



Reporting & KPIs

For Your Gym or Studio

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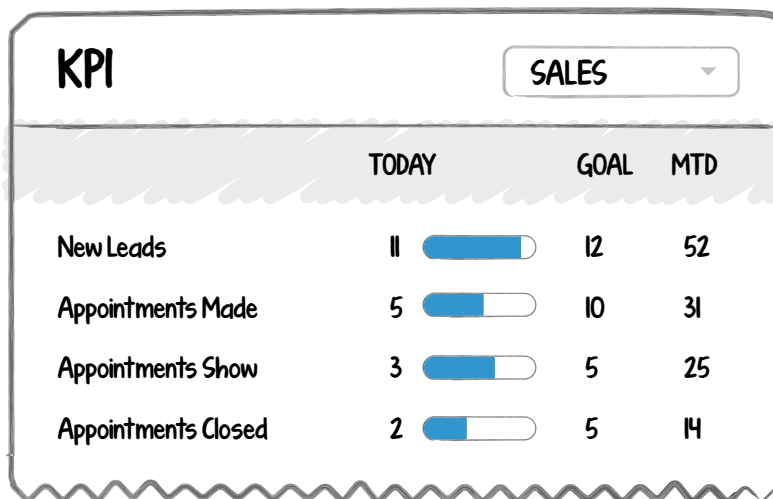
What are KPIs?

"If you don't know where you're going, you'll end up someplace else."

- Yogi Berra

Yogi Berra wasn't talking about Key Performance Indicators when he said that, but his words sure are relevant when it comes to them. (KPI) Key Performance Indicators are measurable goals that you set for your business. These goals are what provide you with actionable data on the health of your gym or fitness business. Without them, you're traveling without a map. Sure, that can be fun, but not when there's rent and employees to pay.

KPIs don't have to be complicated, but it can take time to establish what, exactly, you should be tracking. Your KPIs are defined by you, as only you can define what success is for your particular business. However, some of the most important KPIs for a gym or fitness business include appointments made, class attendance, sales follow-ups completed and closed, appointment shows, and daily sales.



But beware: Not all data is as valuable as it seems. So you had a 1,000 more visitors to your website last month... did that result in higher revenue? If not, you may be tracking a "vanity metric." Vanity metrics look good ("We added 300 new Twitter followers!"), but don't actually move the success needle. That doesn't mean you shouldn't look at those types of metrics as most of them should be going up and to the right, but with KPIs you want to be sure you're only focusing on the data that keeps your revenue growing and your retention improving.

KPI data is actionable, it's the organizational lifeblood of a business as it assists in keeping everything transparent and everyone accountable. The only question is... how should you go about defining and meeting your KPI goals? Keep reading to find out.

What data do I need to accurately set my sales goals?

When it comes to monthly sales goals, you are going to want a couple of basic metrics that will give you insight into your business and a good grasp of where to go next with your goals. Once you start getting a baseline of your metrics, you can build out goals that help you create a something to work toward each month. We recommend using these four basic metrics to get started:



Monthly Membership Sales: The number of memberships sold in the past month. This is a metric that may seem simple, but if you are tracking it month over month, year over year, you will see trends that allow you to make business decisions based on the time of year. It will also directly reflect marketing and referral campaigns success.



Monthly Revenue: How much revenue your business has accumulated in one month. This metric is different than your monthly membership sales, as it is a dollar amount, not a membership number. This is helpful to see where in your business you are losing revenue, even if you are gaining memberships. Tracking your revenue also allows you to see the impact ancillary items such as PT, group training, and more affect your bottom line.



Monthly PT Sales: The dollar amount of PT sales that accrued in one month. For those that have Personal Training, it's necessary to keep track of the exact amount of money your gym or studio has brought in from personal training sessions. This will help you create goals for your trainers and base marketing campaigns around PT when sales seem to dip.



Monthly Class Attendance: The number of people who showed up for group classes in one month. This is a great tool for studios, but also great for gyms that offer classes as well. Knowing how many people have attended the classes you offered gives you a great overview as to which classes are worth keeping, and which ones may need to be changed. You can also understand the revenue that you would be bringing in if each class was \$10 instead of \$5.

What data do I need for my sales team?

Your salespeople should always know where they are in relation to team and personal goals. If you don't have a full sales team, or you are the sales team, having goals to stick to personally will be more beneficial than you realize. Set goals for all of your KPIs to push the limit of your teams and get them to feel like they are really working towards something.



Follow-Ups Completed: The number of follow-ups completed in one day. This is one of the most important KPIs to track. The more follow-ups your team does, the more appointments are made, and it is a domino effect all the way until you see an increase in your monthly sales numbers. This is a great spot to create competitions around to get follow-up numbers up.



Appointments Made: The number of appointments made each day. Tracking the number of appointments that are made each day directly correlates with your monthly sales goals. The more people that come in to see your amazing gym or studio, the more sales are made. You will see an upward trend in the amount of appointments made when your team starts following-up more.



Appointment Shows: The number of prospects who showed up to their appointments in a given day. Although this can sometimes be out of the hands of the employee, tracking this will show you a correlation between appointments made and how many of them actually show up. If your numbers seem low, you can create campaigns around showing up for appointments.



Daily Sales: The number of sales completed in one day. This would seem to be the most important metric, but it actually relies on all of the metrics before it. This is good to know everyday though, and is necessary to tracking so you can determine if your marketing and sales efforts are working.

What data do I need for my marketing efforts?

Running marketing campaigns are great because you can use some creativity and test out different ways to get people in your door or to your website. You can test marketing email content, advertisements on different platforms, referral campaigns, and more. But, the other side to marketing is honing in on the results and allocating your time and resources to the most successful campaigns.



Marketing Source: The metric that tracks where a prospect found or heard about your gym or studio. This is the baseline for so many different metrics that will be important to growing your membership base. By understanding which marketing sources are working, you can focus your efforts there and increase the number of people seeing or acting upon your business.



Website Visits: How many people have visited your website in one month. This may seem simple, but if you are trying to drive more people to your site to download or receive a guest pass, your going to want to see trends. Google Analytics is a free service and by far the best way to track this metric. Just set up your account and you will see your monthly website visitors. Beware: website visitor numbers should always be growing, but this can be a “vanity metric” as we mentioned at the beginning of this e-book. Keep an eye on it, but if this metric isn’t moving the revenue or growth needle, put more focus elsewhere.



Referral Sources: The metric that tracks which referral source created the prospect. You should have multiple referral campaigns at one time. Each one is different, and can effect your bottom line differently. Just like any other marketing campaign, understanding which campaigns are working and which aren’t is vital to creating a cohesive marketing portfolio.

What data do I need for my email marketing efforts?

Email marketing is far from dead. (We can prove it, check out our blog on [The Misconceptions of Email Marketing](#)). When you start using email marketing to it's full potential by emailing prospects, guests, and members, you're going to want to know how these emails are performing and what you could do to increase your open and click rates.



Open Rates: The number of people who have opened your marketing email. You should see at the very least a 10% open rate, if it is less than 10%, you email may have hit spam folders or your audience wasn't targeted correctly.



Click Rates: The number of people who have clicked on the call to action or link in your email. This is the metric that makes the most difference to your conversion. The more people that click on your emails, the more they get sent to your website, offer, or whatever else you are promoting.



Unsubscribe Rates: How many people have unsubscribed from future emails after receiving the email you sent. Keeping track of unsubscribe rates are necessary to keeping a healthy list of prospects and members. If you send an email and see that your unsubscribe rate is more than 1%-2%, there may be an issue with the list you are sending too. Unsubscribes will happen, but they should be very minimal if you are targeting and sending relevant information.

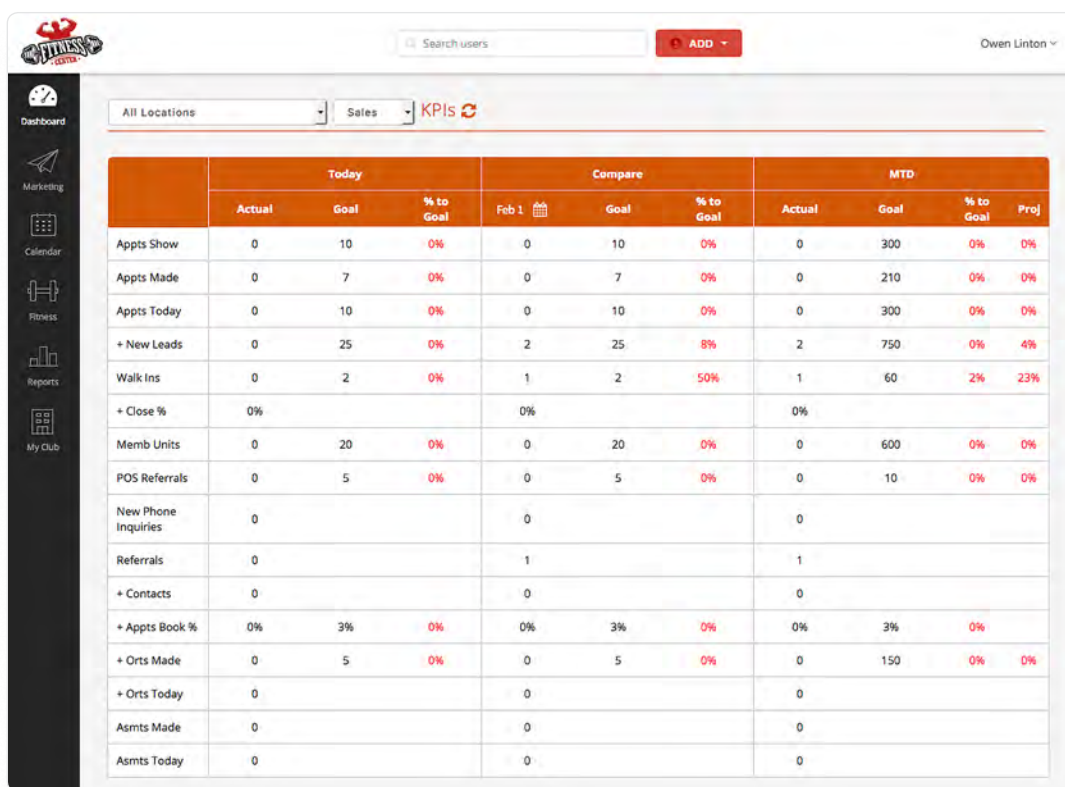


Conversion: The only email marketing metric that truly matters. "Conversion" is just a fancy way of saying "the recipient took the action we wanted them to" which can be defined as anything you'd like. If your email was about a holiday promotion, did the email result in people signing up for the promotion? If it did, then you know the email was a success. If you had a high open rate or even a high click rate, but very few people actually "converted" then you can learn from what worked and what didn't and try something else until you find the magic combination that gets the recipients to actually convert.

Knowledge is Power

“I have the data, but what do I do with it?”

You have all the metrics you need to get started on reporting and KPIs, but what do you do with them? **Make changes!** Use the data to change your business for the better. If there is an employee that isn't meeting the defined KPIs compared to the others, maybe it's time for another training on follow-ups. If you notice one marketing email has really low open rates, change the email subject line and realign your targeting. The best part about finding these metrics is being able to make moves to change your gym or studio for the better.



The screenshot shows the Club OS KPIs dashboard. It features a sidebar with navigation icons for Dashboard, Marketing, Calendar, Fitness, Reports, and My Club. The main content area displays a table of KPIs. The table has columns for 'Today', 'Compare', and 'MTD'. Each of these columns has sub-columns for 'Actual', 'Goal', and '% to Goal'. The 'Compare' column also includes a 'Feb 1' date selector. The 'MTD' column includes a 'Proj' (Projected) column. The table lists various metrics such as Appts Show, Appts Made, Appts Today, + New Leads, Walk Ins, + Close %, Memb Units, POS Referrals, New Phone Inquiries, Referrals, + Contacts, + Appts Book %, + Orts Made, + Orts Today, Asmts Made, and Asmts Today. The values are displayed in the 'Actual' column, and the goals and percentages are shown in the 'Goal' and '% to Goal' columns respectively. The 'Proj' column shows projected values for the MTD.

	Today			Compare			MTD			
	Actual	Goal	% to Goal	Feb 1	Goal	% to Goal	Actual	Goal	% to Goal	Proj
Appts Show	0	10	0%	0	10	0%	0	300	0%	0%
Appts Made	0	7	0%	0	7	0%	0	210	0%	0%
Appts Today	0	10	0%	0	10	0%	0	300	0%	0%
+ New Leads	0	25	0%	2	25	8%	2	750	0%	4%
Walk Ins	0	2	0%	1	2	50%	1	60	2%	23%
+ Close %	0%			0%			0%			
Memb Units	0	20	0%	0	20	0%	0	600	0%	0%
POS Referrals	0	5	0%	0	5	0%	0	10	0%	0%
New Phone Inquiries	0			0			0			
Referrals	0			1			1			
+ Contacts	0			0			0			
+ Appts Book %	0%	3%	0%	0%	3%	0%	0%	3%	0%	
+ Orts Made	0	5	0%	0	5	0%	0	150	0%	0%
+ Orts Today	0			0			0			
Asmts Made	0			0			0			
Asmts Today	0			0			0			

This is an example of tracking KPI's with Club OS

It's important to only choose the basic metrics that you really want to track so that you don't get overwhelmed with an overhaul of numbers. If there are too many metrics floating around, it can get confusing and hard to make the right changes where they really matter and affect your bottom line.

If you currently aren't using a reporting software, it's time to get one. A software like Club OS allows you to report on the metrics that actually matter to gyms and studios, not just your everyday reporting tool.

Bonus Section

To keep track of your reports and to ensure that you are using them every week, we have provided you a checklist that will help you remember the most important metrics you need to run your gym efficiently. When you start checking these weekly, you will start to notice trends and can react to these trends depending on if they are trending upward or downward. Keep a constant watch on your sales, employees, and money so you are always on top of any situation. As we say, knowledge is power!



Your Weekly Reporting Checklist:

- ☐ Weekly Memberships Sold
- ☐ Weekly Revenue
- ☐ Weekly Follow-Ups Completed
- ☐ Weekly Appointments Made
- ☐ Weekly Appointment Shows
- ☐ Weekly PT Sessions Sold
- ☐ Weekly Classes Attended
- ☐ Weekly Average Email Open Rate



Now you know how to do it, but
let's take the next step and actually
put these best practices into action.

Contact Club OS today!

With Club OS, you can track your most important KPIs in
seconds - every hour, every day, or whenever you choose.
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