



Raising the digital profile of your
Business

Creating member value with digitalisation...



Focus on your members and create value
in a highly connected digital world

A Unique Opportunity

Fitness facilities have a unique opportunity to keep their community engaged with activities and help them be healthy and happy through what is becoming a challenging set of circumstances surrounding the global spread of COVID-19. With a large number of fitness facilities choosing to proactively encourage social distancing or close their doors for the health and safety of their members and communities, we feel there is a real opportunity to fortify relationships with members, re-establish healthy routines and practices, and develop your companies' brand mission by making good use of the digital tools available to you.

Firstly, let's have a look at some of the operational tasks that need to be addressed. Using your member management platform, you should be facilitating operational tasks on a mass scale. Details such as mass contract management, mass communication for consistent updates, changes to customer journey mapping, and access rules should be front-of-mind. It's important to create this kind of checklist, reach out to your member

management vendors, and get the right answers to ensure a smooth transition.

Once your core operational components are under control, you should be focusing on your members and creating value in our highly connected, digital world. To accomplish this, it's important to know your purpose, communicate your value and deliver high-quality content

openly during the coming weeks to ensure your members not only thank you for the services you have provided to them, but also for the health benefits you have helped them achieve. This value will inevitably protect your revenues and strengthen your brand in the future.

To understand our member needs, we need to understand the “why”. Your members come to you for several simple reasons: they are looking for an experience, they want to be motivated, they enjoy connecting with like minded people, and they love or need your facilities to achieve their wellbeing goals. So the question is how might we provide some or all of those elements to a remote audience in the current isolated environment?



Health Benefits

In order to make this shift, Fitness brands need to be proactive in terms of communicating with members by using all the tools you have at hand: your website, your app, your social media channels, SMS, WhatsApp, your instructor networks, your membership management system tools or your digital communities. Firstly, rally your troops and organise them around communicating with your members on a one-to-one basis, in their class groups or in their like-minded community groups. Be consistent, on message, coordinated and leave room for incoming communication as people start to experience isolation. Build rapport with your members at a time when they are likely ready to receive conversation.



Online Services

In order to be more proactive, you need to take action and start to provide or advise on content which your members can interact with from a distance; relaunch your Wexer virtual content provision, spin up a MyZone challenge, deliver new messaging channels through Coach AI, point people to the right Virtuagym content, create short, on brand YouTube videos of body weight exercise sessions, have your instructors publish daily classes to be done at home based around your class timetable, use activity tracking to affirm the advise of your performance coaches or the World Health Organisation. But, most of all, give people options connected to activities they are used to doing and their motivation will be stronger. I am positive that all of the digital solution operators will be more than willing to assist in any way possible at this time.

Don't forget this is a perfect time to help improve the digital capabilities of your staff and members alike. If you find that many of your members are lacking the digital expertise to take advantage of the experiences you offer, you can create resources to help them. Create groups or forums for your members online or on social media, which can teach them how to approach and use your online services and content. You can designate group leaders and sponsor discussion groups to connect your members with each other and with staff, which will inevitably build your brand's community and serve your digital transformation long after this situation is over.

With the few clearly outlined steps above, by now you should be communicating on brand messages, delivering digital experiences, motivating and educating your members, keeping them on course with their goals and, most importantly, delivering real value for money. At Europe Active and Perfect Gym, we realize that these steps will be easier for some than for others and will no doubt highlight the need for a coherent digital transformation strategy, built with a common modern day membership management platform which supports an ecosystem of experiences and provides data which can be used for business intelligence.

My advice is to think quite literally outside the box; serve your members with a sound digital value proposition, teach them to recognize your brand value in your digital services and seize this opportunity to accelerate your digital transformation strategy.

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