibrant and enjoyable—dynamic, not static. Embrace trends, add humor, and let your studio's unique personality shine through. When you're having fun, your audience will too!

CONTENT CAPTURE GUIDANCE

When capturing social content, you always want the content to embody the spirit of our studios—A place where everyone feels they belong. When capturing photo or video content, focus on visuals that are:

Authentic: Showcase natural, genuine moments and avoid overly posed shots.

Inviting: Find and use bright, natural lighting.

Minimalistic: Keep visuals clean and uncluttered, focusing on simple setups.

Inclusive: Represent all fitness levels, backgrounds, and body types.

Cardio/Strength Focused: Showcase the workout diversity at Orangetheory.

[**MORE SOCIAL MEDIA GUIDANCE + BEST PRACTICES HERE!**](#)

SOCIAL MEDIA 101

SOCIAL FRAMEWORK

A “**SOCIAL**” framework is a structure that supports the members and community in your studio. Each letter reminds represents a core element of interaction.

S: Simplicity

- Keep messaging clear and direct.
- Clean, clear posts make brand identity instantly recognizable across studios.

O: Orangetheory

- Our studio social channels are the optimal outlet to provide information.
- This is the space to educate those unfamiliar with our brand while reinforcing messaging for loyal members.

C: Community

- Use your social channels to extend the sense of community your members feel inside the studio. Keep content member-centric.
- Highlight the deep connections members build with our brand. Strong personal connections lead to increased word-of-mouth referrals.

I: Inspire

- Posts should inspire members of all ages.
- Social media provides motivation outside of the studio.

A: Activate

- Post that promote engagement are key. Invite sharing, comments, or other feedback to deepen your relationship with your audience.
- Engage with a call to action. Ask members to participate in something.

L: Listen

- Listen to member feedback and demonstrate that their voices are heard.
- Pay attention to what members are asking for in your social media content.

[MORE SOCIAL MEDIA GUIDANCE + BEST PRACTICES HERE!](#)

Q1 CAMPAIGN

Every reason is the right reason.

OVERVIEW

We're bringing a **whole new energy** to the **real reasons** people **work out**. Together, we can celebrate every reason someone joins us at Orangetheory, because whatever gets people moving works for us. From the small and silly to the serious and significant, *Every Reason is the Right Reason*.

CAMPAIGN

"Every Reason is the Right Reason"

AUDIENCE

- Prospects and members

TIMELINE

- **December 16th:** Official Campaign Launch

What You Need to Do

- Celebrate your members and their reasons in the studio
- Check out Brand central 2.0-Single Sign on from Portal

How?

- **Member Reasons:** Shoot a ~10 second (vertical) video of a member stating their reason for coming to Orangetheory and post as an Instagram/Facebook story. Bonus points for combining multiple short snippets of member reasons into a single video and posting it as an Instagram Reel!
- **Coach Reasons:** Most of our coaches have their own reasons for showing up for our members, and our members would love to hear them! Replicate the ~10 second (vertical) video above. Bonus points for posting in a series!

Q1 CAMPAIGN

How?

- **In-Studio Activations:**

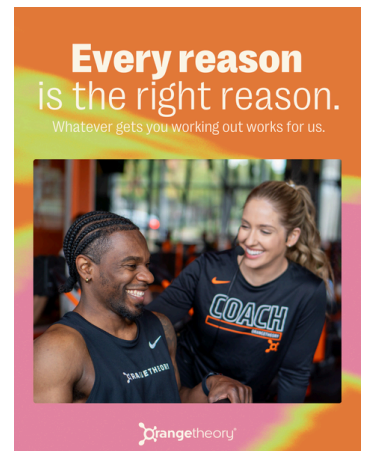
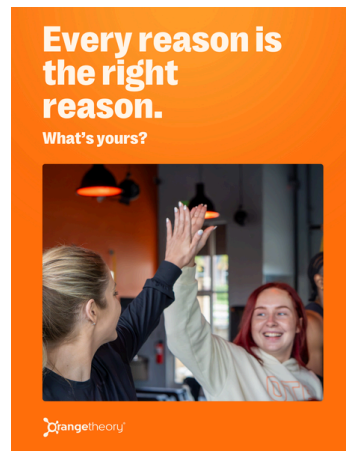
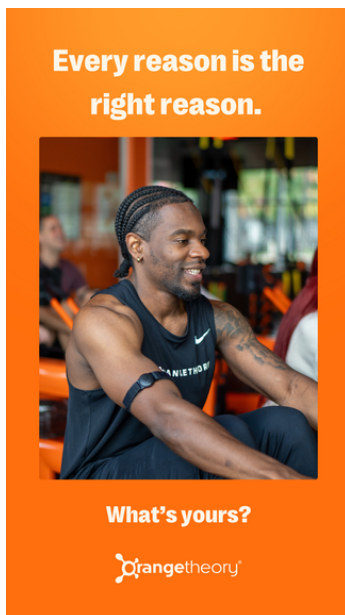
- **Reasons Wall:** Create a “Reasons Wall” on your studio’s glass or community board to showcase the reasons why your members come to Orangetheory. Add [What’s Your Reason?](#) as a header at the top, and set out “[Reason Cards](#)” for members to fill out and put on the wall.
- **Reasons Jars:** Print out “[Reasons Cards](#)” for members to fill out and put in a jar. Each week, designate a member of your Studio Staff to pull out a few and share them on your Instagram/Facebook stories.

Additional Information

- Use the hashtag **#OTFEveryReason** when posting Member/Coach Reasons.
- Post **1-2x/week** or minimally **4x/month** towards this campaign.

Assets

- [Q1 Campaign Flyer \(In-Studio\) 1](#)
- [Q1 Campaign Flyer \(In-Studio\) 2](#)
- [Q1 Campaign Social Media Post 1](#)
- [Q1 Campaign Social Media Post 2](#)
- [Q1 Campaign Social Media Story 1](#)
- [Q1 Campaign Social Media Story 2](#)



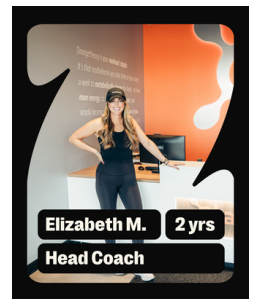
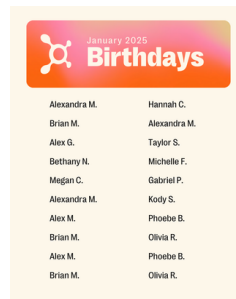
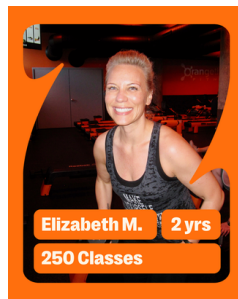
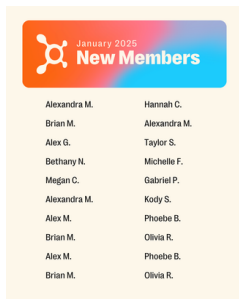
JANUARY COLLATERAL

BRANDOS

New marketing assets available in BrandCentral 2.0!

- [Member Spotlights](#)
- [Staff Spotlights](#)
- No Shower Happy Hour ([Story](#) + [Post](#))
- [Monthly Member Milestone Announcements](#)
- [Monthly New Member Announcements](#)
- [Monthly Birthday Announcements](#)

Use these to shout-out your people! Recognition is HUGE for retention, and social media utilization is *only increasing*.



TRANSFORMATION CHALLENGE

- [Transformation Challenge Teaser Video](#)
- [Initial InBody Scan Reminder Story](#)
- [The First Day of Transformation Challenge Story](#)
- [Transformation Challenge Member Spotlight](#)

Q1 CAMPAIGN

- [Q1 Campaign Flyer \(In-Studio\) 1](#)
- [Q1 Campaign Flyer \(In-Studio\) 2](#)
- [Q1 Campaign Social Media Post 1](#)
- [Q1 Campaign Social Media Post 2](#)
- [Q1 Campaign Social Media Story 1](#)
- [Q1 Campaign Social Media Story 2](#)

OTHER COLLATERAL

- [January Locker Inserts \[Vertical\]](#)
- [January Locker Inserts \[Horizontal\]](#)



JANUARY PROSPECT OFFERS

EVEREGREEN OFFERS

NEW JOIN INCENTIVE

New joins get \$50 off their first month if they join as a premier member.

FIRST CLASS FREE

One Free Workout is our standard offer. It's proven to be a successful tactic to help get a prospect's foot in the door.

The free class offer lets prospects know definitively, without question, what the workout looks like, the studio facilities, and the supporting staff.

This offer has shown steady positive results delivering high-quality leads.

RISK-FREE GUARANTEE

With our 30-Day Risk Free Guarantee, new members can feel confident that they won't be stuck with their purchase. Also, the very act of offering a strong guarantee lets them know we stand behind the quality of our brand.

Download new BrandOS Evergreen assets [here](#).



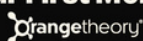
First Class Free.*



*At participating studios only. Terms & Conditions apply. See studio for details.



**Join Now, Save \$50 On
Your First Month.**



*Offer limited to Premier members only. Terms & Conditions apply. See studio for details.



**30-Day Money-Back
Guarantee.***



*Offer limited to Premier members only. Terms & Conditions apply. See studio for details.

JANUARY PROSPECT OFFERS

EVEREGREEN OFFERS

FIRST CLASS FREE: TERMS AND CONDITIONS

- Offer limited to first-time visitors to OTF and local residents only.
- Certain restrictions apply.
- \$28 minimum value.
- At participating studios only.
- See studio for details.

RISK-FREE GUARENTEE: TERMS AND CONDITIONS

- Only new members (i.e., first time visitors, prospects, and missed guests) who sign up for Premier or Elite Membership are eligible for a 30-Day Money Back Guarantee subject to these Terms and Conditions.
- Premier Membership includes membership purchased at regular retail rates, 6-month membership, Family Add On and/or Corporate Rates.
- Prospects are qualified leads who, through two-way interaction, have shown specific interest in Orangetheory Fitness.
- Missed guests are active leads who took an intro session but did not close. There is no cut off for how much time has elapsed since an active lead took their latest intro session.
- Member must complete 12 classes at their home studio within the first 30 days of membership to be eligible for a refund of member's monthly membership dues.
- The first class may be taken at no charge.
- OTbeat™ wearables and other retail sales are not refundable.
- OTbeat™ Heart Rate Monitor (HRM) purchase is recommended but not required.
- Member must contact their home studio to request a refund of the monthly dues within 30 days of membership purchase.
- Standard membership cancellation policies apply as stated in the applicable Membership Agreement for the studio where membership is purchased.
- Promotion void where prohibited by law.
- Promotion available at participating studios only.

JANUARY MEMBER OFFERS

EVEREGREEN OFFER

EVERGREEN REFERRAL OFFER

A turnkey member referral program that pays members back every time they pay it forward and encourage a new friend to join Orangetheory.

Members can refer a friend and save \$50 on membership dues when a friend joins as a Premier or Elite member.

TERMS AND CONDITIONS

- Active members (recurring Premier, Elite or Basic membership) can refer unlimited amount of friends who join at an Elite or Premier membership to receive discount.
- Promotion not available to package holders.
- New member does not need to purchase membership at the same home studios as active referring member. (US only)
- Referral Discount received may be applied multiple times in a single month for each new member referred.
- The referral must be tracked using the unique referral code associated with their OTF account.
- If the dollar amount of new Referral Discount(s) exceeds the active referring member's monthly recurring membership dues for a given month, the additional discount(s) will be applied to the active referring member's monthly membership dues for the following month.

PREMIER PERKS 2025

INDIANA

NEW MEMBERS

Join with a discounted 6- or 12-month Premier contract and get the following:

- \$50 off a retail item of choice (OTbeat™ HRM included)
- Unlimited InBody scans
- Free registration for Mayhem (\$15)

MEMBERSHIP UPGRADES

Upgrade to a discounted 6- or 12-month Premier contract and get the following:

- \$50 off a retail item of choice (OTbeat™ HRM included)
- Unlimited InBody scans
- Free registration for Mayhem (\$15)

CURRENT PREMIER MEMBERS

Register for Transformation Challenge (\$35) and get the following:

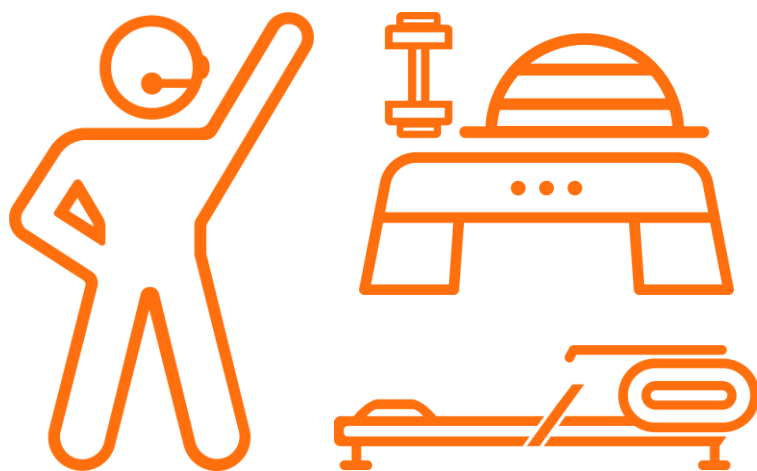
- \$50 off a retail item of choice (OTbeat™ HRM included)
- Unlimited InBody scans
- Free registration for Mayhem (\$15)

ASSETS

- [Premier Perks 2025 Sell Sheet \[Indiana\]](#)
- [IA/IN Premier Perks Locker Inserts \[Horizontal\]](#)
- [IA/IN Premier Perks Locker Inserts \[Vertical\]](#)
- [IA/IN Premier Perks In-Studio Flyers](#)
- [Premier Perks Social Media Story 1](#)
- [Premier Perks Social Media Post 1](#)



FITNESS



TRANSFORMATION CHALLENGE

OVERVIEW

The Transformation Challenge is an eight-week (8-week) challenge inviting members to commit to transforming themselves, both inside and out. Beginning January 13th, 2025, members will challenge themselves to complete at least three (3) workouts per week for six (6) of the eight (8) weeks.

The Transformation Challenge is designed to appeal to various types of members, including competitive and relatively fit members, due to the applicable measurements being based on body fat loss (BF loss) or muscle mass gain (MM gain) as opposed to general weight loss.

OBJECTIVES

- Drive member registrations
- Increase studio utilization
- Target completion rates

**IMPORTANT: WE
ARE NOT WAIVING
ANY TC FEES!**

DATES

- Registration begins: December 16th, 2024
- Registration ends: January 26th, 2025
- Challenge starts: January 13th, 2025
- Challenge ends: March 9th, 2025

PRIZES

- 1st Place Male (BF loss) - \$500
- 1st Place Female (BF loss) - \$500
- 1st Place Male (MM Gain) - \$500
- 1st Place Female (MM Gain) - \$500

**WE HIGHLY ENCOURAGE
2ND + 3RD PLACE PRIZES!**

This is a great way to create connections and build relationships with local B2B partners.

COST

- \$35 to participate
- All participants will receive a 2025 Transformation Challenge sticker at their last weigh-in.

TRANSFORMATION CHALLENGE EXECUTION GUIDE

CALENDARS



SGL PLANNER CALENDAR

INTERNAL - STAFF FACING ONLY

SGL Bucket Planner:

Community
Events
Referrals
B2B Partnerships

January 2025

SUN	MON	TUE	WED	THU	FRI	SAT
			New Year's Day	2	International Mind-Body Wellness Day Mobility Matrix Workshop	4
5	6	7	8	9	10 Initial InBody Scans	11 Initial InBody Scans
12 Initial InBody Scans	13 TC Begins Initial InBody Scans	14	15 MLK Jr. Day Donation Class	16	17	18
19	20	21	22	23	24	25
26 National Spouses Day!	27	28	29	30	31	

[DOWNLOAD JANUARY 2025 INTERNAL CALENDAR TEMPLATE](#)

JANUARY CALENDAR

EXTERNAL - SOCIAL MEDIA FACING

Reminder that the calendar must be OTF identifiable. Please do not change the banner of the calendar to a different color.



[DOWNLOAD JANUARY 2025 CALENDAR TEMPLATE](#)