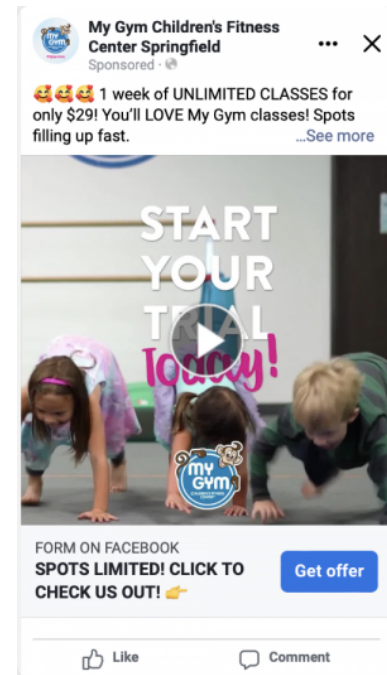


# How Facebook Trial Ads Work

## Change Log

Version	Date	Details
1	July 11, 2023	Initial version

1. The parent sees an ad on their Facebook or Instagram app.



2. They select the "Get offer" option and are presented with a contact form within the app to complete.

**Contact information** ⓘ

All info up to date? We'll reach out ASAP to activate your offer. We will never share your information with any third party (we hate spam too!).

First name

Enter your answer.

Last name

Enter your answer.

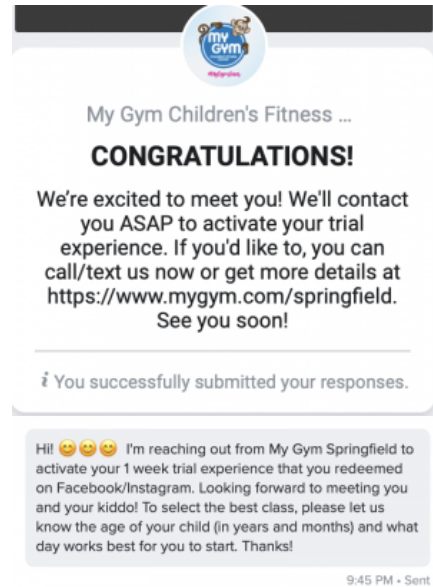
Phone number

Enter your answer.

Email

Enter your answer.

3. After submitting the form, they will receive a confirmation screen within the FB/Insta app and immediately be sent a text from My Gym (us).



4. An ACTION REQUIRED email is sent to the Inbox. This will instruct the My Gym staff to create the account in MGM.
5. Additional emails will be sent to the Inbox over the next week to prompt the My Gym Staff to follow-up with the lead if they have not responded.