

IG Plan

Ongoing 90-day plan for Nutrition Clubs

As part of your ongoing marketing efforts to bring new business into your club daily – continue adding followers and doing invites via Instagram.

IG Plan Steps:

- Make Every Coach and Employee an Admin on the Club IG Page
- Each coach and employee follows 50 people per shift on behalf of the club
 - Each coach and employee will start by following their personal followers, and when they have exhausted that list they will move on to following people in the area who follow other local businesses near the club (gyms/exercise facilities, nearby restaurants, etc... are great places to start)
- Each coach and employees sends 10 IG invites per shift via DM
 - Message script below followed by a picture of your club invite
 - It is important to put the coach's name in the message so you can track who's invites come in

Hi there!

If you have never had a "Club Name" protein smoothie, use this coupon and your first one is FREE!

-employee/coach name

