

Spark Sample Campaign

Campaign Target: Internally Market to your ALL your clients with the end goal in mind to share your nutrition system with them. Your target will be every single active client.

Campaign Goal: To ADD VALUE to your clients (show them some love) and to expose your clients to the top nutritional product in the nutrition system you offer that helps with mental focus and energy.

END GOALS -

1. Set up a nutrition consultation to go over your nutrition system and get them on the top Advocare products
2. Set up the launch your next group challenge by sharing one of the products that are a part of it.
3. Sell them Spark and get them started on Advocare's top product.

Write Down You Goals –

If you want this to be successful like anything else you do in your business, you want to start with an end goal in mind.

Write down what your personal goal is from running this campaign. If your goal is to get individuals on an Advocare product routine, write down how many consultations you will book and how many of your clients you are going to help get on the tops Advocare products.

If your goal is to promote Group Challenge, then how many clients are you going to get to your Group Kick Off Meeting/Seminar and how many will end up joining your Group Challenge that incorporates the Advocare products.

If your goal is to just share/sell Spark to your clients, write down your goal as to how many of your clients you will get to buy a month supply of Spark. Either packets or Canister.

Campaign Length: 7-14 Day Marketing Campaign. It may be longer based on if you are going to do a kick off or group nutrition meeting/seminar or individual nutrition consolations.

Before Campaign Set-up:

1. Buy an assortment of flavors of Spark Packets. Know there are 10 flavors but you may want to just order and give out the top 2-3 flavors. They are fruit punch, mango strawberry and mandarin orange. This is an investment so you will order at least the amount of Sparks equal to the amount of total clients you have.
2. Customize the Spark flyer with url/website to order Spark and make copies. You will have a color copy and a black and white option. I would recommend getting 10 color copies to put all around your studio/gym and use the black and white copies to give to your clients. Email me at brad@getyouinshape.com if you need the Flyer that has a black spot where you would add your website and contact information to order.
3. Pick the date or dates you are going to have your Spark Giveaway. Depending on if you run private training, small group or large group training, it may be best to pick 2 days or a week to get everyone one Spark.
4. Do a Facebook live video in your private fb group covering your giveaway, your personal Spark testimony with 3 bullet points (benefits) that Spark does. Download from fb and put it up on your YouTube video to email your clients.
5. Email your clients the video (you will need to download the letting them know you are doing a giveaway with the dates for the Spark Giveaway.
6. Educate yourself and your staff on the 3 key benefits of Spark and also HOW TO EXPLAIN to your clients how/when to take the Spark.

3 Key Benefits

Here is a quick video that you can watch 10 times to be able to explain what Spark is in less than 10 seconds

https://www.youtube.com/watch?v=UmaKLf_KK0M

1. Nutritional alternative to coffee, tea, red bull or cokes.
2. Enhances mental focus

3. Provides support for long-lasting energy

Explaining how and when to take Spark

1. "Take on an empty stomach before your next workout or anytime before 3pm on an empty stomach when you need a pick me up."
7. Day Before – Reminder email and FB post with Spark Giveaway.

Day of Spark Giveaway:

1. Remember that having the staff on board and excited about this Giveaway will make or break the day. Everyone should be on the same page and excited about Spark Giveaway day. They should be excited about everyone getting to try the power of Spark.
2. One of the keys is to make sure they get the product in their body. Ideally, they would add the packet of Spark in a bottle of water before the workout so that they finish it early in the workout and you will be able to get their opinion right away on how the product worked for them. If it's a small group or large group, you may just offer it to anyone who wants to try it out. If they don't have a water bottle, then you will give it to them after the workout when you give them the flyer.
3. After workout – Give out the Spark Flyers to EVERYONE and give out the packets to anyone who did not have a water bottle or did not take it before the session. Ask those who took it how they felt during the workout.
4. Pictures and/or video – I suggest you get some fun pictures of your Spark Giveaway. Remember, you are doing this as an added value so you want to let your clients know you are doing this to show them some love. Taking fun pictures of them receiving the Spark or video would be great to post on your fb page.
If you have someone that shares with you that they felt great, it may be a great idea to get a quick 10-15 video testimony on how the workout was after trying the Spark.

After Day of Spark Giveaway – The FORTUNE IS IN THE FOLLOW UP

1. This should be the day after your Spark Giveaway.
2. This should be a fb live video or video that covers how much fun it was and the great feedback from everyone that has already tried the Spark Giveaway. Needless to say, you will want to encourage anyone who has not tried theirs yet to make sure they put it in their bodies today or tomorrow.

What to cover:

- What Spark is again
- Spark is just a part of the nutrition system
- Promote booking a nutrition consult or Group Kick Off/Seminar to hear more about the nutrition system and getting started with some of the lifestyle products that can help with their goals.
- Show them how to order the spark

Understand that you are SHARING a great nutrition product that they are already spending money on. Your clients are already spending money at the convenience store, coffee store and other places throughout the day one drinks to help them have more energy.

Spark can be there nutritional alternative or PERMINANT REPLACEMNT for what they are currently spending their hard earned money on.

Because they know, like and trust you, your job is to help them realize that this should be their replacement for what they are spending daily for energy.