# Gym marketing calendar and budget review pack

Type into the fields in a PDF reader, save a copy, or print and write by hand. Use record references; do not include passwords or unnecessary personal information.

**Club / month / plan owner**

**Audience and reason for the activity**

**Offer / channel / activity date**

**Approved budget AUD / approval reference**

**Target leads / appointments / joins**

**Lead follow-up owner and deadline**

**Actual spend / actual results / reporting window**

**Learning and next decision**

# Gym marketing calendar and budget review pack

- [ ] Define one audience and one measurable objective.
- [ ] Choose the activity date and promotion milestones.
- [ ] Confirm spending approval before booking suppliers.
- [ ] Assign creative, promotion and event responsibilities.
- [ ] Check the offer details and approved brand material.
- [ ] Agree how leads will be followed up and recorded.
- [ ] Review actual spend and outcomes over a stated period.
- [ ] Record what to repeat, change or stop.

**Next action / owner / due date**

**Evidence or approval reference**

**Unresolved items / escalation**

**Reviewed by / date / next review**

# Gym marketing calendar and budget review pack

Example Fitness and all names, dates, amounts and outcomes below are fictional. They demonstrate how to complete the form, not typical results or spending recommendations.

**Club / month / plan owner**

Example Fitness North / November / Alex

**Audience and reason for the activity**

Nearby office workers; introduce lunchtime sessions

**Offer / channel / activity date**

Partner open day / local workplaces / 21 November

**Approved budget AUD / approval reference**

300 AUD / illustrative approval DEMO-01

**Target leads / appointments / joins**

20 leads / 8 appointments / 3 joins (fictional targets)

**Lead follow-up owner and deadline**

Morgan; first contact within the agreed staffed window

**Actual spend / actual results / reporting window**

240 AUD / 16 leads / 6 appointments / 2 joins by 28 November

**Learning and next decision**

120 AUD spend per join; review quality before repeating

## How to use this pack

1. Set objectives and get the budget approved before launch.
2. Schedule preparation, promotion, delivery and follow-up.
3. Compare actual results with targets using the same reporting window.

### See the related ClubPilot workflow