

CONTENT THAT DRIVES ENGAGEMENT

PART 1: EDUCATION OVER ENTERTAINMENT



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Is the content you're providing just a distraction from exercise? How important is the quality of the content? Is it possible to maintain – or enhance – human connection in today's connected fitness world? Learn how to develop meaningful, quality content that impacts your member's fitness journey and keeps them coming back for more.

KEY TAKEAWAYS

1 USE CONTENT TO DRIVE ENGAGEMENT, NOT DISTRACTION

Instead of distracting members with entertainment, engage them with interactive, educational content.

2 ENHANCE HUMAN CONNECTION IN THE CONNECTED FITNESS WORLD

Create "personal moments" with your members through interactive, coach-led content that builds connections and strengthens your community.

3 CONTENT HAS TO BE EDUCATIONAL

Content should be more than an "instruction video" or a "follow along" – it should educate the member on the why, what, and how of their workout and fitness journey for a truly meaningful and results-driven experience.

4 CONNECT THE HOME-GYM ECOSYSTEM

To survive the pandemic – and thrive in the years ahead – operators must create "facilities without walls," using content to unite the home-gym ecosystem and drive attendance, engagement, and retention.

5 CONTENT DELIVERY IS EVERYTHING

To keep members coming back to your facility, content must be delivered in a way that's exciting, interactive, and educational; more than just a workout.

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