

# Just Swim membership

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## 1. Product overview

Swim England launched the 'Just Swim' membership on 3 May 2017. This is the first Swim England membership for individuals that are not currently part of a swimming club. It is free to join as a member. Over 5,000 people have signed up since the launch.

### Target audience

The target audience for the product is:

- 18+ adults in England.
- Regular swimmers (i.e. once per week) and currently have no interest in joining a registered swimming club.
- Focused on a personal goal, improving their swimming technique or improving their fitness.

### The product

Just Swim members benefit from a package of exclusive benefits, including:

- An online, 20-session swimming fitness training plan to help mix up weekly swim sessions.
- 25% discount plus free delivery with everything at TYR. TYR are best known in the USA for their colourful swimming kit designs and have recently launched in the UK.
- Access to tips and advice online and through a monthly newsletter, including "Improving your front crawl technique" and nutritional advice.
- Access to challenge event offers, previously with Swim Serpentine, Swimathon and Marathon Swims.
- Watch your Olympic and Paralympic heroes with access to British Swimming and Swim England ticket offers.

On creating a Just Swim membership account online, members gain access to hidden content within the Membership section ([swimming.org/members/](https://swimming.org/members/)) of the swimming.org website.

Individuals can join for free at [swimming.org/members/just-swim-membership/](https://swimming.org/members/just-swim-membership/).

## 2. Get involved

We would love for you to support the growth of the Just Swim membership. Our aim is for Just Swim membership to complement your Operator Adult memberships. Potential benefits for you are:

- A bolt-on or added benefit to your existing adult memberships.
- Provide your members with regular swimming advice and guidance from the National Governing Body.
- Potential for increasing retention of your members due to a secondary 'nudge' factor in addition to your existing customer journey, driving the individual back to your pools.

We have developed a range of marketing materials for you to use to help make it as easy as possible for you to promote the Just Swim membership. These include:

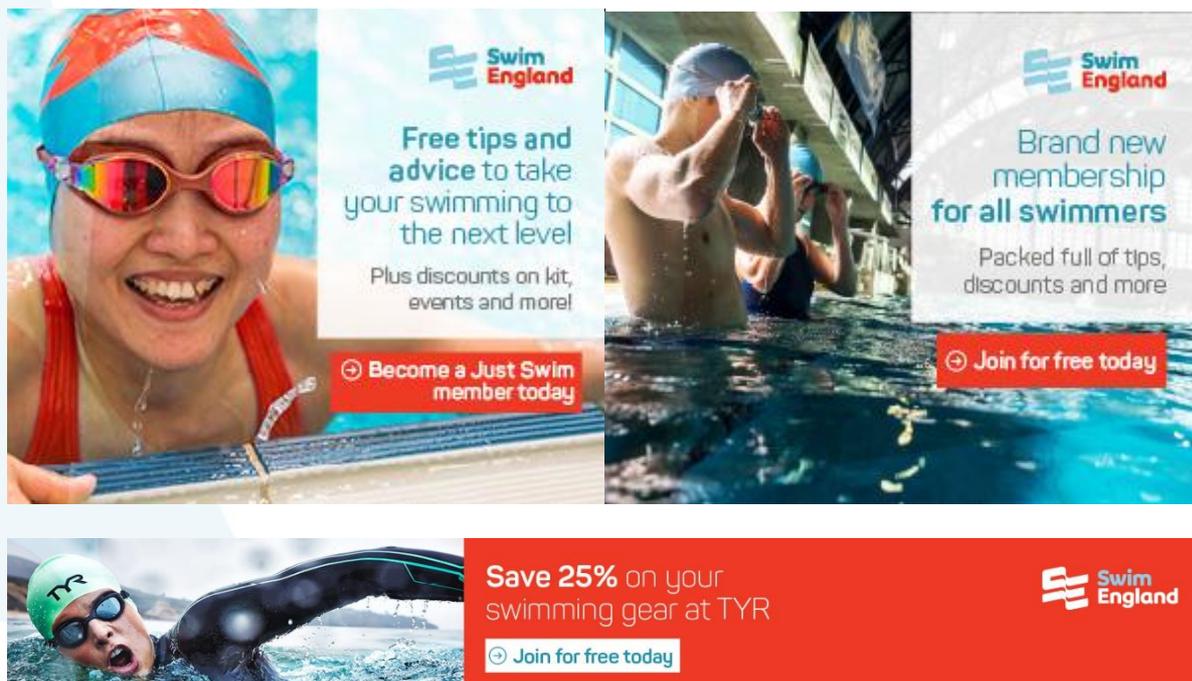
- Digital marketing assets, including multiple messages.
- Social media and newsletter toolkit.

### Digital marketing assets

We have designed an array of digital marketing assets for you to use where appropriate. Within each size there are six key messages. The sizes are:

- Digital banners 160px x 600px
- Digital banners 300px x 250px
- Digital banners 600px x 600px
- Digital banners 728px x 90px
- Digital banners 1900px x 1068px (with and without messaging)

Examples of the digital banners are:





Planned your next swimming challenge?



[Join for free today](#)

The full pack of assets can be [downloaded here](#).

We suggest the assets should click through to <http://bit.ly/2idaMpa>. Included within this pack is a guide for your design and marketing teams to use if you wish to add your logo to the digital marketing assets.

If you would like to receive a specific design in a bespoke size, please email Josh Hardy ([josh.hardy@swimming.org](mailto:josh.hardy@swimming.org)).

## Newsletter toolkit

To help promote the Just Swim membership to your customers, we have drafted suggested content for your newsletters or e-shots. Feel free to use any of the digital advertising images, although we suggest the 1900px x 1068px (without text – example below) as this will give you the most flexibility for most newsletter sizes.



### Newsletter copy (85 words)

#### **Get additional swimming benefits with Swim England's Just Swim membership**

Swim England, the national governing body for swimming, has a new membership for regular adult swimmers. Best of all, it's free to become a Just Swim member today!

Just Swim gives you exclusive online tips and advice, such as a swimming fitness training plan to mix up your weekly swim session and 25% off TYR kit.

Just Swim gives you the support to achieve your next swimming challenge.

[Join thousands of like-minded swimmers today](#) (link to <http://bit.ly/2idaMpa>)

## Newsletter copy (140 words)

### **Get additional swimming benefits with Swim England's Just Swim membership**

Swim England, the national governing body for swimming, has a new membership. Just Swim helps support regular adult swimmers like you to get the most out of your swimming. And best of all, it is free to become a Just Swim member today!

Whether you already have a goal in mind, are looking for your next challenge or need a few pointers for your technique, Just Swim is here to help.

As a Just Swim member you will have access to exclusive online tips and advice such as "Improving your Front Crawl technique" and a swimming fitness training plan to help mix up your weekly swim sessions. You will also be able to save 25% on TYR's high-quality and vibrant swimming kit.

[Join thousands of like-minded swimmers today](http://bit.ly/2idaMpa) (link to <http://bit.ly/2idaMpa>)

## Newsletter copy (200 words)

### **Get additional swimming benefits with Swim England's Just Swim membership**

Swim England, the national governing body for swimming, has a new membership. Just Swim helps support regular adult swimmers like you to get the most out of your swimming. And best of all, it is free to become a Just Swim member today!

Whether you already have a goal in mind, are looking for your next challenge, or simply need a few pointers for your technique, the Just Swim membership is here to help.

As a member you will receive the following member benefits:

- 20-session Swimming Fitness Training Plan to mix up your weekly swim session
- Tips and advice from our experts to improve your swimming, including food and nutritional advice.
- 25% discount plus free delivery with everything at TYR. TYR are best known in the USA for their colourful and incredible swimming kit designs and have recently launched in the UK.
- Discounted entry and other special offers from the leading Open Water and Challenge events, such as Swimathon, Swim Serpentine and Marathon Swims.

Just Swim membership gives you the support to achieve your personal swimming goal. [Join thousands of like-minded swimmers today](http://bit.ly/2idaMpa). (link to <http://bit.ly/2idaMpa>)

## Social Media toolkit

Social media is another great opportunity to promote Just Swim membership. We have created social media graphics, using the same messaging as the digital marketing banners, for the following sizes:

- Facebook 1200px x 630px
- Twitter 1024px x 512px
- Instagram 1080px x 1080px

The full pack of assets can be [downloaded here](#).

Again, if you would like additional sizes to be created, please email Josh Hardy ([josh.hardy@swimming.org](mailto:josh.hardy@swimming.org)).

Here are some sample posts for you to use alongside the social media graphics:

Facebook	Images
<p>Love swimming? Then Swim England's Just Swim membership is for you!</p> <p>Launched by Swim England, the national governing body for swimming in England, Just Swim provides expert tips and advice to help you get more from your swimming. And best of all, it is free to join!</p> <p>Find out more here &gt; <a href="http://bit.ly/2v6afql">http://bit.ly/2v6afql</a></p>	fb 1200x630_v3
<p>Getting tired of your usual swim session? It's time to take your swimming to the next level thanks to Swim England and its new Just Swim membership!</p> <p>It's FREE to join and you get access to a Swimming Fitness Training Plan, tips and advice to help your technique, not to mention lots of other benefits for your swimming.</p> <p><a href="http://bit.ly/2v6afql">http://bit.ly/2v6afql</a></p>	fb 1200x630_v6
<p>Mix up your swim session this week with Swim England's new Swim Fitness Training Plan.</p> <p>Join as a Just Swim member (it's FREE) to get full access and you'll also save 25% on TYR clothing and to tips to improve your swimming technique.</p> <p><a href="http://bit.ly/2v6afql">http://bit.ly/2v6afql</a></p>	fb 1200x630_v2
Twitter	Images
<p>Get more from your swimming 🏊♀️🏊♂️ with @Swim_England's Just Swim membership! Best of all it's completely FREE &gt; <a href="http://bit.ly/2v6afql">http://bit.ly/2v6afql</a></p>	tw 1024x512_v6
<p>.@Swim_England is offering free advice and discounts for 18+ swimmers to get more from their swimming 🏊♀️🏊♂️ Signup &gt; <a href="http://bit.ly/2v6afql">http://bit.ly/2v6afql</a></p>	tw 1024x512_v3
<p>Want to get more out of this week's swim session? Now you can with @Swim_England's Just Swim membership 🏊♀️🏊♂️ &gt; <a href="http://bit.ly/2v6afql">http://bit.ly/2v6afql</a></p>	tw 1024x512_v2

## 3. Frequently Asked Questions

### **Q. What is the Just Swim membership?**

A. The Just Swim membership is the first Swim England membership aimed at non-club members. It is aimed at anyone aged 18+ and is free to join. Members will have access to exclusive online tips and advice, and will receive regular updates from Swim England with exclusive offers and discounts.

### **Q. Who is it open to?**

A. The Just Swim membership is aimed at adults aged 18+ who enjoy swimming but are not part of club.

### **Q. How can people join?**

A. People can sign up via [swimming.org/membership](https://swimming.org/membership).

### **Q. What will Members receive if they join?**

A. The benefits of the Just Swim membership are:

- Save 25% at TYR plus free delivery (worth £8).
- Access to tips and advice online and through a monthly newsletter.
- Access to a swimming fitness training plan.
- Pool and gym workouts to help develop your swimming.
- Access to challenge event offers - previous offers have included Swim Serpentine, Swimathon and Marathon Swims.
- Access to British Swimming and Swim England ticket offers.
- Save 15% on SmartCoach training plans.
- Exclusive discounts from Swim England partners throughout the year.

### **Q. What is the difference between a Just Swim membership and being a Swim England Category 1, 2 or 3 member?**

A. The Just Swim membership is separate to the Swim England Club Category 1, 2 and 3 memberships. These are only available directly through a registered swimming club, whereas Just Swim membership is available directly from Swim England.

Current Club members will be able to access the same benefits as Just Swim members by creating an online account at [swimming.org/members](https://swimming.org/members) using their Swim England membership number, and adding value to Club membership.

### **Q. Can Swim School members and IoS members also join Just Swim?**

A. Yes, anyone can become a Just Swim member. You simply need to join as an individual Just Swim member, separately from your existing membership account.

### **Q. We have adult swimming monthly memberships as part of our offer to the local community. How can our members benefit from the membership?**

A. The Just Swim membership aims to enhance the experience for all swimmers across the country and will complement your swim-only memberships. By all means share the link to join or get in touch.

### **Q. I want to offer your Just Swim members an exclusive partner offer. How do I go about doing this?**

A. All our membership benefits are checked by our team to ensure they are exclusive and relevant to our membership. If you would like to get involved, please contact Josh Hardy ([josh.hardy@swimming.org](mailto:josh.hardy@swimming.org)) to find out more.

**Q. How does the Just Swim membership link to the Just Swim app that was launched by Swim England in 2016?**

A. Users of the Just Swim app will have the opportunity to upgrade their account to become a Just Swim member. This is really easy, just check the “Just Swim membership” box in the online account and click submit. App users will, in time, be able to access their membership benefits through the app as well, giving them the tips and advice on the mobile whilst on the go or at their local pool.