



Boost Client Engagement

Tracking and Scoring Engagement
to Increase Retention Rates

Table of Contents

- Introduction: Keep Them Engaged, Stay In Business 3
- Section A: How to Quantify Engagement 4
 - A1. What is an Engagement Event 4
 - A2. What Type of Engagement Events 4
 - A3. Common Engagement Events 5-6
- Section B: How to Score Overall Engagement 7
 - B1. Time Frame 7
 - B2. Point Scale 7
 - B3. Point Value 8
 - B4. Let Us Do The Math For You! 8
- Contact Us 9

Keep Them Engaged, Stay In Business

High client churn is a perennial problem in the fitness industry. The old enemy of studio owners and operators everywhere. Attrition rates for clients 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 studios preventing long-term growth.

You have to patch the hole in your bucket before you can truly grow revenue and improve your studio. This starts with retention. The best way to boost retention rates is through engagement. By and large, clients 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 client is with your studio, the higher the likelihood they'll continue to purchase class packages.

This e-book breaks down the process of quantifying client engagement in two sections:

- Detailing the studio 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 client's engagement, you can correlate how likely they are to renew their packages and stay on as a loyal customer. This process can be tapped throughout your client list, enabling you to learn what went right with highly-engaged clients and preemptively intervene to save low-engagement clients 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 clients. Sure, that's the simple part. The head scratching starts when you ask yourself, how to measure an individual client's engagement level. What distinguishes a highly-engaged client from one who has little-to-no connection to your studio?

Calculating engagement starts with engagement events. This is a broad term to describe a variety of interactions a client can have with your studio. Engagement events include things like attending a class, referring a friend, or buying branded merchandise. Everytime a client completes an engagement event they increase their connection and relationship with your studio.



Engagement equals interaction.
An engaged client visits your business,
buys, and tells friends about
the experience.

- MINDBODY Online

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

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

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. Classes

Group fitness classes drive engagement because for two major reasons: 1.) They're community based! Clients love the social element of the class and associate it with your overall studio 2.) The community gives accountability to an individual client, increasing the likelihood they'll keep regular attendance.



66% of users between the ages of 18 and 24 years old are more loyal to the brands they follow on social media, while 60% of 25- to 34-year-olds favor the businesses they follow on Facebook, Twitter and Instagram..

- as reported by [IHRSA](#)

B. Package Renewal

A current or former client purchases a new class package. Package renewal carries engagement value for two reasons: 1.) The obvious, renewing a package clearly indicates the client intends to stick with your studio at least for the short term 2.) The client is choosing your studio AGAIN. They've completed a full class package and have decided to stick with your studio. You've done something right. Something the client only expects to find in your studio. You're well on your way to securing brand loyalty with the client.

C. Referrals

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

D. Social Media Interactions

This is across all social platforms and could include retweeting, commenting, following, subscribing, or posting about their positive experiences with your studio. Social media interactions carry engagement value because it's your client choosing to interact with your brand outside of the studio walls. Not to mention, the much appreciate free advertising your client is bring your business.



Attendance and retention are linked!

“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

E. Ancillary Purchases

Purchases of secondary services and products offered by your studio. Ancillary purchases carry engagement value because they transform your client's experience with your studio. Your studio becomes more than simply the place they seek a great workout. Ancillary purchases transform your studio into the place clients source nutritional products, workout gear, fitness clothing, or simply a really tasty smoothie.

B

How to Score Overall Engagement

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

 **Time Frame**

 **Point Scale**

 **Engagement Event Point Values**

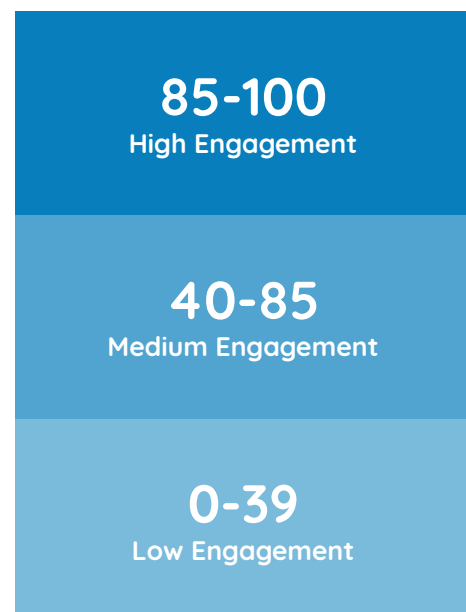
1.) Time Frame

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 client'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 clients' 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 studio's eligible engagement events should be assigned a point value. The client 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 classes, should be given higher point values, while lower stakes events, like ancillary purchases, 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
Classes	9
Referrals	8
Package Renewal	8
Social Media Interactions	6
Ancillary Purchases	4

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 client'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.



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