

CONTENT THAT DRIVES ENGAGEMENT

PART 2: DELIVERING LONG TERM ENGAGEMENT



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Is your content driving long-term engagement? How can you boost your facility's brand through content? Chris Becker and Chris McGill continue to help you examine whether your content drives long-term engagement, or short term distraction, as they lay out the path to improving retention through engagement.

KEY TAKEAWAYS

1 GAMIFY CONTENT TO HOOK MEMBERS IN

Content that allows for healthy competition – and a sense of accomplishment – gamifies the member experience, keeping them hooked in.

2 BOOST YOUR FACILITY'S OFFERING THROUGH CONTENT

Boost your offering with content-driven fitness equipment that enables members to access engaging, progressive, coach-led workouts and group classes anytime they want.

3 PROGRESSIVE WORKOUT SERIES = ENHANCED ENGAGEMENT

Progressive workout series – much like the “Netflix effect” – increase engagement. Members are excited to reach the next stage and see what's next.

4 MEET MEMBERS WHERE THEY'RE AT IN THEIR FITNESS JOURNEYS

Enabling members to create their own “content paths” –tailored to their individual needs, fitness levels, and goals–allows operators to meet members “where they're at” in their fitness journeys for increased engagement.

5 TIME FOR REINVENTION

Reinvention starts with the way we think about–and produce–fitness content to connect with members on a deeper level, inside and outside the four walls of our facilities. Focusing on interactivity and education is how we achieve this.

SPEAKERS



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