

SOCIAL MEDIA // LAUNCH STRATEGY

9 DAYS BEFORE

TELL EVERYONE WHAT TO EXPECT!

Post the Getting Started Sheet with the caption: Group Power is launching on Month, Day, and Times! Attention all men and women who want to get muscle and movement strong. Traditional strength training combined with full-body innovative exercises and a periodized approach are key components of this results-driven workout. Add to this dynamic and motivational music and it is simply the most fun you'll have strength training. Come and see what all the excitement is about. 'Share' on your timeline to spread the word.

5 DAYS BEFORE

SHOW WHAT OTHERS ARE SAYING!

Post a Testimonial Square with the caption: Group Power is only 5 days away! Sign up for one of the launch workouts being hosted on Month, Day, and Times so you can reserve a spot and experience this fantastic new program! We'll have prizes and giveaways for those who attend the launch workouts. 'Like' and 'Share' to spread the word!

1 DAY BEFORE

HAVE EVERYONE BRING FRIENDS!

Post the Digital Free Pass Image with the caption: Tomorrow is the big day! The launch of Group Power at Times!! Download the Group Power Free Experience Card Image and forward to your friends. You can invite a non-member to join you for a workout and GET MUSCLE & MOVEMENT STRONG together! Or 'Share' to invite others to the BIG 1 DAY event! Must sign up for one of the workouts to reserve your spot.

1 DAY AFTER

CELEBRATE YOUR LAUNCH!

Post a photo album of your launch with the caption: Thanks to everyone who participated in the launch of our new program Group Power! If you were there, 'Like' if you had fun and got MUSCLE & MOVEMENT STRONG! Group Power is on our schedule Days/Times. Don't forget to use the Free Passes available to invite your friends to attend a workout with you!

USE THIS GUIDE TO CREATE A SOCIAL MEDIA STRATEGY FOR THE LAUNCH OF GROUP POWER

11 DAYS BEFORE

TELL EVERYONE WHAT'S COMING!

Post the Program Description with the caption (For Initial and Quarterly Launch): Introducing Group Power ... Are you ready to GET MUSCLE & MOVEMENT STRONG?! More details to come as we approach our launch date, Month, Day, and Times. 'Like' and 'Share' to spread the word! Optional first Line (For Initial Launch Only): We are launching a brand-new group fitness program!

7 DAYS BEFORE

GIVE THEM A SNEAK PEEK!

Post the Video Trailer with the caption: Group Power® is a one-hour, cutting-edge strength training workout designed to get you muscle strong and movement strong. It combines traditional strength training with full-body, innovative exercises using an adjustable barbell, weight plates, body weight, The STEP®, heart-pounding music, and expert coaching. GET MUSCLE & MOVEMENT STRONG! Join us on Month, Day, and Times for the launch of Group Power. 'Share' the video if you are ready to POWER UP!

3 DAYS BEFORE

INTRODUCE YOUR TEAM!

Post photos of your team with the caption: We're ready ... are you?! Group Power is for anyone who wants to get MUSCLE & MOVEMENT STRONG in one exciting hour! We'll have prizes and giveaways, including List of Prizes, for those who attend the launch workouts on Day, Times! Sign up for the workout you want to attend and 'Share' to spread the word.

LAUNCH DAY!

GIVE ANOTHER SNEAK PEEK!

Post the Video Trailer again with the caption: The Group Power launch is TODAY at Times. 'Share' this video so everyone can see what the excitement is all about! Who's in?