

FIT BODY BOOT CAMP



CAMPAIGN

****ETHICAL BRIBE TO YOUR CLIENTS IN EXCHANGE
FOR GOOGLE AND FACEBOOK REVIEWS****

BENEFITS:

- Social Proof serves as the best advertising and reinforces belief in your program so you can continue to win the hearts and minds of your clients and community!
- Google Reviews help SEO value which will bring your location more leads and grow your location!
- HQ is backing it with our marketing dollars, so no cost to your location!

PLAN:

- February 14-29 Campaign Dates
- \$10K worth of donations! (details below)
- Locations ask their clients to write a 5 star review on their 1) Google and 2) Facebook and offer an ethical bribe (Donations to Shriners Childrens Hospital and Chance to win Tru Lead Supplements).
- For every review, FBBC HQ will be donating \$1 to Shriners Children's Hospital up to \$5,000.
- **Shriners will also receive \$100/location for every location enrolled in our FBBC Charity Check in initiative as Feb is Shriners month!
- For every review, client will also be entered for a Chance to Win raffle for \$5,000 of TruLean supplements on March 9 @ 11am pacific!

LOCATION ACTION STEPS

STEP 1

Pull up review sites for Facebook and Google to make it easy as possible for clients to write review (to be added in Step 2 & 3 below).

Example for RSM FBBC:

1. <https://www.facebook.com/pg/RSMfitbody-bootcamp/reviews/>
2. <https://www.google.com/search?q=rsm+fit+body+boot+camp&oq=RSM+&aqs=chrome.0.69i59j69i-57j0l3j69i60j69i61j69i60.3465j0j7&sourceid=chrome&ie=UTF-8>

STEP 2

Count your number of reviews for each site so you know your starting number as of Feb 13 and add into the confirmation sheet.

**Confirmation sheet is provided within resources.

STEP 3

Email 1: February 13 @ 7pm
Email 2: February 18 @ 9am
Email 3: February 28 @ 9am

**Swipe Copy Included

STEP 4

SMS: February 19 @ 4pm

**Swipe Copy Included

STEP 5

Announcements at location by your coaches after every session, and confirmation sheet at front desk for clients to fill in their name once they complete both reviews. Your admin can confirm reviews after session as not to create a bottle neck at front desk and in between sessions.

Additionally, only new reviews will be added to Shriener donation, but anyone who previously wrote a review on both sites can be added to the Tru Lean Supplement raffle.

** Announcements from coaches during February 14 -February 29 and confirmation sheet is provided within resources.

STEP 6

Count your number of reviews for each site so you know your ending number as of March 1 and add into the confirmation sheet.

STEP 7

Reference your confirmation sheet, please add 1) number of reviews you added for each site and 2) names of people who submitted reviews on included form by **Friday March 6 at 11:59pm pacific time.**

1. Facebook time stamp so precise on tracking
2. Google Reviews (make note of your most recent review as of February 13, and anyone more recent is submitted)
3. Form to complete:

**Winners will be validated post drawing to confirm they did make the review!