

Boost Member Engagement

Tracking and Scoring Engagement
to Increase Retention Rates



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Keep Them Engaged, Stay In Business

High member churn is a perennial problem in the fitness industry. The old enemy of gym owners and operators everywhere. Attrition rates for new members are often bleak, to say the least. On average, 80% of new memberships are terminated by eight months (MobileFIT). This attrition rate is like going to the well with a hole in your bucket. You're constantly having to go back to the well to try and fill it back up, only to lose most of what you got. Aggressive turnover rates drain even the best fitness business preventing long-term growth.

You have to patch the hole in your bucket before you can truly grow revenue and improve your gym. This starts with retention. The best way to boost retention rates is through engagement. By and large, members are looking for a community. A place where they feel they belong and a place they believe in. Now, this isn't a hard and fast rule. Some people have very full plates between work, family, and extracurricular hobbies. Those people aside, the more engaged a member is with your club, the higher the likelihood they'll renew their membership.

This e-book breakdowns the process of quantifying member engagement in two sections:

- Detailing the club services, programs, and interactions that drive engagement, and why they are important to boosting retention.
- Explaining how to calculate an overall engagement score.

By determining a member's engagement, you can correlate how likely they are to renew their membership and stay on as a loyal customer. This process can be tapped throughout your membership, enabling you to learn what went right with highly-engaged members and preemptively intervene to save low-engagement memberships before a cancellation.



Increasing customer retention rates by 5% increases profits by 25% to 95%.

- Harvard Business Review

1. What is an Engagement Event?

We can all agree: we want engaged members. Sure, that's the simple part. The head scratching starts when you ask yourself, how to measure an individual member's engagement level. What distinguishes a highly-engaged member from one who has little-to-no connection to your gym?

Calculating engagement starts with engagement events. This is a broad term to describe a variety of interactions a member can have with your gym. Engagement events can include attending a class, referring a friend, buying branded merchandise, or just checking in for a solid workout. Everytime a member completes an engagement event they increase their connection and relationship with your club.



Engagement equals interaction.

An engaged customer visits your business, buys, and tells friends about the experience.

- MINDBODY Online

2. What type of Engagement Events Does Your Club Offer?

There is no set list of engagement events that fits every fitness business. Qualifying engagement events are dependent on the services, amenities, and the business model of your gym. The first step in quantifying your members' engagement is making a list of engagement events offered by your club.

The next page lists and defines common engagement events. Further, it breaks down why they drive engagement and lists them in order of greatest impact.

3. Common Engagement Events

A. Group Training

Training services offered by a qualified trainer and designed for a group of exercisers. Group training (GT) carries a high-level of engagement value for three important reasons: 1.) The group setting adds increased accountability for individual members to show up and participate 2.) Unlike classes, group training is not complimentary with membership dues. Members make a financial investment in GT and are therefore more likely to attend regularly. 3.) It's social, giving members an excellent way to build a community.



The risk of cancellation was **56% higher** among members who just use gym equipment vs. those who exercise in groups.

- as reported by [IHRSA](#)

B. Classes

Group fitness classes offered as a complimentary service with a member's monthly club dues. Classes drive engagement because they're community based and increase accountability for an individual member.

C. Personal Training

A training package purchased by a member and led by a private trainer. Personal training drives engagement because it gives the member a one-on-one relationship with a team member of your gym.

D. Referrals

A new lead recommended by a current member. Referrals carry engagement value because they attest to a member's loyalty to your gym. The member values their experience with your club so much they want to advocate it to others. When a member refers friends or family, they're building their community within your gym.

E. Fitness Orientations

A free trainer assessment offered to new members. Fitness orientations carry engagement value for two important reasons: 1.) They give club trainers an introduction to new members, which quickly builds an early relationship 2.) Trainers have an opportunity to demonstrate and pitch their personal training services. This only deepens a customer's engagement as they purchase additional services.

F. Club Visits

A documented check-in by a member to your gym. Club visits carry engagement value because attendance and retention are linked. Higher visitation rates lead to higher chance of renewal. It's important to note, if a member checks into your gym to complete a separate engagement event such as a personal training session, you should not credit the club visit. That would result in double scoring and give you a false read of the member's engagement level.

G. Social Media Interactions

This is across all social platforms and could include retweeting, commenting, following, subscribing, or posting about their positive experience with your gym. Social media interactions carry engagement value because it's your members interacting with your brand outside of the gym walls.

H. Ancillary Purchases

Purchases of secondary services and products offered by your gym. Ancillary purchases carry engagement value because they diversify your member's relationship with your club. It becomes the place they workout but also source nutritional products, workout gear, or maybe just a tasty smoothie.



Members who visit less than once a week in the first month of membership **rejoin 59%** of the time. Those who visit at least three times a week in the first month of membership **rejoin 78% of the time.**

- PTDirect.com

B

How to Score Overall Engagement

Once you understand what engagement events your club offers, there are three main parts to calculating an engagement score:

 **Time Frame**

 **Point Scale**

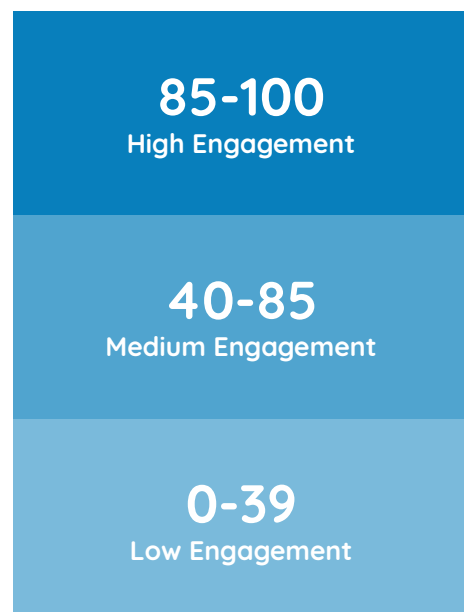
 **Engagement Event Point Values**

1.) Time Frame

First, you need to define a time frame. Only engagement events within these parameters will be sourced and scored. The most common time frame is the previous 30 days. However, time frame is dependent on what kind of information you're trying to uncover. Short time frames like 30 days are perfect for getting a snapshot of your member's engagement, but if you want to understand something larger like the typically drop-off point of new members, you'll require a much longer time frame, such as 90 days or longer. Not to mention, a lot more members in your testing pool.

2.) Point Scale

A 100 point scale is the most practical choice, especially for a 30 day time frame. It's universally understood, having common place use throughout our society. More importantly, it's a wide enough range that you can divide member's into engagement-level classifications for a more nuanced understanding of where they fall in terms of overall engagement trends. To the right is an example of engagement levels.



3. Point Value

Each of your gym's eligible engagement events should be assigned a point value. The member will earn the assigned point value each time they complete the given engagement event during the designated time frame. Engagement events that carry higher importance to overall engagement, like group training, should be given higher point values, while more common events, like club visits, should be worth smaller point values. Below is an example point value chart based on a 100 point scale over a 30 day period.

Event	Points
Group Training	11
Classes	9
Personal Training	8
Referrals	7
Fitness Orientations	7
Club Visits	5
Social Media Interactions	4
Ancillary Purchases	3

4. Let Us Do The Math For You!

To simplify the math, we've created an engagement calculator based on the above specification. Download this free resource to begin calculating your member's engagement levels and watch your business thrive!



[Download Engagement Calculator](#)

Note: Engagement calculator defaults as a Excel file. However, you can also import the file into Google Sheets.



[BOOK A FREE DEMO](#)



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