

Digital Signage Will Pump Up Member Engagement and Improve Retention

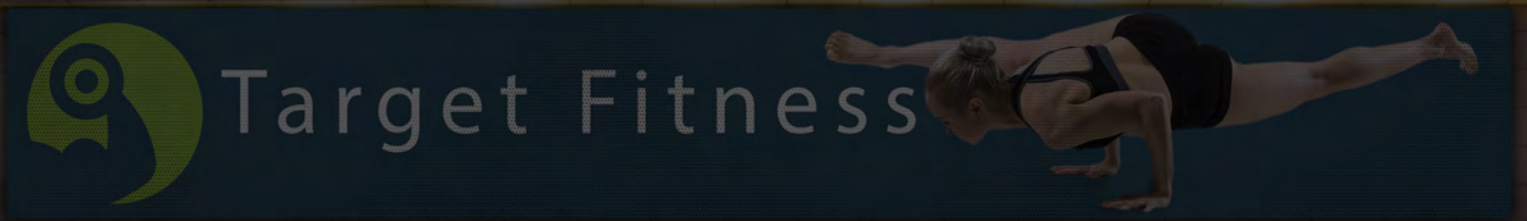


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INTRODUCTION



Fitness facilities and gyms rely upon creating a unique and memorable work-out experience for members and visitors alike. Digital Signage can help create such an atmosphere by offering a wide range of benefits for the modern fitness member thirsty for digital interaction.

It's worth noting that Health Club Industry Revenue totaled \$87.2 Billion in 2017. According to the IHRSA (International Health, Racket and Sports club Association), more than 12% of gym members join in January compared to around 8% in other months. This trend is expected to increase, with the IHRSA reporting that global fitness industry and health club memberships have continued to grow each year.⁽¹⁾ Attracting and retaining those members is of the utmost importance. For the past few decades, traditional TV screens have been popular in gyms and health clubs. Nowadays, too many clubs have been under-utilizing displays and thus, missing out on a big opportunity for revenue and retention gains. Digital signage can be used in dynamic ways to engage members, promote products and services and advertise partnerships with local businesses like never before.

Fitness centers that recognize the potential value for digital signage can set their brand apart quickly and easily. More than ever there now exists an ever-expanding range of digital solutions. From simple screens to high-end SoC (Systems on Chip) networking with remote management, digital signage meets the competitive demands of fitness centers and gyms across the country. After all, the more eyeballs you attract, the quicker you achieve a return on investment and start to profit from your digital signage installations.

Some may think that digital displays are just quirky gadgets or fads that will eventually be dismissed and lead to unused gym memberships. However, when used strategically, the content shown can help members make fitness a part of their lifestyle. After all, every fitness center desires a solid membership base. Digital signage for gyms and fitness centers is a smart way to ensure members stay engaged and continue to return, well after New Year's resolutions have faded away.

DELIVERING THE MESSAGE DIGITALLY

Step into most gyms large or small around the country and you are likely to find people focused on two things: working out and watching a screen. While the gym remains a temple dedicated only to bettering oneself for some people, more and more members are using their time at the gym to multitask; putting in time on the Stairmaster while watching local programming.

Technology is an essential tool to keep members informed, connected and engaged. Fitness members need to be inspired to keep pushing through their tough workout, updated of last minute class changes or special offers, and provided entertaining content to keep them motivated. Ultimately, fitness members want a gym experience that connects them to their fitness fraternity and inspires them to continue on their health journey.

How can gyms and athletic clubs meet these goals? Communication. Most fitness centers use a few select channels to update their members about class schedules, events, health tips and so on. Common channels are websites, monthly email newsletters, social media postings and poster bulletin boards to get information out. However, in today's fast-paced world, members are used to a more digital immersive experience. Digital displays are today's solution for communicating with gym members. The good news is that most fitness gyms have content and screens to implement digital displays; and with simple plug and play solutions, clubs can modernize their spaces quickly.



Commercial TV with Essential Smart Function - UU340C Series

MAKING A GREAT FIRST IMPRESSION

The first-time gym experience can be intimidating to prospective members and is a major hurdle to increasing and retaining membership. Digital Signage in the reception area addresses this issue by welcoming members with relevant information; knowing where to go or what machine to use helps newbies feel comfortable and engaged.

Welcome videos are prime examples of relevant content for prospective members. A digital tour of the facilities, highlighting specific areas and machines, helps familiarize people interested in joining and is especially useful for giving guided tours when the staff is too busy. The tour can be followed by membership details and pricing. Prospects get all the beneficial details they need for membership without having to speak to staff; perfect for the prospect too intimidated to speak to staff.



DELIVER REAL-TIME INFORMATION TO CREATE ENGAGING COMMON AREAS



OFFER RELEVANT CONTENT AND MESSAGING

Digital signage is the modern way for gyms and fitness clubs to offer relevant content and messaging directly to members.

Benefits include:

- Keeping members engaged
- Improving member retention
- Promoting services and classes e.g. Spa Specials, Spin Classes, Healthy Protein Shake of the Week and so on
- Offering health and wellbeing tips
- Reinforcing loyalty programs and unique offers
- Streaming training videos catering both to the individual and group fitness experience



INCREASE SOCIALIZATION WITH MEMBERS

Digital signage is perfect for gyms to showcase their social media feeds and drive social connections.

- Ask members to check in via Facebook
- Chat up trending classes or bios on instructors
- Offer meal-prep how-to's and healthy recipes
- Highlight members progress, create contests that motivate and engage



SHOWCASE PERSONAL TRAINER PROFILES

A great, in-demand trainer can increase membership numbers all on their own.

- Creating and displaying personal trainer profiles on your screens is an easy way to promote the caliber of the staff. The more gym members become familiar with the training staff, the easier it is to upsell their memberships with personal training sessions.
- From the trainer, being supported and promoted in this way, can be the difference between gyms when choosing a venue.



PUMP UP INFOTAINMENT

Offering entertaining content keeps members in the gym longer.

- Display curated content e.g. live sports TV, news programs, health tip videos and more
- Show tutorial information on how to use the equipment properly in your gym

Plugging relevant and targeted information will boost member experience and promote loyalty. The more information members have, the more likely they are to come back and tell others about their experience in your center.

Fitness centers and gyms can use digital signage as to increase revenue by offering digital advertising to partners. Allowing partners, eager to target a health-conscious audience, to advertise their products or services can speed up the ROI of your digital displays investment. Plus, connecting you're your members who have an affinity for the partner brand is a bonus retention tactic.



DISPLAY CLASS SCHEDULES

- In addition to promoting personal trainers, digital displays in a gym allow you to better communicate fitness class schedules and information.
- The variety of classes available at gyms nowadays is enormous; from spinning to hula-hooping, it can be overwhelming. Using screens to display class timetables will help members sign up for new classes and increase participation.
- If membership drops, classes can be promoted with greater prominence and screen-time. Class schedules can be updated remotely and instantly, making the life of admin staff easy when it comes to making updates.



ANNOUNCE SPA, RETAIL AND SNACK BAR INFORMATION

- Many larger fitness centers include a health Spa, Snack Bar or Retail Store. Sometimes members don't realize this and actually go elsewhere. This is a missed opportunity as treatments can be a great source of income and a real incentive for members to come back and renew their membership.
- Digital signage, located in reception areas and throughout the facility, can effectively promote these retail elements, providing the opportunity for additional revenue. Members informed on-site about Snack Bar special offers or Spa treatment days are more likely take advantage of them, as opposed to members receiving an email promoting the offers.

CREATE INTERACTIVE EXERCISE STUDIOS

Video Walls are the ideal attention grabber for fitness centers and gyms. These giant screens catch the eye and hold the viewers' attention with vibrant content and messaging. It is an especially smart way to make new members feel comfortable with their surroundings.

Video walls offer members a fun and engaging aspect to studio workouts. A recent Arbitron study⁽⁴⁾ found that 70% of health club members watch an average of 40 minutes of programming per visit. These impressive displays are perfect for offering virtual group workouts, providing a unique and modern experience members won't find on the traditional gym floor.

A significant problem for beginner fitness members is getting exercises wrong. Every experienced gym-goer knows the importance of correct form to ensure you are targeting the right muscles and not risking injury. Using large screen displays to show correct-form video content is an effective solution. Gyms can utilize the vast library of Fitness-On-Demand® or produce their own content featuring their on-site personal trainers.

Many members already use their phones in the gym to stream how-to videos from YouTube®. By streaming videos on large screens instead of a small phone, you are capturing their attention and making their workout experience easier. Simultaneously, video walls and large displays provide an opportunity to advertise services or products to an attentive audience.



LG Super Narrow Bezel Video Wall - 55LV35A



SPECIFIC APPLICATIONS FOR SIGNAGE

LG's signage fits into applications ranging from wayfinding to work out areas – with full software and technological support available.

Wayfinding

From simple maps to interactive touch screens with compatible apps for off-loading directions, wayfinding solutions are as simple or as complex as needed. And with touchscreen and mobile integration through apps on webOS, interactive and indoor mapping has never been easier.

Scheduling and Booking

webOS supports real-time data integration so that you can create real-time fitness class and room schedules. Room management is simplified, and operators can keep track of what's going on in each room. Connect with documents and data sources like Excel, SAP and MS Exchange to share real-time developments and information.

Digital Bulletin Boards

Save paper and ink with energy-efficient digital displays that can be updated with customized content in real-time. Content changes and displays can be controlled from a central location or remotely.

Advertising and Branding

Make your brand logo and promotional messages stand out and get noticed. LG's signage solutions make it easy to change your offers so you can maximize advertising results based on time of day or rotational advertising calendar.

Menu Boards

Increase your revenue options by displaying food and drink options at Health Bars as well as an assortment of products offered for retail sale.

LG COMMERCIAL DISPLAYS FOR GYMS AND FITNESS CENTERS

TV screens are already scattered around gyms for members to watch while they work out. These screens often display music videos and TV shows which are fine for entertainment purposes, but not ideal for the gym experience. These same screens would serve the gym member better by offering content on best practice form videos for different exercises and machines; a great improvement on the very limited and often unclear instructions displayed on machines, as static images cannot properly convey movement.

[*Click Here*](#)

To download this eBook's complimentary Lookbook.

ⁱ 2018 IHRSA Global Report: The State of the Health Club Industry

ⁱⁱ <https://www.arbitron.com/downloads/PointsofView2013.pdf>

ⁱⁱⁱ Leading on the Edge of Chaos, Emmet Murphy and Mark Murphy

CONCLUSION

The combination of gym membership figures at an all-time high and more competition in the industry than ever, means fitness centers need to ensure they are constantly assessing the experience they provide to members, and how this is affecting their bottom line. In order to make the most of this peak level of interest in health and fitness, gyms should be actively seeking ways to motivate members and keep them coming back; one key player in doing so is technology. Just a 2% increase in customer retention has the same effect as decreasing costs by 10%.⁽ⁱⁱⁱ⁾

There are so many consumer alternatives to the physical gym space - such as workout apps and live online fitness classes - that gyms now have to compete with. While consumers are used to accessing content so readily, gym businesses need to be incorporating digital signage technology that can provide the same level of inspiration and engagement in their venues.

While gym-floor music and good quality equipment are also essential, digital signage provides the perfect way to reach members at various stages of their fitness journey, assisting with thorough communication, engaging entertainment and relevant advertising.

To learn more about LG's displays for the education market email us today info@lgsolutions.com.

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