

Gym marketing plan template

A monthly local area marketing plan with owners, budget and results.

Club / location	Month	Plan owner
Monthly goal / measure	Baseline	Target
Local audience / area	Approved offer / message	
Total approved budget	Approver / approval date	

Monthly activity plan

Activity / partner	Owner / due date	Budget	Measure / target

Mid-month review date	End-of-month review date

Use this planning sheet alongside your approved brand, offer, privacy and marketing procedures. Record only information needed for the plan; keep individual lead records in the approved CRM.

Explore the related ClubPilot workflow

Review and follow-through

Gym marketing plan - record results and next month's decisions.

Club / location

Month

Reviewer

Activity results

Activity / partner	Actual spend	Target / actual result	Decision / next action

Review and improve

- ☐ At mid-month, compare completed actions and spend with the plan.
- ☐ Record leads, appointments, visits or memberships using an agreed definition.
- ☐ Capture useful evidence and note attribution limits.
- ☐ Resolve blocked actions and agree any budget or offer changes.
- ☐ At month end, record results against the original target.
- ☐ Decide what to repeat, change or stop and assign next month's follow-up.

What to repeat / change / stop

Next action / owner / due date

Explore the related ClubPilot workflow