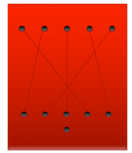


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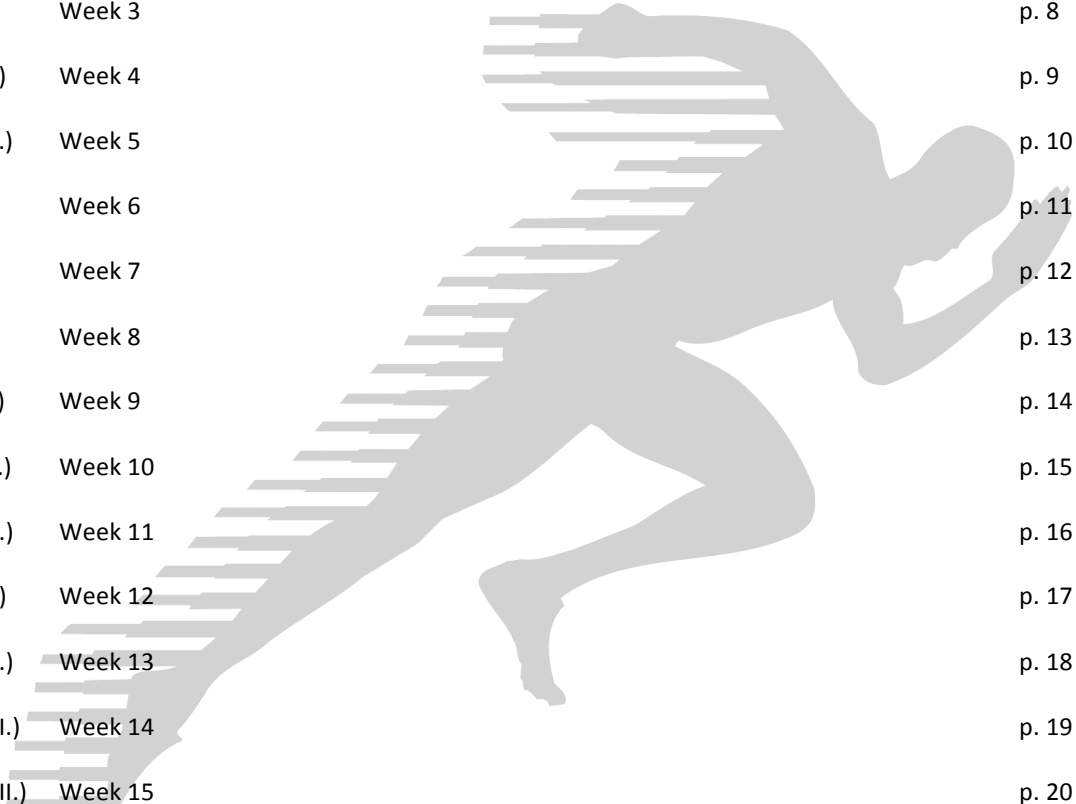
**Parisi Advanced  
Pre-Launch Marketing Plan**

# 2021 Parisi Advanced Pre-Launch Marketing Plan

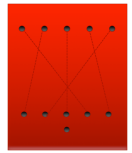


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A large, light grey silhouette of a runner in a dynamic, forward-leaning pose, positioned behind the table of contents. The runner's shadow is cast onto the table, appearing as a series of horizontal lines that create a sense of motion and depth.

# 2021 Parisi Advanced Pre-Launch Marketing Plan



## Marketing Resources

### □ Parisi Online Resource Center

- Purpose
  - A program on parisischool.com that gives you access to marketing, business, sales and operations materials, as well as our online education

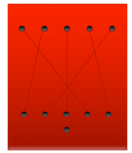
### □ Artwork

- Lee Miller
  - Contact Lee Miller at (973) 664-1653 or at [lee@millerdesigncomm.com](mailto:lee@millerdesigncomm.com) to customize any flyers or artwork that is contained in Parisi Marketing Kits, Monthly Promotions or to design new collateral specific to your Speed School. Additional fees apply

### □ Corporate Marketing Team

- George Stephens, Managing Director
  - Contact George at (248) 233-0585 or at [gstephens@parisischool.com](mailto:gstephens@parisischool.com) for strategic marketing questions and feedback, as well as social media
- Carol Hasenbalg, Content & Communications Manager
  - Contact Carol at (609) 617-5068 or at [chasenbalg@parisischool.com](mailto:chasenbalg@parisischool.com) for question regarding the website, blogs, social media and online content
- Jennifer Parisi, Network Support Manager
  - Contact Jennifer at (201) 314-7900 or at [jparisi@parisischool.com](mailto:jparisi@parisischool.com) for general marketing questions, tactical marketing and information about your marketing support calls

# 2021 Parisi Advanced Pre-Launch Marketing Plan

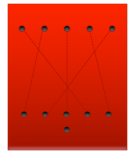


## Marketing Tips

### Things to Think About and Do Throughout

- Attach links to PSS Impact Movies in the signature of all emails
- Play and loop DVD of Orientation, as well as Impact Movies on monitors inside your speed school
- Promote your Facebook Page and Posts through “Boosting,” or advertisements through Facebook’s Ad Manager feature
- Book as many speaking engagements as possible
- Look for opportunities to sponsor or be involved in local athletic events that target potential Parisi Athletes or Parents, such as High School Sporting Events, Local Tournaments, Parks and Recreation leagues, and Church Leagues
- Create and develop partnerships with community clubs and organizations, such as Schools, PTA’s Women’s Clubs, Rotary, Parks and Recreation, Booster Clubs, Boys and Girls Clubs, YMCA’s, and your local Chamber of Commerce
- Create and develop relationships with local coaches at High Schools, Private Schools, Middle Schools, Clubs, as well as local Parks and Recreation Leagues
- Devote **2-3 hours per day** to outbound marketing activities, such as phone calls, emails, meetings and demos

# 2021 Parisi Advanced Pre-Launch Marketing Plan



## Forward

We like to use the phrase, *You can't build a house without a good foundation.* This is exactly the goal of our Pre-Launch Marketing Plan. This plan is designed to give you the marketing infrastructure and establish good practices to help grow your business before anyone even sets foot in your building. It breaks down into four separate phases, with a clear objective and tasks to make sure that objective is achieved:

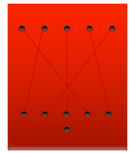
- ❑ **Marketing Research and Prep:**
  - Designed to make sure ensuing marketing activities and promotions are effective by building databases, audiences, and plans
- ❑ **Coming Soon:**
  - A general awareness campaign, to all audiences, which is designed to make your community aware that a Parisi is coming and inquire about our services
- ❑ **Soft Launch:**
  - A follow up to the Coming Soon Campaign by answering the question of "Why Parisi," and book evaluations that lead to athletes signing up for the Soft Launch Period, prior to a Grand Opening
- ❑ **Grand Opening:**
  - A campaign to promote your Grand Opening Event and set the stage for Program Success for the coming months

A successful Pre-Launch can set the stage for success well into the your location's future and lays the ground work for a successful start to your journey, with Parisi.



**George Stephens**  
Managing Director  
Parisi Training Systems

# 2021 Parisi Advanced Pre-Launch Marketing Plan

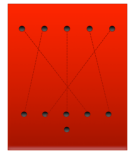


## Marketing Research and Preparation Phase

### Week 1

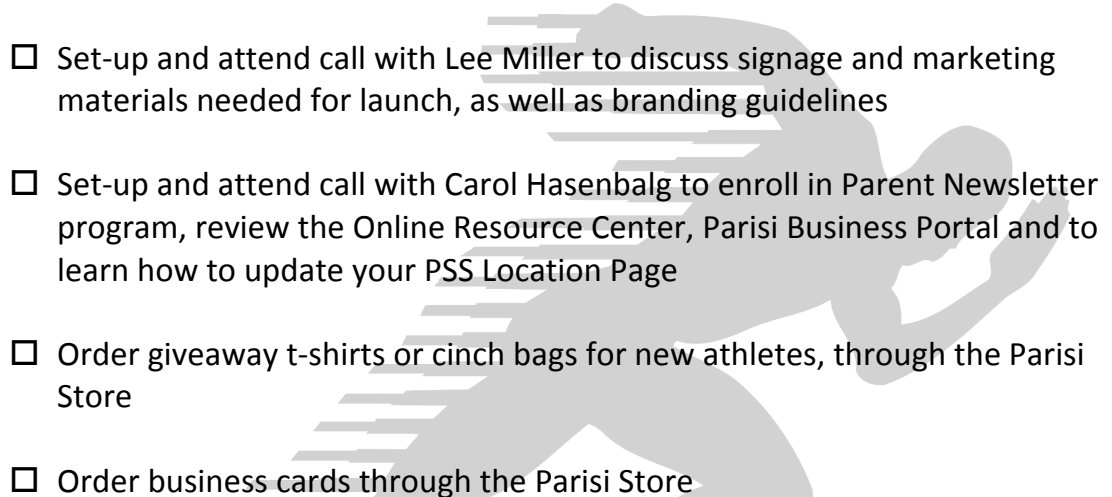
- Decide on and implement an appropriate CRM software, capable of creating a segmented marketing database and launching targeted marketing e-blasts that do not violate spam laws
  - Develop/update your Parisi Marketing database into the following marketing segments
    - Current Parisi Athlete Parents
    - Former Parisi Athlete Parents (non-renewals)
    - Lost Leads
    - Health Club Members (if your PSS is a part of a larger health club)
    - Coaches
    - Community Leaders
  - Educate yourself on how to develop and send email blasts within your designated software
  - Set and attend pre-launch marketing call with Managing Director, George Stephens
  - Set up a Facebook Page for your specific location
- 

# 2021 Parisi Advanced Pre-Launch Marketing Plan

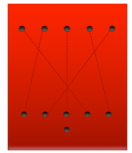


## Marketing Research and Preparation Phase

### Week 2

- Research local emails and phone numbers of community leaders and organizations within your specific territory, as well decision makers for community events over the next 3 months. Once found, add to Marketing CRM (see Appendix A for more in-depth info on contacts you should be looking for)
  - Set-up and attend call with Lee Miller to discuss signage and marketing materials needed for launch, as well as branding guidelines
  - Set-up and attend call with Carol Hasenbalg to enroll in Parent Newsletter program, review the Online Resource Center, Parisi Business Portal and to learn how to update your PSS Location Page
  - Order giveaway t-shirts or cinch bags for new athletes, through the Parisi Store
  - Order business cards through the Parisi Store
- 

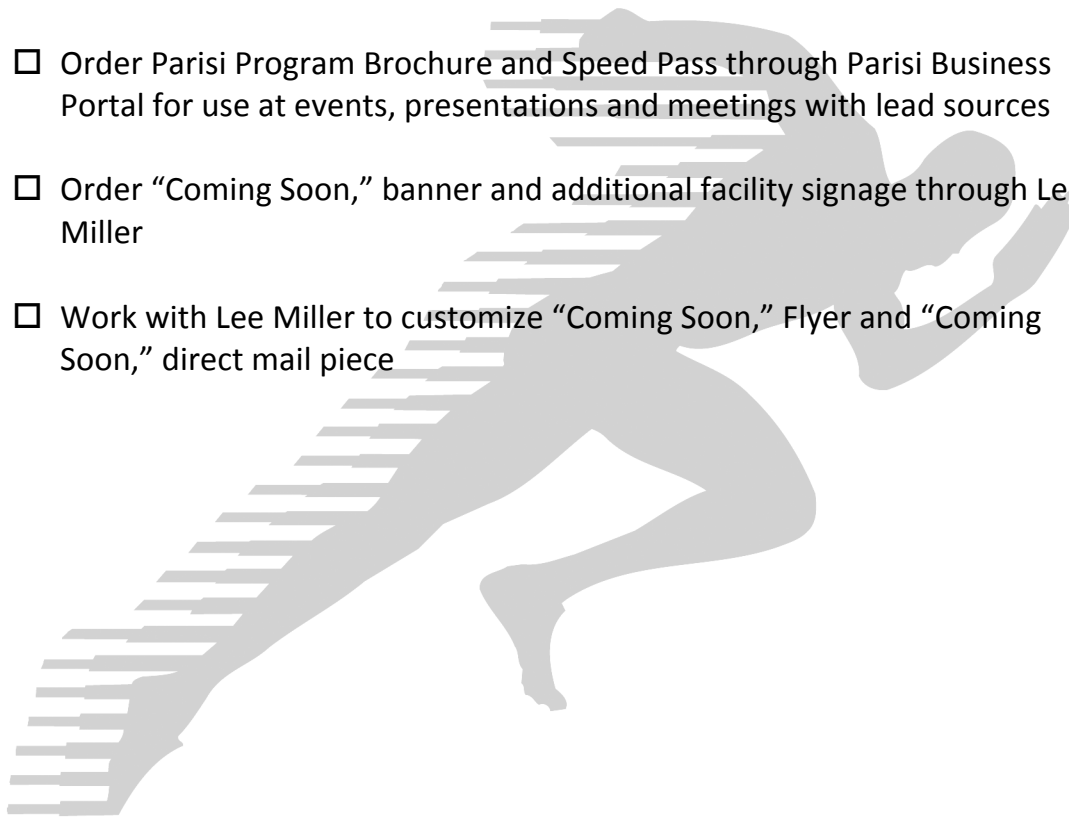
# 2021 Parisi Advanced Pre-Launch Marketing Plan



## Marketing Research and Preparation Phase

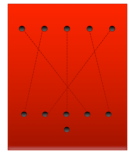
### Week 3

- Research emails and phone numbers for coaches and athletic directors at local high schools, middle schools, private schools, as well as coaches for club teams, travel teams and recreation teams. Once found, add to Marketing CRM (see Appendix A for more in-depth info on contacts you should be looking for)
- Order Parisi Program Brochure and Speed Pass through Parisi Business Portal for use at events, presentations and meetings with lead sources
- Order “Coming Soon,” banner and additional facility signage through Lee Miller
- Work with Lee Miller to customize “Coming Soon,” Flyer and “Coming Soon,” direct mail piece





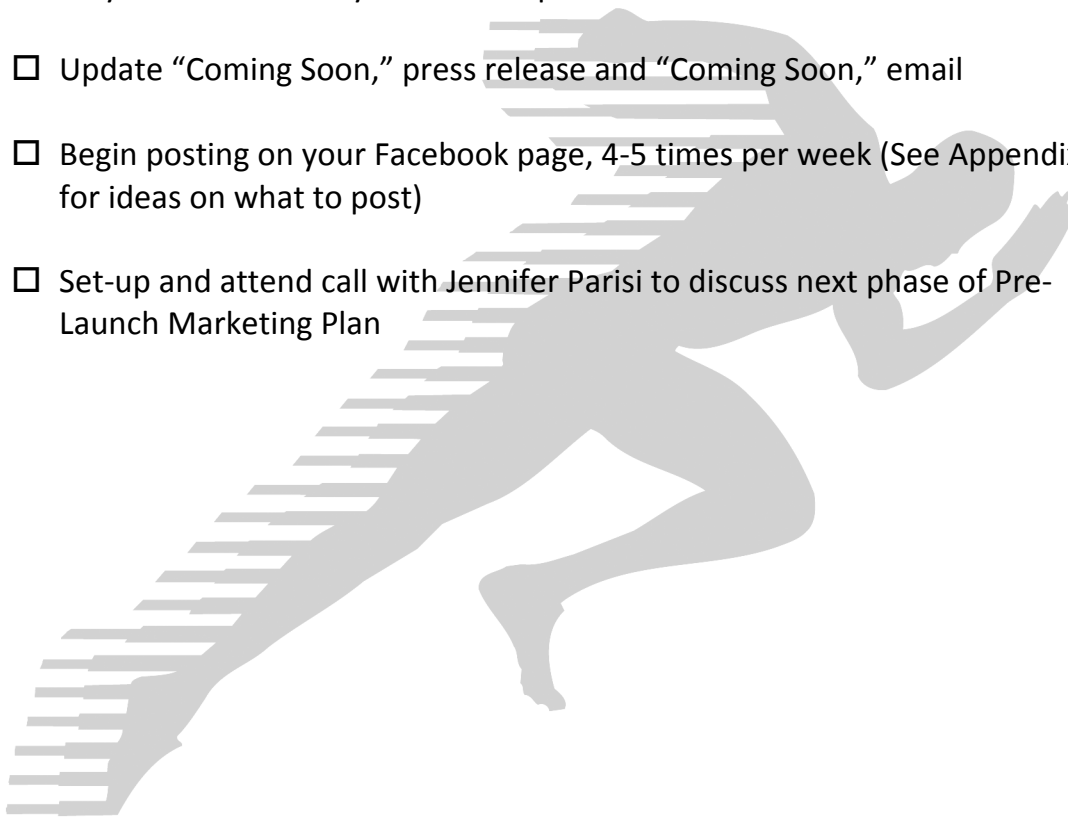
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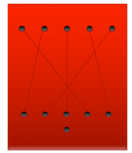
## Marketing Research and Preparation Phase

### Week 4

- Research emails and phone numbers for local news agencies, such as radio, newspaper and television then add contacts to Marketing CRM
- Ensure marketing database is updated with any other lead sources that may have contacted you over the previous four weeks
- Update “Coming Soon,” press release and “Coming Soon,” email
- Begin posting on your Facebook page, 4-5 times per week (See Appendix B for ideas on what to post)
- Set-up and attend call with Jennifer Parisi to discuss next phase of Pre-Launch Marketing Plan



# 2021 Parisi Advanced Pre-Launch Marketing Plan



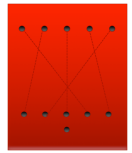
## Coming Soon Marketing Phase

### Week 5

- Begin making calls to lead sources you discovered during the research phase
- Send out “Coming Soon,” Press Release to all media outlets
- Send out “Coming Soon,” email to all lead sources in Marketing CRM
- Send out “Coming Soon,” mailer
- Hang “Coming Soon,” banner outside of facility
- Continue posting on social media, 4-5 times per week



# 2021 Parisi Advanced Pre-Launch Marketing Plan



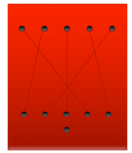
## Coming Soon Marketing Phase

### Week 6

- Research emails and phone numbers of decision makers for local events that may have been added to the area since you last researched this segment
- Contact local TV and Cable stations for Commercials
- Continue making calls to lead sources in all segments that you discovered during the research phase
- Continue posting on social media 4-5 times per week
- Attend community event, give presentation and/or meet with coaches



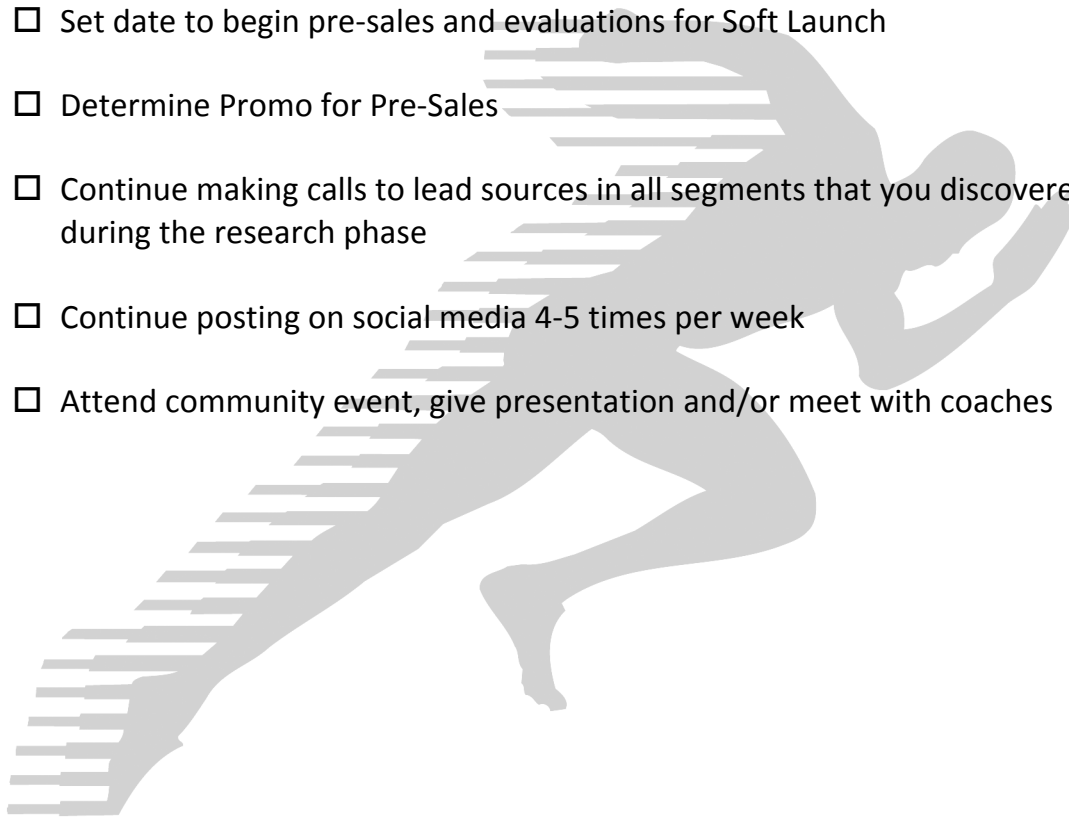
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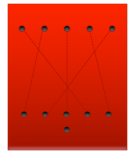
## Coming Soon Marketing Phase

### Week 7

- Email “Coming Soon,” flyer to all lead sources in Marketing CRM
- Research emails and phone numbers of community leaders that may have come to the area since you last researched this segment
- Set date to begin pre-sales and evaluations for Soft Launch
- Determine Promo for Pre-Sales
- Continue making calls to lead sources in all segments that you discovered during the research phase
- Continue posting on social media 4-5 times per week
- Attend community event, give presentation and/or meet with coaches

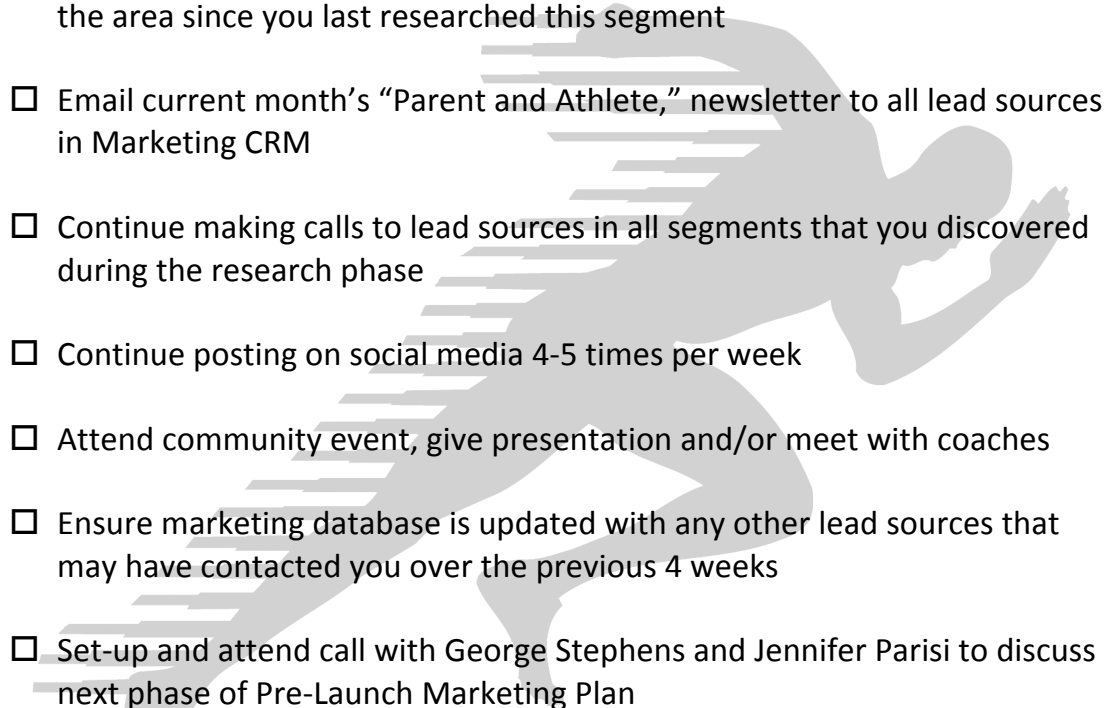


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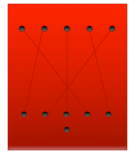


## Coming Soon Marketing Phase

### Week 8

- Download “Evaluation,” marketing kit from the Online Resource Center and customize to your facility. Be sure to include information on pre-sales and evaluations
  - Research emails and phone numbers of coaches that may have come to the area since you last researched this segment
  - Email current month’s “Parent and Athlete,” newsletter to all lead sources in Marketing CRM
  - Continue making calls to lead sources in all segments that you discovered during the research phase
  - Continue posting on social media 4-5 times per week
  - Attend community event, give presentation and/or meet with coaches
  - Ensure marketing database is updated with any other lead sources that may have contacted you over the previous 4 weeks
  - Set-up and attend call with George Stephens and Jennifer Parisi to discuss next phase of Pre-Launch Marketing Plan
- 

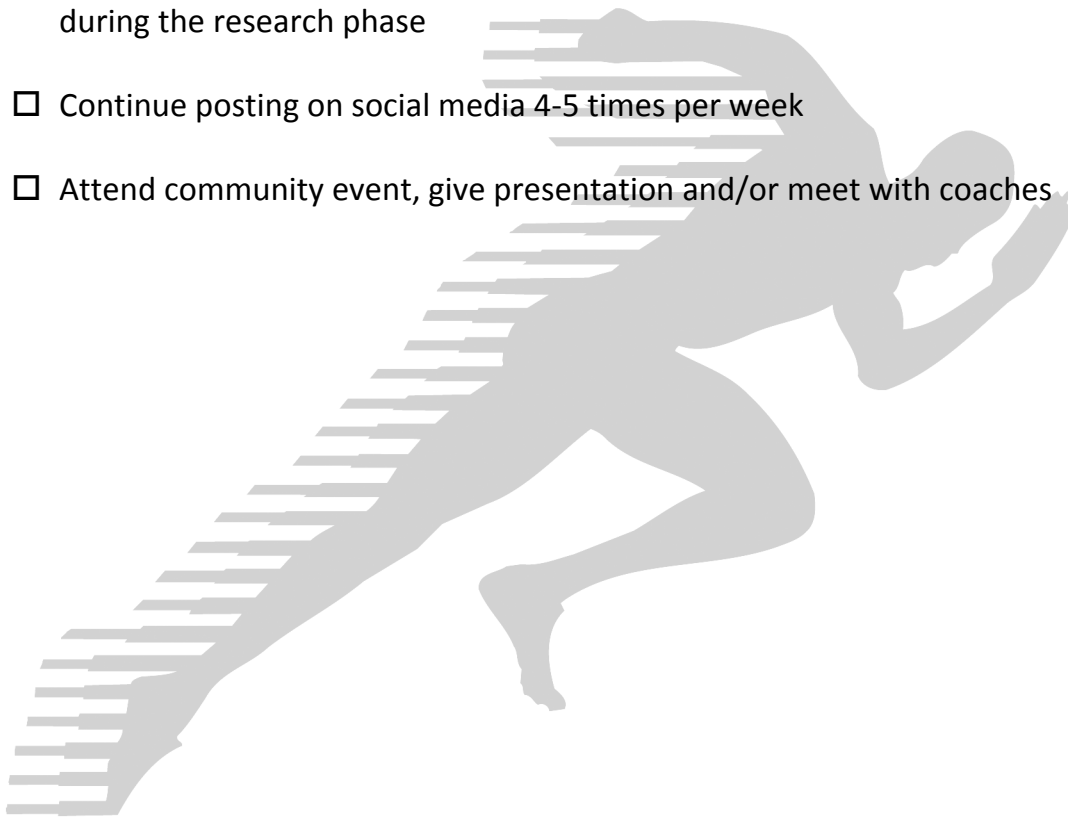
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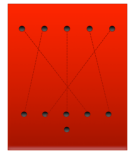
## Pre-Sales, Evaluations and Soft Launch Marketing Phase

### Week 9

- Follow Week 1 tasks in the “Evaluation,” Marketing Plan
- Set date to begin classes for Soft Launch
- Continue making calls to lead sources in all segments that you discovered during the research phase
- Continue posting on social media 4-5 times per week
- Attend community event, give presentation and/or meet with coaches



# 2021 Parisi Advanced Pre-Launch Marketing Plan



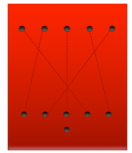
## Pre-Sales, Evaluations and Soft Launch Marketing Phase

### Week 10

- Follow Week 2 tasks in the “Evaluation,” Marketing Plan
- Research emails and phone numbers of decision makers for local events that may have been added to the area since you last researched this segment
- Continue making calls to lead sources in all segments that you discovered during the research phase
- Continue posting on social media 4-5 times per week
- Attend community event, give presentation and/or meet with coaches

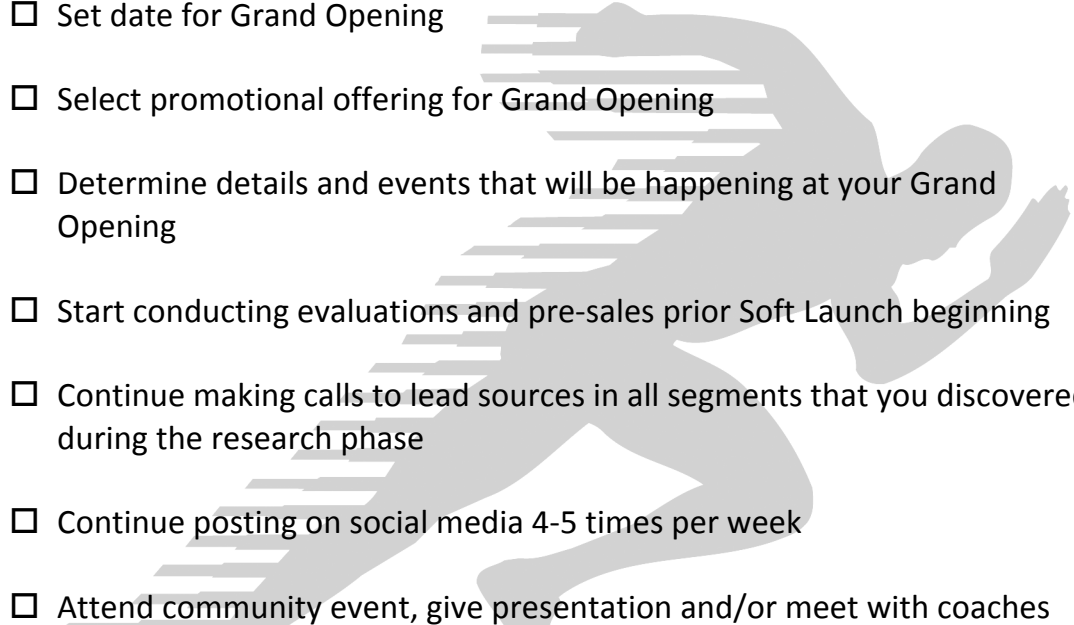


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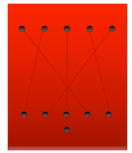
## Pre-Sales, Evaluations and Soft Launch Marketing Phase

### Week 11

- Follow Week 3 tasks in the “Evaluation,” Marketing Plan
  - Research emails and phone numbers of community leaders that may have come to the area since you last researched this segment
  - Set date for Grand Opening
  - Select promotional offering for Grand Opening
  - Determine details and events that will be happening at your Grand Opening
  - Start conducting evaluations and pre-sales prior Soft Launch beginning
  - Continue making calls to lead sources in all segments that you discovered during the research phase
  - Continue posting on social media 4-5 times per week
  - Attend community event, give presentation and/or meet with coaches
- 



# 2021 Parisi Advanced Pre-Launch Marketing Plan

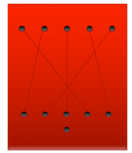


## Pre-Sales, Evaluations and Soft Launch Marketing Phase

### Week 12

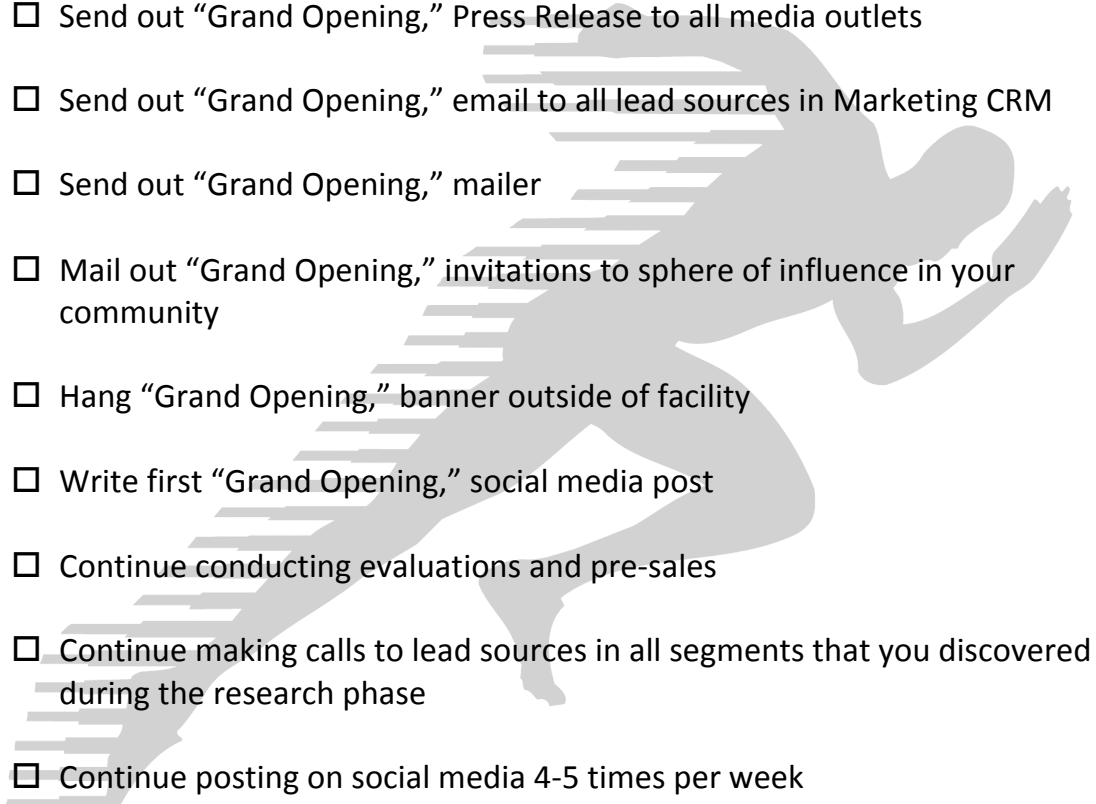
- Follow Week 4 tasks in the “Evaluation,” Marketing Plan
- Research emails and phone numbers of coaches that may have come to the area since you last researched this segment
- Customize Grand Opening Email Template, Press Release Template and Social Media posts to your location
- Reach out to Lee Miller to customize Grand Opening Flyer, Mailer, Invitations and Banner
- Email current month’s “Parent and Athlete,” newsletter to all lead sources in Marketing CRM
- Continue conducting evaluations and pre-sales prior Soft Launch beginning
- Continue making calls to lead sources in all segments that you discovered during the research phase
- Continue posting on social media 4-5 times per week
- Attend community event, give presentation and/or meet with coaches
- Ensure marketing database is updated with any other lead sources that may have contacted you over the previous 4 weeks
- Set-up and attend call with George Stephens and Jennifer Parisi to discuss next phase of Pre-Launch Marketing Plan

# 2021 Parisi Advanced Pre-Launch Marketing Plan

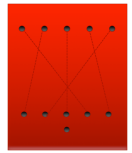


## Grand Opening Marketing Phase

### Week 13

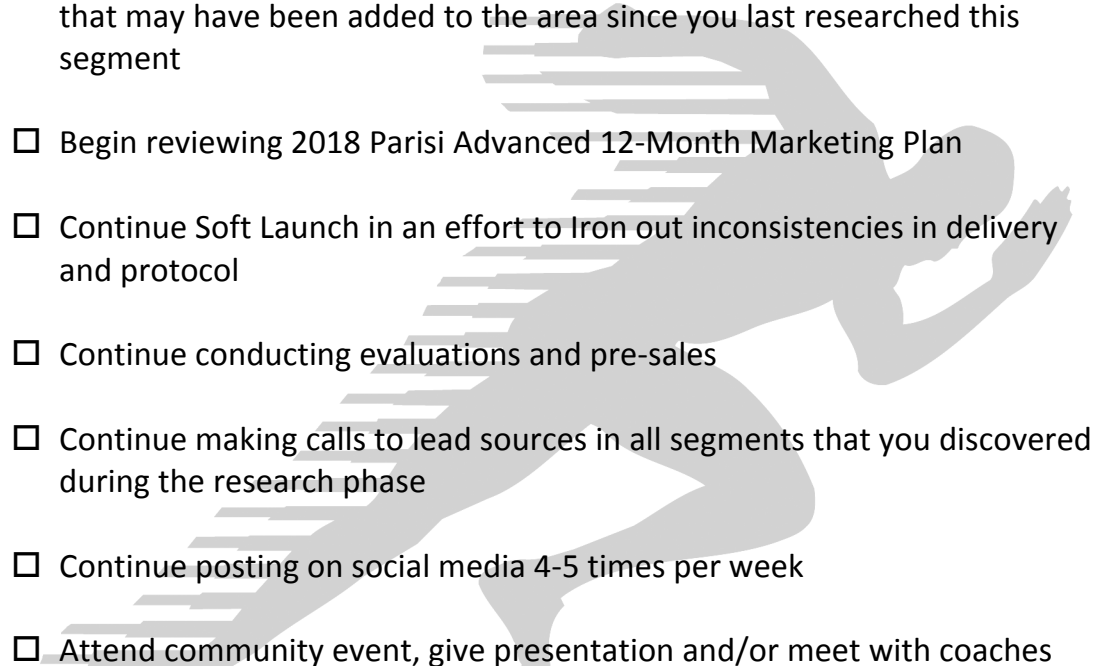
- Begin Soft Launch in an effort to Iron out inconsistencies in delivery and protocol
  - Ensure scheduling/attending athlete process in software if fluid
  - Send out “Grand Opening,” Press Release to all media outlets
  - Send out “Grand Opening,” email to all lead sources in Marketing CRM
  - Send out “Grand Opening,” mailer
  - Mail out “Grand Opening,” invitations to sphere of influence in your community
  - Hang “Grand Opening,” banner outside of facility
  - Write first “Grand Opening,” social media post
  - Continue conducting evaluations and pre-sales
  - Continue making calls to lead sources in all segments that you discovered during the research phase
  - Continue posting on social media 4-5 times per week
  - Attend community event, give presentation and/or meet with coaches
- 

# 2021 Parisi Advanced Pre-Launch Marketing Plan

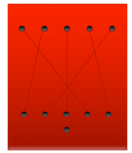


## Grand Opening Marketing Phase

### Week 14

- Send out “Grand Opening,” flyer to all lead sources in Marketing CRM
  - Write second “Grand Opening,” social media post
  - Research emails and phone numbers of decision makers for local events that may have been added to the area since you last researched this segment
  - Begin reviewing 2018 Parisi Advanced 12-Month Marketing Plan
  - Continue Soft Launch in an effort to Iron out inconsistencies in delivery and protocol
  - Continue conducting evaluations and pre-sales
  - Continue making calls to lead sources in all segments that you discovered during the research phase
  - Continue posting on social media 4-5 times per week
  - Attend community event, give presentation and/or meet with coaches
- 

# 2021 Parisi Advanced Pre-Launch Marketing Plan

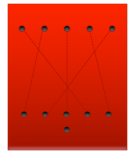


## Grand Opening Marketing Phase

### Week 15

- Send out “Grand Opening,” flyer to all lead sources in Marketing CRM
- Write third “Grand Opening,” social media post
- Research emails and phone numbers of community leaders that may have come to the area since you last researched this segment
- Start performing research and marketing collateral updates under the current month of the 2018 Parisi Advanced 12-Month Marketing Plan for the following segments...Social Media, Leverage Membership, Monthly Promotion, Event Outreach and Brand & Program Awareness
- Continue Soft Launch in an effort to Iron out inconsistencies in delivery and protocol
- Continue conducting evaluations and pre-sales
- Continue making calls to lead sources in all segments that you discovered during the research phase
- Continue posting on social media 4-5 times per week
- Attend community event, give presentation and/or meet with coaches

# 2021 Parisi Advanced Pre-Launch Marketing Plan

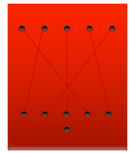


## Grand Opening Marketing Phase

### Week 16

- Send out “Grand Opening,” flyer to all lead sources in Marketing CRM
- Write fourth and fifth “Grand Opening,” social media post
- Research emails and phone numbers of coaches that may have come to the area since you last researched this segment
- Start performing research and marketing collateral updates under the current month of the 2018 Parisi Advanced 12-Month Marketing Plan for the following segments...Social Media, Leverage Membership, Monthly Promotion, Event Outreach and Brand & Program Awareness
- Email current month’s “Parent and Athlete,” newsletter to all lead sources in Marketing CRM
- Continue Soft Launch in an effort to Iron out inconsistencies in delivery and protocol
- Continue conducting evaluations and pre-sales
- Continue making calls to lead sources in all segments that you discovered during the research phase
- Continue posting on social media 4-5 times per week
- Attend community event, give presentation and/or meet with coaches
- Ensure marketing database is updated with any other lead sources that may have contacted you over the previous 4 weeks
- HAVE GRAND OPENING!!!**

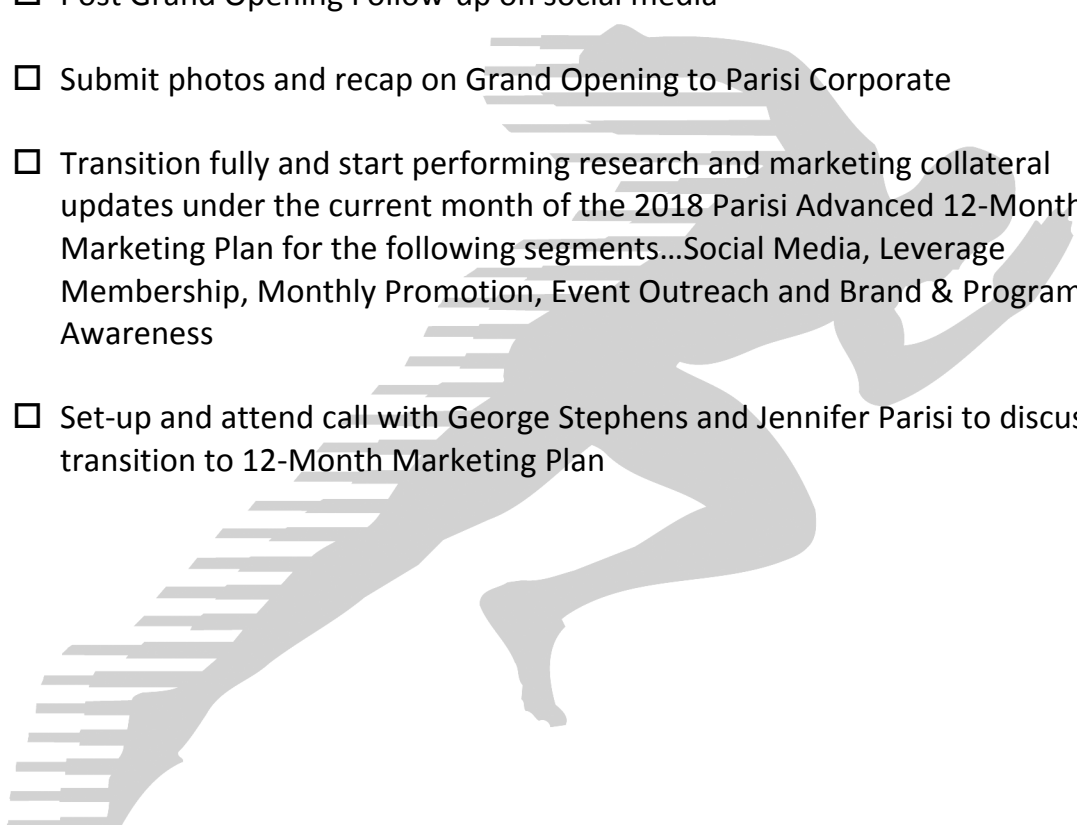
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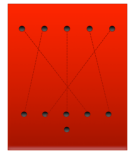
## Post-Grand Opening Marketing Phase

### Week 17

- Send out a personal “Thank You,” email, recapping the Grand Opening
- Follow up on all leads that derived from Grand Opening
- Post Grand Opening Follow-up on social media
- Submit photos and recap on Grand Opening to Parisi Corporate
- Transition fully and start performing research and marketing collateral updates under the current month of the 2018 Parisi Advanced 12-Month Marketing Plan for the following segments...Social Media, Leverage Membership, Monthly Promotion, Event Outreach and Brand & Program Awareness
- Set-up and attend call with George Stephens and Jennifer Parisi to discuss transition to 12-Month Marketing Plan



# 2021 Parisi Advanced Pre-Launch Marketing Plan



## Appendix A

### Community Organizers

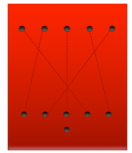
Community organizers are another important group worthy of your outbound calling efforts. These people become the basis of your community outreach program because they can open doors for participation in events, sponsorships with high visibility, and collaborative “business-to-business” efforts.

The way to maximize your success with this group is very similar to the previous group. Make a list of all of the events that happen within your community such as fairs, festivals, large fund-raisers, recreation departments, elementary schools, pto’s, boys and girls clubs, chamber of commerce, YMCA’s volunteer efforts, community gatherings, etc. and then get to the decision-maker

Offer to set up a booth with activities for kids, present on kids’ health, fitness and/or nutrition, conduct a mini-camp to entertain kids, etc. The important key to building a good relationship with this group is to understand that you have to “provide value” to them at little or no cost. If you contact them with the intention of “marketing,” you will not get far.

By being involved in their cause and helping them, you will gain exposure to your market and be able to collect contact information through creative means. For example, you might give away a free session or week with the name, phone number, and email address of a parent. Then too, you could raffle off a mini-camp for a birthday party. The ideas are endless, but the goal is to get the parent’s contact information for later outbound calling efforts.

# 2021 Parisi Advanced Pre-Launch Marketing Plan



## Appendix A

### Community Outreach Events

Community outreach events can be a secret weapon for creating awareness about your PSS to the masses. Utilizing interactive games, challenges, competitions, etc. will engage your audiences and provide you the opportunity to educate the public on what your PSS can do for parents and their children, as well as gathering contact information (leads).

Remember that there are no “wrong” audiences. The key is to “do your homework” and customize your presence at community events to fit their interest. Don’t limit yourself by turning down an opportunity without first testing it out. You may be surprised by the results!

For example, you might initially hesitate to get involved with an event through the local Rotary Club, as it is primarily comprised of men in their 60’s (not your target audience). However by attending, you meet the Superintendent of the local elementary school district and he becomes interested in pursuing a relationship with your PSS!

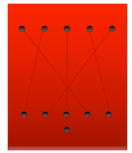
With that said, keep in mind that there are some events that will most certainly increase your exposure to your primary target market more so than others. Any event where there will be kids and their parents (such as community fairs, festivals, sporting events, park outings, 5k’s etc.) will be events that are going to attract the most leads.

In addition to gathering leads, your involvement in community events also builds your reputation in the area. The public’s perception of the Parisi Speed School brand can have a lasting effect on your individual PSS. To this end, it is also important to become involved in community service events, such as fund-raisers for a cause, area cleanup events, volunteer opportunities, etc.

These opportunities have tremendous impact on your business because many of the adults who are passionate about these service events have kids



# 2021 Parisi Advanced Pre-Launch Marketing Plan



## Appendix A

and the fact that you and your PSS support these events make them more inclined to support you!

One way of knowing for certain that what you are doing is “right” is when community leaders begin calling YOU to be a part of their events. Once you are viewed as a staple in your community, the “snowball effect” inevitably kicks in and there will be countless opportunities for your PSS team to build awareness by attending events!

### Brand Awareness and Community Partnerships

A great way to increase your visibility is by creating partnerships with organizations and institutions that cater to youth and their parents. For example, partnering with elementary schools to run their field days or an after school program, is a great way to get in front kids and their parents to showcase our training and what we are about as a company.

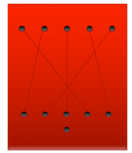
Recreation Departments, local YMCA’s and Boys and Girls Clubs are always looking for programming partners. Reaching out to these groups and running a Parisi class through these organizations is also a great way to get the program in front of your target audience and have them become familiar with what your location has to offer.

### The Importance of Public Speaking Events

Public speaking is another great way to become recognized in your community. Clubs such as the Rotary Club, Business Council, Chamber of Commerce, PTA/PTO, etc. are ALWAYS looking for speakers.

It is always helpful to prepare a “stump speech” on a topic you know well and are passionate about, such as youth fitness, child nutrition, childhood obesity, etc.

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## Appendix A

By having the basic information prepared in advance, all you have to do is tailor the stump speech to your particular audience. It can also be useful to have a small paragraph (or even an outline of your speech) to send to people in advance, so they can get a feel of what you are going to present during the session.

Remember, your audience is NOT looking for a sales pitch! Your involvement in community outreach and public speaking events with various organizations is purely for exposure and networking purposes. Ultimately, this will result in your end goal of increased leads and sales.

### Camp / Team Training Decision-Makers

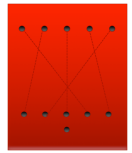
Every successful Program Director in the Parisi network stays in touch with the coaches, league managers, after-school directors, etc. within the community. Furthermore, these Program Directors work at continually building better rapport with this important group and leveraging these relationships to start new ones.

The importance of this outbound marketing effort cannot be stressed enough. Not only can these people book camps and team training with you, they can also recommend the PSS program to parents with whom they are in frequent contact. In addition, they are a gateway to your participation in events and programs that otherwise you might not know about or not be able to gain access to without their help.

Long-story-short – people do business with people they like! If a coach or another decision-maker likes you and your PSS, they will call you first! That is the reward for your outbound marketing efforts to this important group.

To maximize success in this area, you will need to do a little research. You need to identify every school in your area, as well as recreation teams, traveling leagues, PTA's, club teams, booster clubs, etc. Any organization that has any involvement with youth sports and/or fitness should be on

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## Appendix A

your list. Once completed, find out who the “decision-makers” are for each of the organizations on your list and make them the focus of your outbound marketing efforts. The old adage, “you may have to kiss a lot of frogs to find your prince(s) charming,” applies here because getting to the decision-maker is sometimes not easy. But if you have to kiss a frog, make sure you put the kiss to good use! Influence these people to be your advocate and work for you. You will be amazed how many doors these “frogs” can open once they are on your side and want to see you succeed!

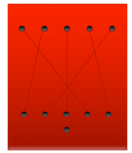
The goal for your effort is simple and should result in at least one of the following:

- Book a camp/team training
- Book a face-to-face meeting with the decision-maker
- Book a free team demo class
- Book a time to make a presentation to the organization
- Get an agreement to look at some information (sent by you) and schedule a time for a follow-up call

Just to set realistic expectations here – you might not reach your goal with everyone on the first try. Persistence is the key. The more you get to know people and the more they hear from you, the more willing they will be to give you their time. They may also help introduce you to other key decision-makers they know, especially if you ask!

This type of outbound calling will take some upfront work on your part, but the rewards are well worth your efforts over time. Make a commitment to invest in the effort now and you will reap the success for many years to come.

# 2021 Parisi Advanced Pre-Launch Marketing Plan



## Appendix B

### Social Media Posting Examples

- Post updates of your progress. Take pictures and videos of the facility to show what is being done and describe in status update what is being worked on.
- Post training videos from the Parisi Speed School YouTube Page. <https://www.youtube.com/user/ParisiSpeedSchool1>
- Let your followers become familiar with Parisi as a whole. Share info from [www.parischool.com](http://www.parischool.com) such as programming, history, etc.
- Check out our video library under the Marketing Section of the Parisi Online Resource Center.
- Ask questions. A great way to build a following is to create dialogue. Ask your audience about what they are doing to get fit today, what their favorite workout is or their fitness goals.
- Share articles on topics such as youth fitness, training, injuries, nutrition etc.
- Introduce yourself and your location to the community. Let people know who you, your PD and coaches are. Talk about the things you will be doing specifically at your location, such as events, classes etc
- As a general rule, make sure you have at least one picture, video or link in all of your posts. Followers are more apt to stop and look at your updates if there is multi-media attached.