

Connect to Compete!

The LET'S MOVE - BETTER TOGETHER Campaign



Connect to Compete!

The LET'S MOVE - BETTER TOGETHER Campaign

Executive Summary:

If you want to beat the low-price competitor and specialty “box” gyms, then you need to deliver an experience to your members that builds connections, drives personal relationships, helps members achieve their goals, and differentiates you from the competition. Learn how marketing group fitness programs as a “selling point” can increase your membership and referrals. Discover why group fitness is a powerful and proven way to increase your retention rate. Get practical tools for marketing group fitness, generating referrals, and increasing your bottom line.

Don't Get Beat at Your Own Game.....	3
Group Members Boost Your Bottom Line...	4
Why Do People Choose Group?	5
Generate Referrals with Group Fitness	6
HOW TO: Campaign Tagline Videos	8
Campaign Resources	9
Additional Resources.....	11

Don't Get Beat at Your Own Game

“There is something unique about group exercise that leads to better retention that is not fully explained by gender, age, length of membership, club history or visit frequency.” - IHRSA & TRP¹

Do you ever worry about losing members to smaller specialty gyms?

You're not alone. In the health and fitness industry, there has been a massive influx of boutique and smaller “box” gyms.² Why do people leave full-scale health clubs and facilities for specialized gyms? What can these smaller operations possibly be doing better?

The answer is simple . . . people working out in groups. Specialty gyms focus all or most of their efforts on people working out together. They market their group programs all day, every day. They have cool t-shirts, posters, and flyers that make people feel like part of a community. They have learned how to use social media (Facebook, Twitter, Instagram) to create fans and market to new and existing members. Perhaps most importantly, they create a social environment so that members feel connected through their programs. But wait . . .

You can do group fitness better than the competition! You are equipped with larger spaces to hold more participants, and you have more members to pack the room. You can offer a wider variety of workouts allowing you to appeal to a broader audience. With the right program lineup, your workouts are a better entry point for new exercisers and also more sustainable long term. With a robust schedule and a diverse instructor team, you have more opportunities to build social connections!

Make group fitness a “selling point” for members instead of just another line on the list of usual amenities.

Take back group fitness! Market your group fitness programs to set your facility apart from the competition. Make group fitness a “selling point” for members instead of just another line on the list of usual amenities. If you market the group experiences at your facility and help members find something they enjoy, find success, and get results, then that is the reason members will join and stay with you.

¹ International Health, Racquet & Sportsclub Association & The Retention People, “Group Exercise Versus Gym Only: Who Does What and Does It Predict Retention?” *IHRSA Member Retention Report*, vol. 2, iss. 2 (2013).

² Jessica Smith, “13 Fitness Trends to Watch in 2013,” *Shape* (Jan. 4, 2013), <http://www.shape.com/fitness/cardio/13-fitness-trends-watch-2013/slide/10>.

Group Members Boost Your Bottom Line

“Including group exercise in members’ routines has a dramatic effect on customer experience, loyalty and retention for all age groups and both sexes.” - IHRSA & TRP³

How do “group members” affect your bottom line? Members who are involved in group fitness reduce your overhead costs and allow you to offer more services at a higher membership rate. When you cultivate a group fitness culture, your membership will be larger, longer term, and more resistant to price changes.

“Statistically, the risk of

**cancelling is 56% higher
in gym-only members**

compared to group exercisers.”

Here are four reasons why “group members” are better than “gym-only members”:

1. Higher Retention Rate – Group members are more likely to stick with the exercise programs offered at your facility, so they remain members longer than people who are only there for the equipment and machines. A study of 10,000 gym members shows that group exercisers have a higher retention rate than gym-only exercisers. Statistically, the risk of cancelling is 56% higher in gym-only members compared to group exercisers.⁴

2. Cost Less to Service – It is less costly to service members in group fitness than on expensive machines and equipment. Imagine 40 people in a Group Power class versus 40 people on the weight room floor or 40 people on treadmills. Because your overhead cost for group members is lower, it means your return on investment is higher.

3. Increased Referrals – Group members are more likely to bring a friend to try the programs at your gym, increasing your referral rate exponentially.

4. Less Price-Sensitive – Because group members have a social connection to your facility, they are more loyal and less likely to leave when lower-price competitors are in your market.

³ IHRSA Member Retention Report (full citation at Note 1, above).

⁴ IHRSA Member Retention Report (full citation at Note 1, above).

Why Do People Choose Group?

“While most new exercisers cite health and fitness gains as reasons for entering exercise programs, they usually cite social aspects as primary reasons for staying.” - James J. Annesi, Ph.D⁵

Why do members get “hooked” on group fitness? Put very simply, exercising in a group is more FUN. People who exercise in groups get more enjoyment from their workouts than people who work out in isolation. Of course there may be some people who prefer to work out alone, but that is actually the exception to the rule. Humans are fundamentally social beings – most prefer going to restaurants *with* someone, going to the movies *with* a friend, and the vast majority of people prefer physical exercise in groups (even if they need to be convinced to try it out).

Synchronized movement makes group fitness more fun! Scientific studies show that synchronized group exercise causes greater endorphin release than exercising alone. The benefits are substantial: “Synchronized physical activity elevates mood and enhances a sense of social bonding.”⁶ Group exercise programs build social connections and keep members connected to your facility.

“**Synchronized physical activity elevates mood and enhances a sense of social bonding.**”

- University of Oxford

Working out to music gets better results! Research demonstrates, “the synchronization of music with exercise consistently demonstrates increased levels of work output among exercise participants.”⁷ When movements are coordinated with music, group fitness participants work harder and get better results.⁸ This phenomenon keeps members coming back for more!

Group fitness programs increase participant adherence and accountability.⁹ “[E]xperts agree that the support, variety and motivation a group provides can help improve physical and mental health and create lasting exercise routines.”¹⁰ Group members feel accountable to instructors and other participants, working out becomes a scheduled part of their day, and it is easier for them to stay motivated and adhere to a fitness program. When participants stick with their exercise routine, they stay at your facility.

⁵ James J. Annesi, *Enhancing Exercise Motivation* (Fitness Management Leisure Publications 1996).

⁶ Emma E. A. Cohen et al., “Rowers’ High: Behavioral Synchrony Is Correlated with Elevated Pain Thresholds,” *Biology Letters*, no. 6 (2010): 106-08.

⁷ C. I. Karageorghis, Ph. D., “Music in Sport and Exercise: Theory and Practice,” *The Sport Journal*, vol. 2, no. 2 (Spring 1999).

⁸ M. Schwartzmiller, “Effects of Music Tempo on Spontaneous Cycling Performance,” *Journal of Cardiopulmonary Rehabilitation*, no. 23 (2003): 384.

⁹ Shawn Dolan, Ph.D., “Benefits of Group Exercise,” *American College of Sports Medicine*, www.acsm.org (Jan. 20, 2012),

<http://www.acsm.org/access-public-information/articles/2012/01/20/benefits-of-group-exercise>.

¹⁰ Tammy Worth, “Exercise Group Provide Strength in Numbers,” *Los Angeles Times*, [www.latimes.com](http://articles.latimes.com/print/2009/jan/19/health/he-groups19) (Jan. 19, 2009), <http://articles.latimes.com/print/2009/jan/19/health/he-groups19>.

Generate Referrals with Group Fitness

“Referrals are gold.” - Penny Tremblay

Referrals are high-dollar currency in the health and fitness industry. The best kind of member is one who refers their friends and family to your facility. So the question is . . . *How do you turn someone into a referral-generating member?*

Make your health club a social club. No matter what type of facility you operate, you can increase your membership base by building social connections among members. When members feel connected to your group fitness programs, they are far more likely to refer friends to your facility because that referral strengthens their own social network. Group fitness is a prime opportunity to cultivate a social environment. Invest time, energy, and resources into building a sense of community through your group fitness programs. When members have “WOW” experiences in group fitness, they are more likely to bring friends, and then their guests will have the same “WOW” experience as your members, making them more likely to join your facility. MOSSA customers have reported that 90% of prospects who visit their clubs and experience a MOSSA program join that same day!¹¹



¹¹ Stephen S. Roma, Owner of WOW! Work Out World, “90% of prospects who visit WOW! And experience a BTS [MOSSA] program, join that day!”

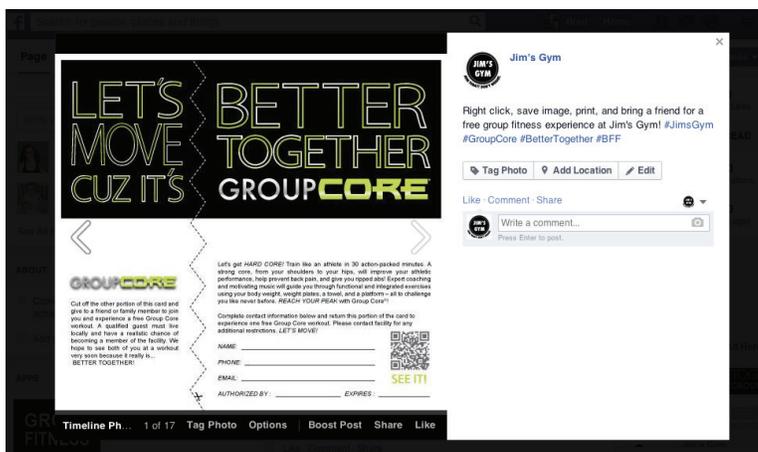
Generate Referrals with Group Fitness

continued...



Use the “Let’s Move Together Card” to generate referrals. Current members are your best source for referrals, so give them the opportunity to bring friends to try out your facility. The Let’s Move Together Card features the BETTER TOGETHER Campaign, an exciting and inviting way to introduce prospective members to your facility. The card design resembles “BFF” necklaces (Best Friends Forever) – it is drawn in two parts, one for the member to keep and one to give to a friend. Download the image and print out passes for your facility. Distribute the cards to members in your group fitness classes and encourage them to bring a friend with them to experience the group fitness programs offered at your facility. These passes can be used for a special event or for any class on the schedule. The cards can also be distributed to current members who do not participate in group fitness, making them more likely to try a program because they can bring a friend who may not be a member.

Post the “Let’s Move Together Card” online to get more referrals. The Let’s Move Together Card is available as a post-able image. Go to Management eSource and download the image to your computer. Then upload the image to your website, Facebook, Twitter, and any other online social media accounts. In the text of the post, write: “Right click, save image, print, and bring a friend for a free group fitness experience at [Your Facility]!” Of course, the ideal scenario is for members and guests to experience the programs together; however, we recommend you allow any prospective member to have at least one free experience at your facility. You can also allow guests to show the online post on their smartphone and fill out a hard copy when they arrive at your facility.



When you invest in great group fitness programs, you ensure that first-time participants have a powerful and positive first impression of your facility, making group fitness a true “selling point” for memberships. In this way, you can market the service you offer – amazing group fitness workouts – and set yourself apart from the competition.

HOW TO: Campaign Tagline Videos

Campaign Tagline Videos are effective free advertising that combines two of the most powerful marketing tools available – testimonials and social media. Engage your members by “tagging” them so that everyone in their online social network sees that working out really is BETTER TOGETHER at your facility!

To create your own Campaign Tagline Video, follow these simple steps:



1. Plan a location for group videos. The best locations are in front of program banners, campaign posters, and/or signs with your facility name and logo.
2. Immediately after a workout is finished, ask everyone to gather in a group at the location where you will record the video. It's important to record the video right after class while everyone is still on an emotional high from a great workout!
3. Tell the group you are going to record a quick 5-second video for Facebook. Tell them they will be saying, “Let’s Move . . . cuz it’s BETTER TOGETHER at [Facility Name]!” Ask the group to practice. Make sure they are speaking loudly and clearly with enthusiasm and excitement, and remind everyone to smile.
4. Use a smartphone or tablet to record the group. To create the best video, hold the camera or phone sideways and record the group horizontally.
5. Post the video on the Facebook and Twitter accounts for your facility. Tag members and instructors. In the text of the post, encourage members to “tag” themselves and “share” the video.

Campaign Resources

All resources are available for all programs on MOSSA Management eSource.

The LET'S MOVE – BETTER TOGETHER Campaign capitalizes on the most powerful part of group fitness – working out together. This campaign is all about how much fun people have working out in groups at your facility. The tagline is “Let’s Move . . . cuz it’s Better Together!” Create interest in your group fitness programs by marketing the energy and excitement of group fitness. The marketing materials are striking images of packed group fitness rooms surrounded by unique, colorful lettering in the program color. Every single resource drives home what research and experience show . . . it really is BETTER TOGETHER!



Use the Campaign Image as a tag-able post on social media. Get better marketing reach online by involving your members in the fun! Post the campaign image for each program on social media sites (Facebook, Twitter, etc.) and encourage members to “tag” themselves and their workout buddies. Download the Campaign Image from Management eSource. Post to your Facebook account with text that reads, “Tag yourself and your workout buddies . . . cuz it’s BETTER TOGETHER!” Encourage instructors to tag themselves and members. As more

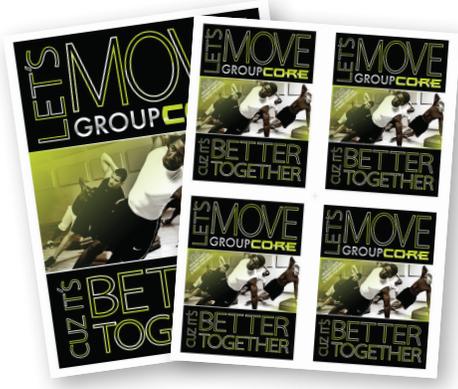
and more people tag themselves and their friends, your campaign posters reach an exponential number of viewers online!

Send eBlasts to build excitement about your group fitness programs. Professionally designed eBlasts (email Blasts) feature the BETTER TOGETHER campaign images to raise awareness about the group fitness offerings at your facility. You can target current members, past members, and/or a list of prospects. The MOSSA marketing department will customize eBlasts (free of charge) with your facility name/logo, address, and website information. Simply fill out the request form on Management eSource, attach a logo image or send a link, and let MOSSA do the rest of the design work!



Campaign Resources

continued...



Inspire and inform with **Campaign Handouts**. These detailed, well-designed images include program descriptions, development details, memorable moments, and testimonials from raving fans. Download the image from Management eSource. Print out hardcopy flyers to distribute in person at your facility, or post the image on social media websites so that people can read about your programs online.

The Biggest Mover Contest will get more people moving at your facility! This contest is already designed, branded, and pre-packaged for you to run. The Biggest Mover Contest will channel more members into group fitness (where they can be serviced more cost-effectively) and generate referrals from current group fitness members. The 2015 Biggest Mover Contest features the BETTER TOGETHER design, so it is a perfect add-on for this campaign, especially if you are running the campaign at the beginning of the calendar year. Go to Management eSource and check out The Biggest Mover Contest white paper for all the details, and contact your MOSSA Coach for advice about how to make the contest a winning strategy at your facility!



Additional Resources

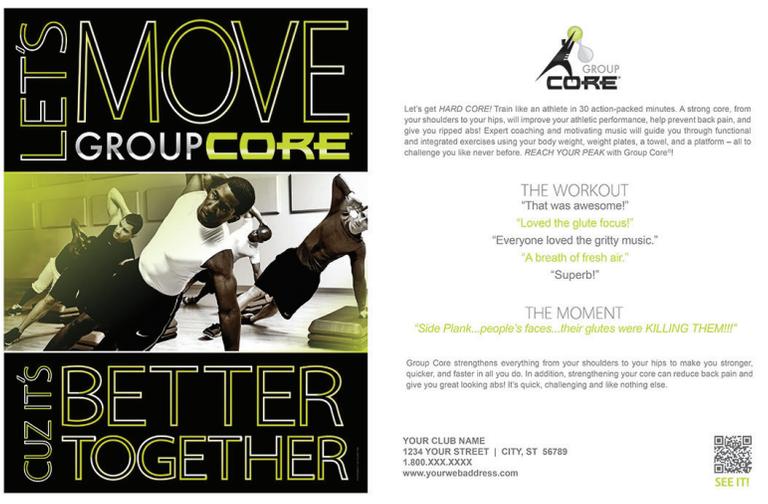
All resources are available for all programs on MOSSA Management eSource.



Campaign trailer for club videos, web, and social media



Launch poster for print, web, email blast, and social media



Campaign handouts for print and social media



Campaign poster for print, web, email blast, and social media