

TECHNOLOGY QUICK HITS



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PART 2: UNLOCKING THE POTENTIAL OF CONNECTED FITNESS

Jeff Esswein and Eddie Tock go into more depth on how technology and connected fitness can help lift the average fitness facility out of mediocrity and into significance. Gain insight on how results-driven, progressive content can differentiate your organization and deliver a member experience that enhances member connection and increases retention.

KEY TAKEAWAYS

1 IT'S ALL ABOUT THE EXPERIENCE

Members join clubs for many reasons, but they stay because of the experiences you provide them, and a connected fitness experience is becoming a key driver in their decision-making process.

2 MAKE IT EXPERIENTIAL AND INTERACTIVE

Don't just add technology to your fitness offering for the sake of doing it. Make sure your technology and connected fitness offering provides value on its own – consider an interactive experience driven by a coach.

3 PROVIDE RESULTS-DRIVEN CONTENT

Boutique gyms have been successful over the last ten years because people pay a premium for results. Help members progress their fitness with content that grows with them.

4 CONTENT IS KING, BUT CONTEXT IS QUEEN

While the quality threshold of content must remain high, it's not just about a high production value. It's also about the storytelling the content conveys and how it engages the audience, almost mimicking the binge-worthy nature of entertainment content.

5 PROGRESSIVE CONTENT INCREASES RETENTION

Provide content that grows with your members, driving them to the next day, the next workout, the next series. Progressive content keeps engagement and retention high.

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