

# Re-opening Checklist



Staffing	Actioned	Staff Responsible
All staff briefed on membership prices and facilities	<input type="checkbox"/>	
All staff briefed on any specific offers or call-to-actions	<input type="checkbox"/>	
All staff understand sales process (enquiry card, showrounds & handling income enquiries)	<input type="checkbox"/>	
Membership targets agreed and displayed for staff	<input type="checkbox"/>	
Inbound and outbound call scripts ready	<input type="checkbox"/>	

Planning	Actioned	Staff Responsible
Sales Planner signed off <a href="https://allianceta6.co.uk/marketing-success-post-lockdown">https://allianceta6.co.uk/marketing-success-post-lockdown</a>	<input type="checkbox"/>	
Customer Databases Prepared (swimming lessons, courses, ex-members, prospects)	<input type="checkbox"/>	
Have you planned enough activity to hit target? <a href="https://allianceta6.co.uk/delivering-effective-digital-marketing">https://allianceta6.co.uk/delivering-effective-digital-marketing</a>	<input type="checkbox"/>	
New Timetable ready to launch?	<input type="checkbox"/>	
Have you created some content for your channels? "Download our training guide" "3 top tips for awesome workouts" etc.	<input type="checkbox"/>	
Have you created customer personas to inform your marketing activity?	<input type="checkbox"/>	
Competitor Analysis updated	<input type="checkbox"/>	

Communication	Actioned	Staff Responsible
Is there a customer comms strategy in place?	<input type="checkbox"/>	
Are you communicating regularly with:		
Lapsed members (we want you back, incentives, download the app)	<input type="checkbox"/>	
Frozen members (we want you back, online training/classes)	<input type="checkbox"/>	
Existing members (download our app, new classes, meet the team)	<input type="checkbox"/>	
New members (welcome to the centre, referral opportunity, download our app)	<input type="checkbox"/>	
Are staff aware of these communications so they know as much as the customers?	<input type="checkbox"/>	

## Re-opening Checklist (cont.)



Outreach	Actioned	Staff Responsible
Emails and SMS scheduled	<input type="checkbox"/>	
Corporate Mailer Ready	<input type="checkbox"/>	
Annual/Cash Renewals	<input type="checkbox"/>	
Open Day Planned (if COVID safe)	<input type="checkbox"/>	

In-reach	Actioned	Staff Responsible
Membership display in reception area (every customer should see it!)	<input type="checkbox"/>	
Noticeboards update (clubs, swimming, aerobics...)	<input type="checkbox"/>	
Equipment Tags promoting membership/latest offers	<input type="checkbox"/>	
Displays in Changing Rooms/Lockers/Back of Toilet Doors/Above Urinals	<input type="checkbox"/>	
Displays in all areas where customers wait (water machines, vending, café, seating areas)	<input type="checkbox"/>	
Walk round referrals (free trial passes for members to give friends)	<input type="checkbox"/>	
Are testimonials being gathered from members achieving success?	<input type="checkbox"/>	

Online	Actioned	Staff Responsible
Dedicated Landing Page for current offer/CTA	<input type="checkbox"/>	
Homepage link to landing page	<input type="checkbox"/>	
Links on core pages to offers (memberships, timetables, opening times)	<input type="checkbox"/>	
Google My Business Listing updated	<input type="checkbox"/>	
PPC adverts scheduled on both social (FB, Insta) and search (Google, YouTube)	<input type="checkbox"/>	
Is your app being promoted? <a href="https://allianceta6.co.uk/maximising-your-app">https://allianceta6.co.uk/maximising-your-app</a>	<input type="checkbox"/>	
Setup Google Alerts to monitor specific activity in your local area <a href="https://allianceta6.co.uk/google-alerts">https://allianceta6.co.uk/google-alerts</a>	<input type="checkbox"/>	
Ask customers for online reviews <a href="https://allianceta6.co.uk/online-reviews">https://allianceta6.co.uk/online-reviews</a>	<input type="checkbox"/>	

## Re-opening Checklist (cont.)



Social Media	Actioned	Staff Responsible
Update your Pinned Post – “We’re back – opening times”	<input type="checkbox"/>	
Banner/Cover images updates	<input type="checkbox"/>	
Content Planner in place <a href="https://allianceta6.co.uk/social-media-guides">https://allianceta6.co.uk/social-media-guides</a>	<input type="checkbox"/>	
Scheduled promotional posts linking to landing page	<input type="checkbox"/>	
Staff reminded of social media etiquette <a href="https://allianceta6.co.uk/social-media-dos-donts">https://allianceta6.co.uk/social-media-dos-donts</a>	<input type="checkbox"/>	
Whole team asked for ideas for social content <a href="https://allianceta6.co.uk/engaging-customers-lockdown">https://allianceta6.co.uk/engaging-customers-lockdown</a>	<input type="checkbox"/>	
Research what is currently trending <a href="https://allianceta6.co.uk/google-trends">https://allianceta6.co.uk/google-trends</a>	<input type="checkbox"/>	
Like’n’Share Competition Scheduled	<input type="checkbox"/>	
Check all platforms are updated	<input type="checkbox"/>	
If you do not have an Instagram, maybe now is the time to start	<input type="checkbox"/>	
Engage with your members, like their posts, engage with comments, be responsive	<input type="checkbox"/>	

Special Activities	Actioned	Staff Responsible
Online Classes – do staff understand the process? what gremlins may happen? what devices work/do not work? Are they being promoted? Guide for customers on how to access them. <a href="https://allianceta6.co.uk/how-to-create-an-engaging-virtual-fitness-class">https://allianceta6.co.uk/how-to-create-an-engaging-virtual-fitness-class</a>	<input type="checkbox"/>	
Outdoor Training - what can you offer? What do you need to deliver classes outside?	<input type="checkbox"/>	