



TRAINERIZE

5 EASY WAYS TO INCORPORATE MOBILE FITNESS TECHNOLOGY IN YOUR CLUB



#1

Get new members to install your club app the moment they purchase a membership or class.

If you have a personal training app or a branded club app, you should encourage as many people to download your app.

This opens up a continuous opportunity for you to engage your members, start conversations, upsell products and services, and offer regular check-ins.

The conversation about your club's mobile app should happen the moment a client (club member) purchases a membership or attends a class and can be done manually, through your front desk staff or automatically through email or text messages.

HOW TO IMPLEMENT

Create a system so that whenever someone purchases a membership or attends a class, they are prompted to install the app—either by your staff or through email automation.

Consider including a "Download the app" message in the welcome emails or automated notification emails your members receive.



#2

Set new members up with a free introductory online training program.

Enrich the signup process by giving members a little bit extra.

Many businesses offer an initial consultation session and take advantage of this to upsell personalized services and one-on-one coaching. Take things one step further by using initial consultations to set your members up with a free introductory online training program that they can follow in their first 1-2 weeks of membership.

With a basic program that they can follow through your mobile app, members get a feel for what your facility is all about and opens up the conversation about not just one-on-one personalized services, but online training too.

HOW TO IMPLEMENT

Create 3 to 5 standard programs such as Beginner, Intermediate, Advanced, Weight Loss, Muscle Gain, etc.

Set the programs up in your training software to easily automate assigning them at member signup.

When a client creates a membership, based on their level and goals, assign them one of the programs. Mention it is a special welcome offer that includes access to your app and online coaching.

Check in with them during these 1-2 weeks by messaging them through the app and monitor their progress. The key is to keep them accountable and engaged. After the introductory offer is over, upsell more personalized services where you can include access to your training app.



#3

Set regular check-ins with members via your mobile app.

Use your club's mobile app to connect with your members, stay on top of their fitness progress, and monitor their experience with your business and services.

With regular in-app check-ins you can monitor progress and identify not only what your members are enjoying most about their experience but also areas where they need more help. Use these regular check-ins to connect with members on a personal level and upsell other services where suitable.

To take things a step further, use your training software's automation features to create customized member journeys and keep them engaged with your business and your fitness services.

HOW TO IMPLEMENT

For higher value members, set up regular check-ins directly from coaches or trainers. These give members an extra personalized experience while also ensuring they are satisfied with their program. It's also the perfect opportunity to open up conversations and allow members to ask questions.

When creating training programs for these customers, make sure to include weekly, monthly, or quarterly check-in reminders. These can be as simple as automated messages asking, "How is the program going?", "How was this week?", etc.

For lower value customers, these check-ins can come from your front desk staff and can be an opportunity to upsell or position different services.



#4

Stimulate conversations and create accountability through the mobile app.

Use your club's mobile app to stimulate engagement and spark conversations with your members.

In-app messaging, push messages and client groups can give your members a big reason to open the app more often once their trainer or peers start engaging with them.

Digital groups also get real-time notifications for exercise activity, which is a great way to stimulate accountability for everyone in the group. Plus, peers can cheer for each other with comments or emojis, offering members an extra dose of motivation.

HOW TO IMPLEMENT

Group several members with similar goals into a small digital group. Position the group as the "accountability circle" or create a specific challenge for this group.

Facilitate introductions and encourage group conversation as they progress through their fitness program.

Create a points system and award group members as they hit program milestones.

Assign members an accountability partner through the mobile app who will cheer them on, and who they'll cheer on too.



#5

Send member-only offers through the mobile app.

Delight your members by sending them exclusive offers, special classes, discount codes, or helpful tips using your club's mobile app.

Use push notifications or in-app messages to send member-only perks straight to your members' phones. With automated messaging, you can even build these offers into their training program so they unlock new offers at each stage of their membership.

With the right offers, you can upsell additional services, keep members training at your club for longer, or incentivize member referrals.

Members perks don't all have to include a discount! Use the in-app messaging or push notification features to educate your members and deliver useful tips or information that helps keep them on track.

HOW TO IMPLEMENT

Organize specific offers and campaigns that complement your range of services and promote them to your members directly through the mobile app.

For your higher value customers, touch base with them throughout their fitness programs using personal or automated messages from their coach to keep them training. Offer promotions toward the end of their services to encourage renewal.

For lower value clients, use introductory rates or free trials, like a free class pass, to introduce them to your more premium services.

For all your members, boost motivation by sending educational tips from your team of coaches. Or, schedule reminders in members' training programs to encourage healthy habits and keep members training.

