COBANNER.

cobanner.com · hello@cobanner.com

# Gym and Studio Marketing Checklist

From intro offer to follow-up: what a new gym, studio or trainer needs.

## Intro offer

- [ ] Offer chosen (free class, trial week or starter pack)
- [ ] End date set
- [ ] Online registration works on a phone
- [ ] What to bring and expect explained
- [ ] Trial-to-member rate tracked

## Find you online

- [ ] Google Business Profile claimed and complete
- [ ] Photos of the space, classes and coaches
- [ ] Booking link on the profile
- [ ] Review link ready to send
- [ ] Name, address and phone consistent everywhere

## Website

- [ ] One-tap booking from every page
- [ ] Schedule readable on a phone
- [ ] Coach photos and short bios
- [ ] Pricing and intro offer visible
- [ ] FAQ: beginners, what to wear, cancellations

## In person

- [ ] Exterior sign readable from the street
- [ ] Window graphics with offer and hours
- [ ] Roll-up banner at reception
- [ ] Class cards or schedule at the desk
- [ ] Branded uniforms or tees

## Local partners

- [ ] Cafe, physio or shop cross-offer
- [ ] Employee offer for nearby offices
- [ ] Community class or event planned
- [ ] Referral thank-you for members

## Follow-up routine

- [ ] Same day: thank-you and booking link
- [ ] Day 2 or 3: friendly check-in
- [ ] Before the offer ends: reminder
- [ ] After joining: welcome and first-month plan
- [ ] Simple list of visitors and messages sent

Use a short, friendly tone in every message. Need a sign, banners or a website? hello@cobanner.com