

# ARE YOU GETTING YOUR ROI FROM DIGITAL?



## THE MODERN MEMBER MINDSET

"We want it all, and we want it now"

### THE MODERN MEMBER EXPECTS

<b>Connection</b>	<b>58%</b> of members report being highly motivated by the social aspect of attending the gym. <sup>1</sup>
<b>Convenience</b>	<b>80%</b> of gym members want digital offerings as a part of their workout plan post-pandemic. <sup>1</sup>
<b>Flexibility</b>	<b>84%</b> of gym members also work out at home. <sup>1</sup>
<b>Personalisation</b>	<b>63%</b> of consumers now expect personalisation as a standard of service. <sup>2</sup>

### THE MODERN MEMBER BARRIERS ARE

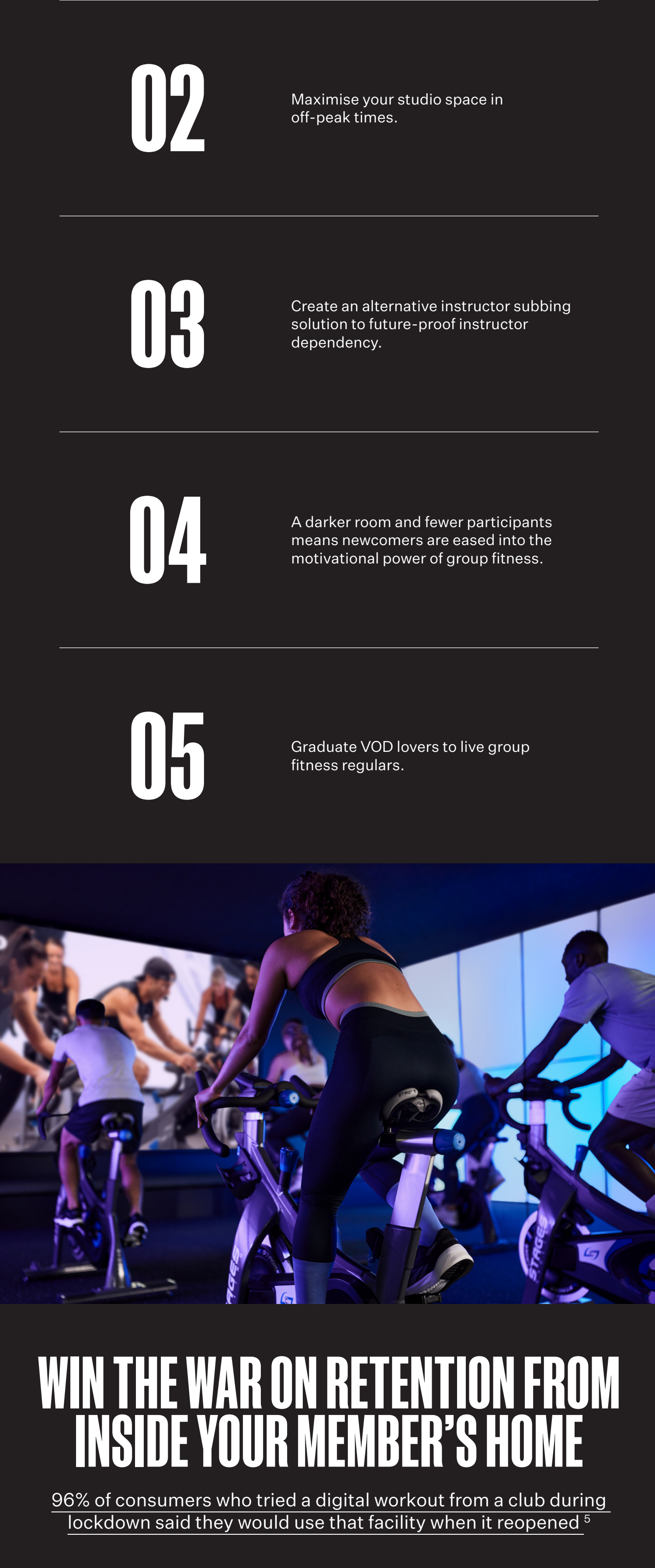
<b>No Support</b>	Without social support, the only thing keeping members coming back is willpower – and often that just isn't enough.
<b>No Confidence</b>	Fear of failure and feelings of self-consciousness can be major barriers for members becoming regulars.
<b>No Fun</b>	Unless your new member is a gym veteran, chances are they won't know what they enjoy yet, or where to start.
<b>No Routine</b>	Without a clear, achievable plan for their first six weeks, many routines fail to last more than three to six months.
<b>No Motivation</b>	A lack of motivation means little opportunity to make automatic exercise habits that stick.



## UNLOCK OMNIFITNESS

Break down barriers and meet the modern members' evolving expectations

Mixing live and digital fitness solutions to reach members anywhere, anytime.



## DIAL UP THE FLEX APPEAL, VIRTUALLY ANYTIME

68.5% of consumers tell us flexibility is a key reason they choose a virtual class.<sup>4</sup>

5 ways you win with Video on Demand:

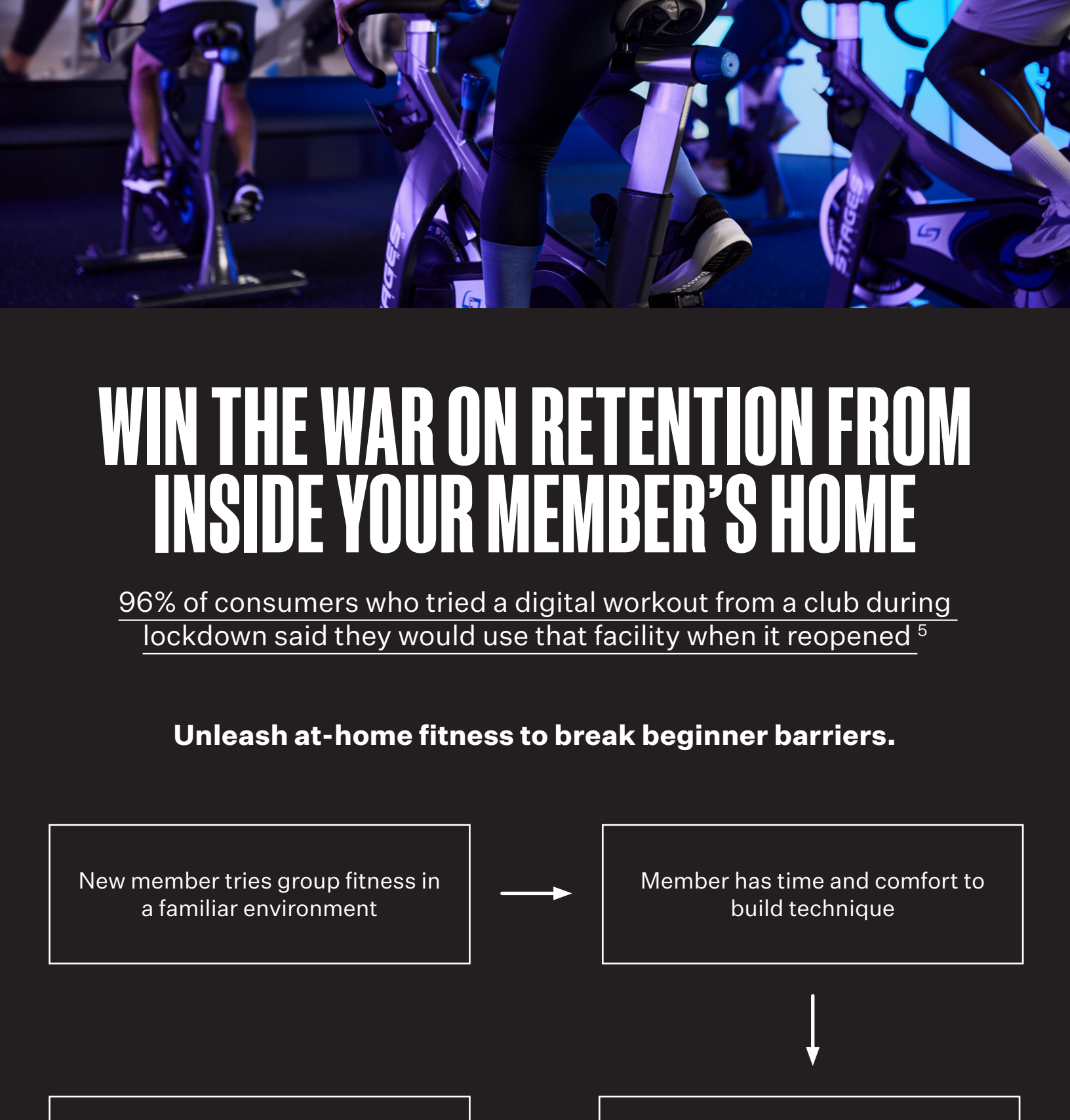
**01** Drive retention and acquisition by giving members flexibility to work out any time.

**02** Maximise your studio space in off-peak times.

**03** Create an alternative instructor subbing solution to future-proof instructor dependency.

**04** A darker room and fewer participants means newcomers are eased into the motivational power of group fitness.

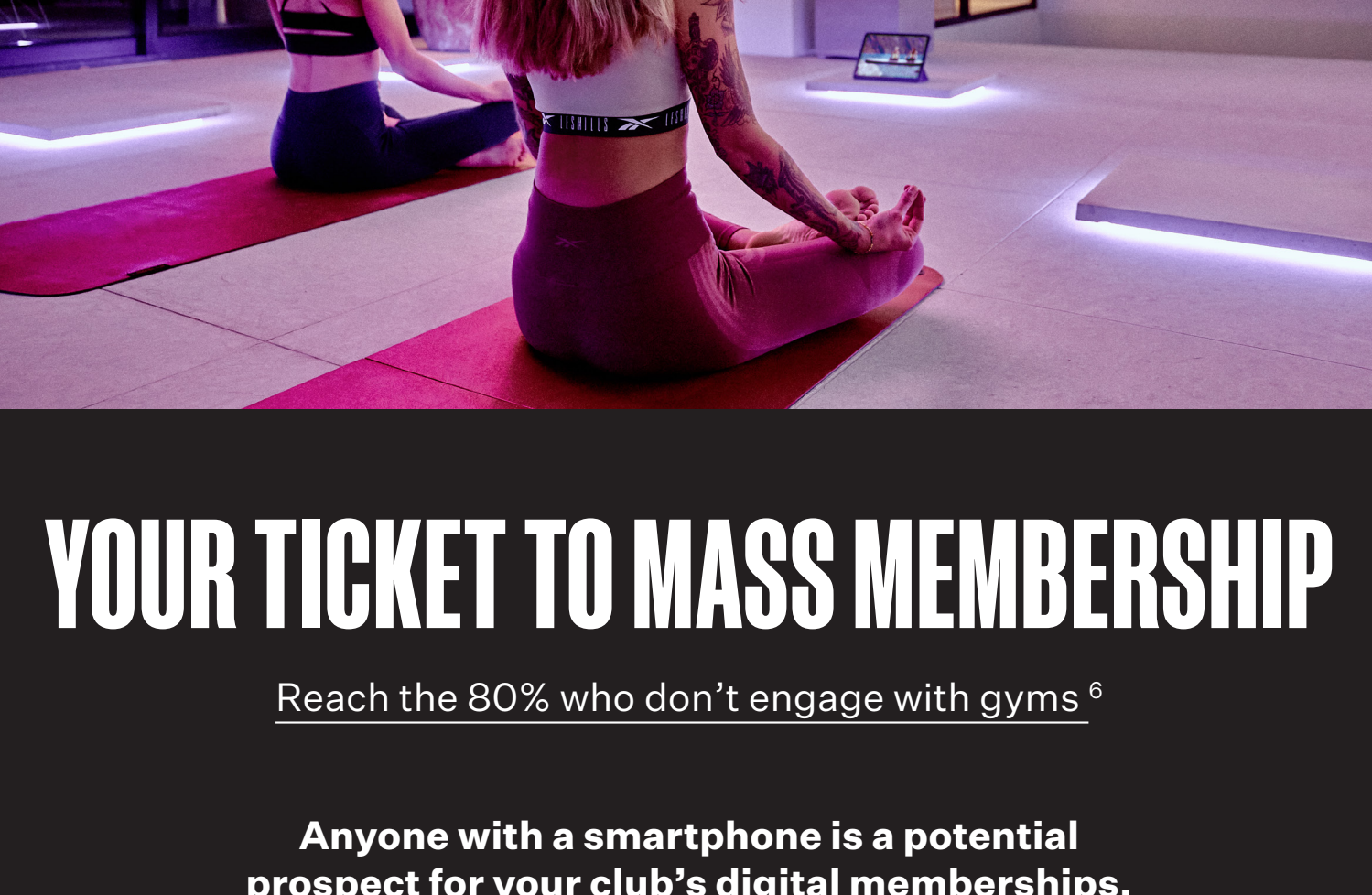
**05** Graduate VOD lovers to live group fitness regulars.



## WIN THE WAR ON RETENTION FROM INSIDE YOUR MEMBER'S HOME

96% of consumers who tried a digital workout from a club during lockdown said they would use that facility when it reopened.<sup>5</sup>

Unleash at-home fitness to break beginner barriers.



## YOUR TICKET TO MASS MEMBERSHIP

Reach the 80% who don't engage with gyms.<sup>6</sup>

Anyone with a smartphone is a potential prospect for your club's digital memberships.

**63%** of non-gym going LES MILLS+ members are interested in trying live Les Mills classes in a club.<sup>1</sup>

**66%** Club membership growth for early adopters of digital fitness (2009-2019).<sup>3</sup>



## FASTEST WAY TO OMNIFITNESS

Reach the 80% who don't engage with gyms.<sup>7</sup>

Five barrier-breaking steps to success:

**01** **DON'T COMPROMISE YOUR BRAND**  
Maximise motivation by ensuring your digital user experience matches the standards you set when people visit your club.

**02** **MAKE MEMBER UPTAKE YOUR MISSION**  
Break barriers of confidence with clear communication and helpful guidance on ways members can make the most of what's on offer.

**03** **JOIN THE DOTS**  
Supercharge a member's routine by offering digital versions of the workouts that members love doing in your club.

**04** **DON'T FORGET YOUR MOST VALUABLE ASSET**  
It's the people delivering your workouts that enhance the 'fun factor' and make members fall in love with your facility.

**05** **BE SURE TO ASK THE EXPERTS**  
Much like a new member journey, a lack of support can derail a club's road to omnifitness. The Les Mills team of industry experts are on hand to help devise the right digital strategy to ensure your club's success.

