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TECHNOLOGY

SUMMIT

— 2015 —

EDUCATION SERIES

Developing a Member-Centric Mobile App Strategy

Thursday, November 5, 2015

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Your Moderator

Todd Tweedy

Summit Education Series

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November 12, 2015

Thursday

Jafar Adibi, CTO and Chief Scientist, Reunify

The Science of Customer Engagement: Realizing Incredible Improvements in Customer Retention, Loyalty and Satisfaction

November 17, 2015

Tuesday

Daron Allen, President and CEO, Visual Fitness Planner (VFP)

Technology-enabled Sales Automation, Member Engagement, and Analytic Insights

November 19, 2015

Thursday

Andrew Kolman, Director of Product Development, - Console Technology, Johnson Health Tech. Co. LTD

Understanding the Fitness Technology Landscape

Upcoming Webinars

View the complete webinar schedule

<http://www.motionsofttechnologysummit.com>

Motionsoft Update



B.O.S.S.

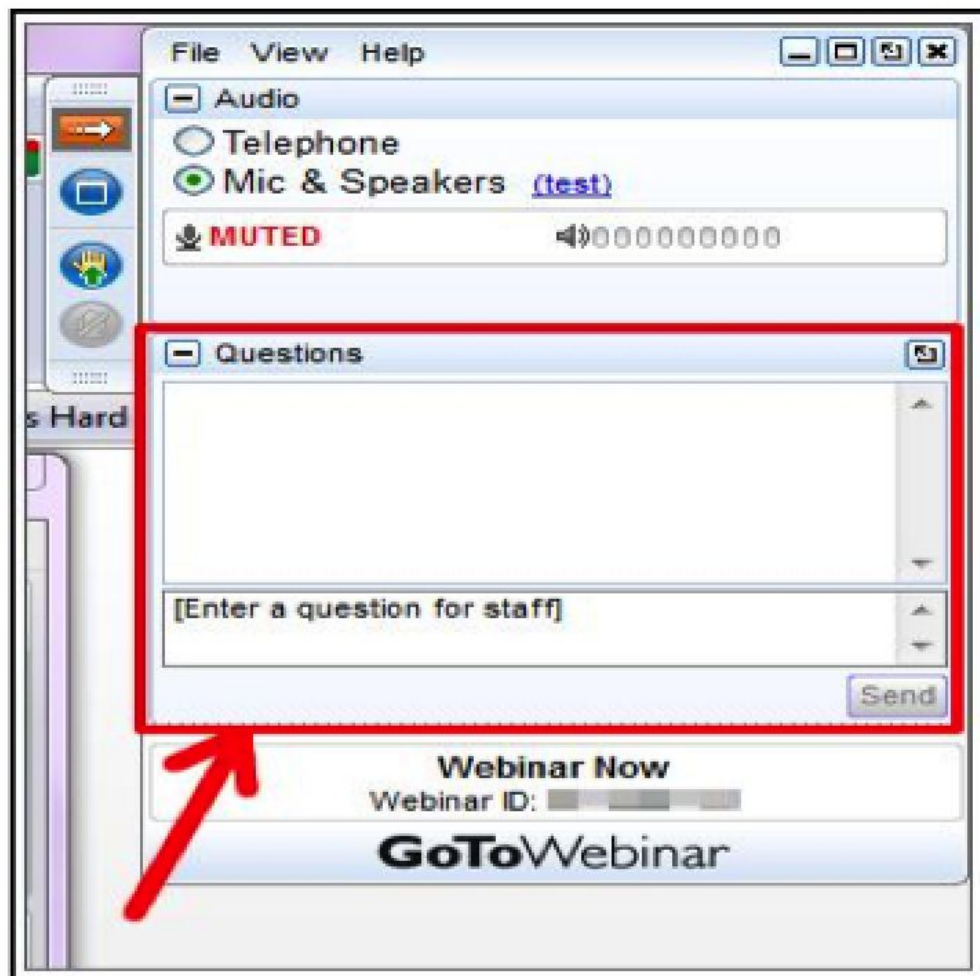
B.O.S.S. - Back Office Support Services

An automated billings solution that includes three core methods of communication:

- **Automated Phone Calls**
- **Email Generator**
- **Letters**

To learn more about B.O.S.S. contact support@motionsoft.net or call 1-800.829.4321

Ask Your Questions in
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Your Presenter

Greg Skloot

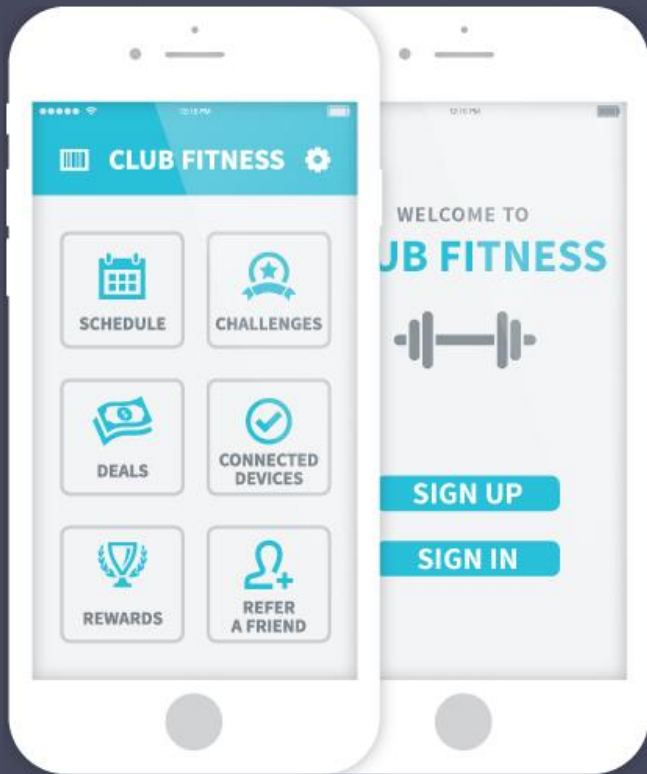
Vice President of Growth

Netpulse

gskloot@netpulse.com

877-NETPULSE





Developing a member-centric

APP STRATEGY

Brought to you by: **Netpulse**



Key Takeaways for Today

1. Why a mobile app will help your health club
2. The way members and staff will interact with your app
3. How to get started launching a club mobile app

How Gyms Use Mobile



80%

of members bring their smartphones to the gym



32%

have equipment that interacts with smartphones



29%

have interactive smartphone capability



20%

buy mobile ads



60%

have mobile configured websites

Health Clubs with a Mobile App

2015



32%

2020



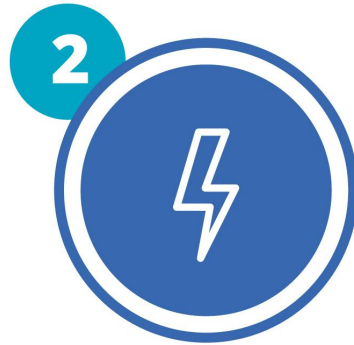
100%

How will a mobile app
help my club?

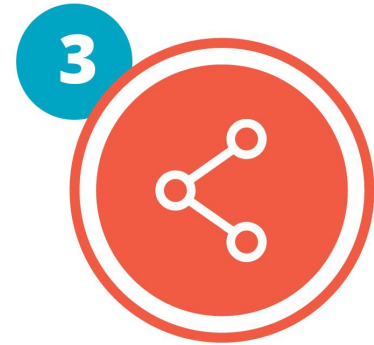
The 3 Pillars of a Mobile App



*Increasing club
revenue*



*Engaging
members*



*Connecting club
technology*

24/7 Sales Person

Right from the app, members can:



Purchase personal training sessions



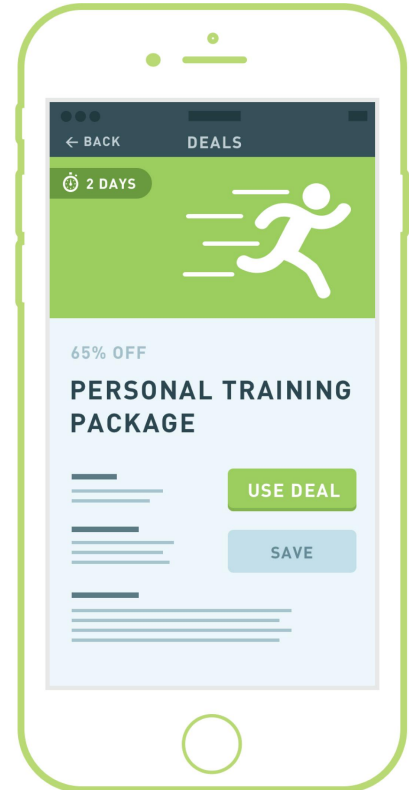
Purchase club merchandise



Register for paid Group X classes



Purchase special deals and promotions



The Power of Push Alerts

Push alerts are:



BETTER THAN TEXT MESSAGES

No laws or fines regulating usage



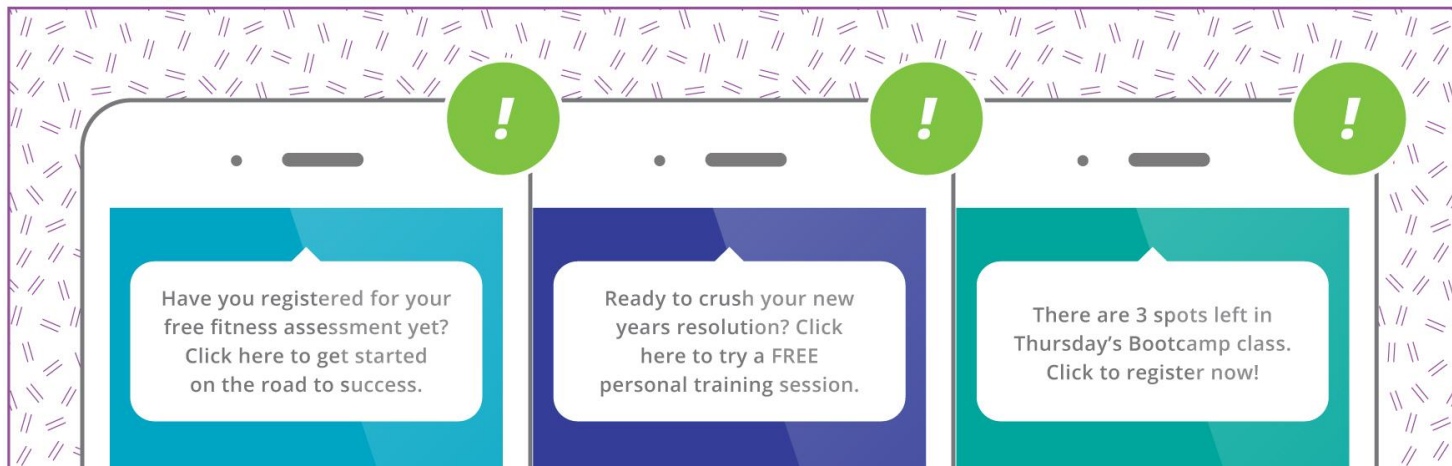
BETTER THAN EMAIL

Read far more often than emails, which often go to spam



BETTER THAN DIRECT MAIL

For a fraction of the cost, you immediately reach your members



Member Referrals



PRIZE



THEME



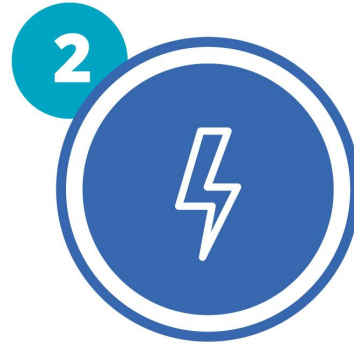
DURATION



The 3 Pillars of a Mobile App



*Increasing club
revenue*



*Engaging
members*

Fitness Challenges



Sizzling Summer Challenge



Burn 2,000 calories in July

Beat the Winter Blues



Workout at least 10 times in February

Spring into Action

Run 30 miles in 2 weeks



 <p>Calories Burned</p>	 <p>Distance Traveled (running, biking, etc.)</p>	 <p>Time Spent Working Out</p>	 <p>Number of Workouts Completed</p>
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How To Track The Challenge

HOW TO TRACK THE CHALLENGE FOR MEMBERS



Workout anytime and use a wearable to automatically log the results.



Log workouts manually or by taking a photo of the cardio screen with the Club Mobile App.



Check the Challenge tab of the Club Mobile App anytime to see the leaderboard and progress.

HOW TO TRACK THE CHALLENGE FOR STAFF



Check the activity in the Club Mobile App.

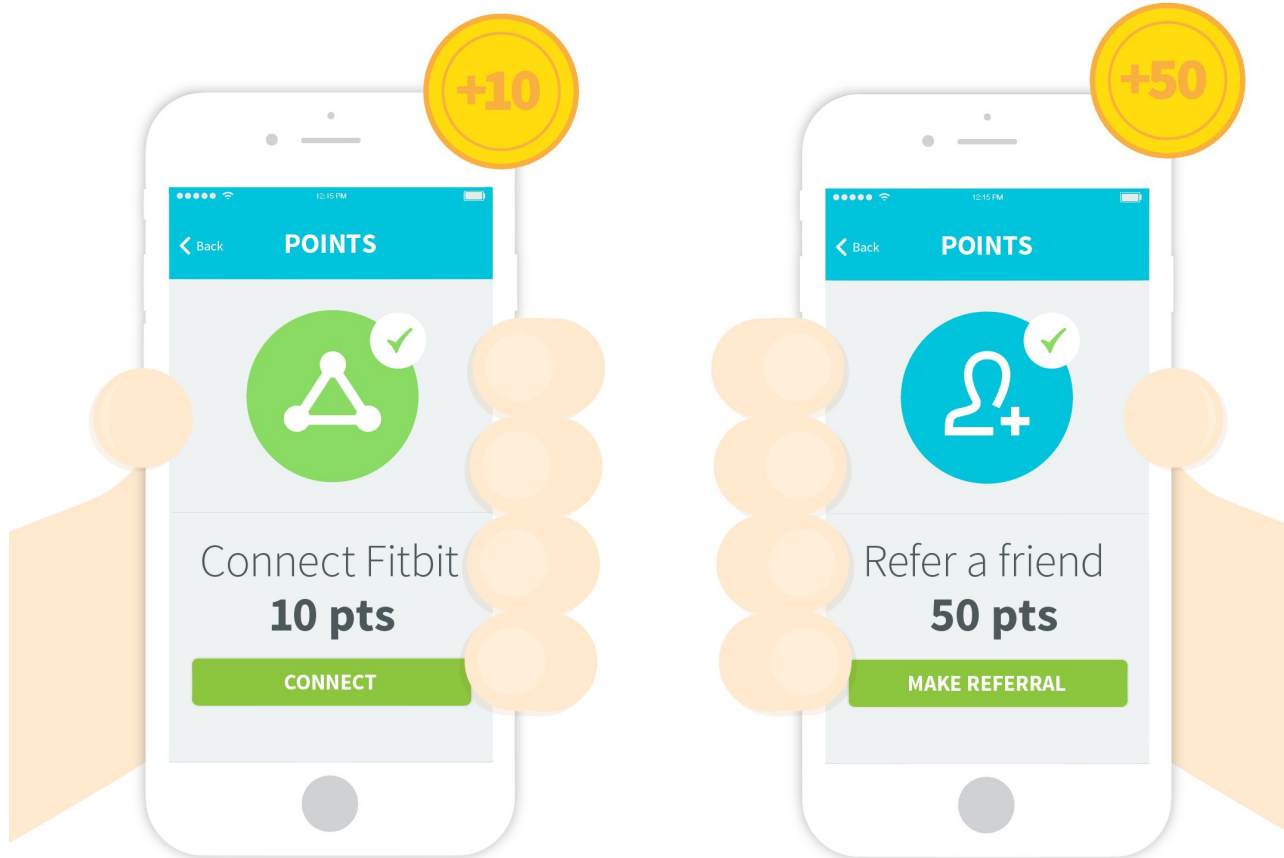


Go to the club feed within the app to “applaud” and “comment” on members’ progress each time they log a workout.



Continually send push alert notifications to members’ smartphones, encouraging them to continue to participate in the challenge.

Rewards Program



How to Run a Rewards Program

 Check-in at the club

 Track a workout using a wearable

 Connect a wearable device to the club

 Create a goal in the Club Mobile App

 Download the Club Mobile App

 Join a fitness challenge

 Spend \$1 on club merchandise

 Achieve a goal

 Spend \$1 on smoothies

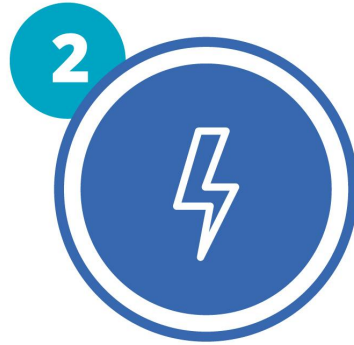
 Engage on social media

FREE CLUB SERVICES	FREE MERCHANDISE	FREE BIG TICKET ITEMS
1 free personal training session	Drawstring bag	iPad
1 free month of tanning	Towel	Big screen TV
1 free month of membership	Mugs	Vacation getaways
	Sweatbands	
	Club-branded workout shirt	

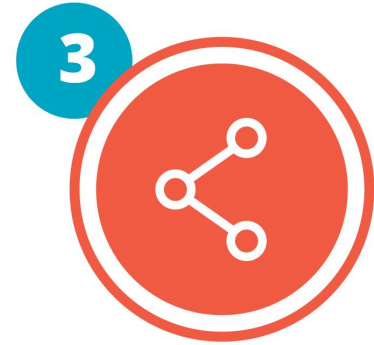
The 3 Pillars of a Mobile App



*Increasing club
revenue*



*Engaging
members*



*Connecting club
technology*

Your Club Mobile Hub

○ *Billing System*

○ *Lead Systems*



○ *Club Technology*



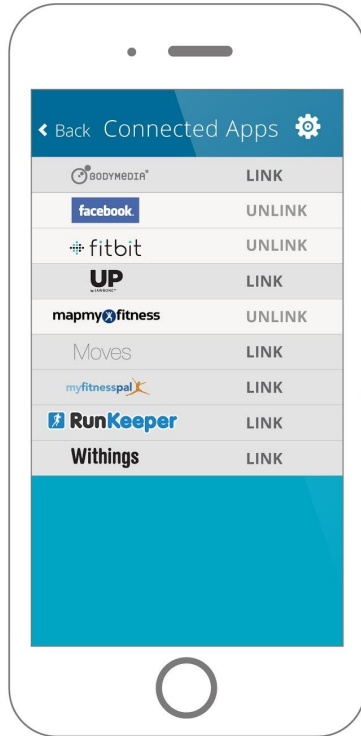
○ *Fitness Apps*



○ *Wearable Devices*



How Does It All Connect?



These connections work in a variety of ways with your club mobile app, for example:

- Connecting to the **billing system** to handle purchasing a PT session
- Connecting to the **lead system** to log member referrals as leads
- Connecting to **fitness apps and devices** to count logged workouts towards club challenges

How do I launch my own
club mobile app?

3 Options



BUILD



BUY

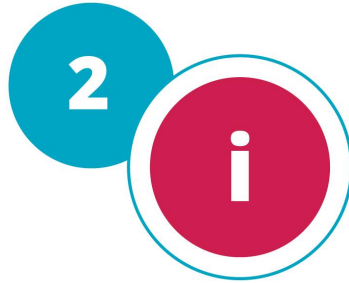


BUY + INNOVATE

Gather Your Materials



Gather your logo
and colors



Enter your basic
information



Connect your club
to technology

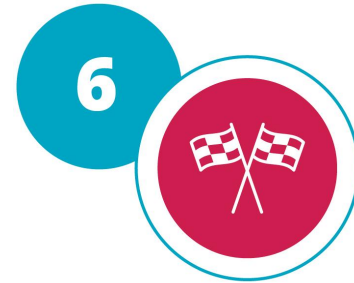
Promote Your App



Launch the app in
the app store



Promote the app to
your members



You're done and
ready to go!

Free Guide

on launching your own
mobile app



The Official Guide to
Club Mobile Apps

GET IT FREE >

The Official Guide
Club Mobile Apps

Link: <http://tinyurl.com/netpulse-guide>

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Vice President of Growth

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Thank You

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***"IT WAS IMPRESSIVE TO SEE
THE INTELLECT AND BUYING
POWER IN THE ROOM."***

ANDREW KOLMAN
DIRECTOR OF PRODUCT DEVELOPMENT
CONSOLE TECHNOLOGY
JOHNSON HEALTH TECH. CO. LTD