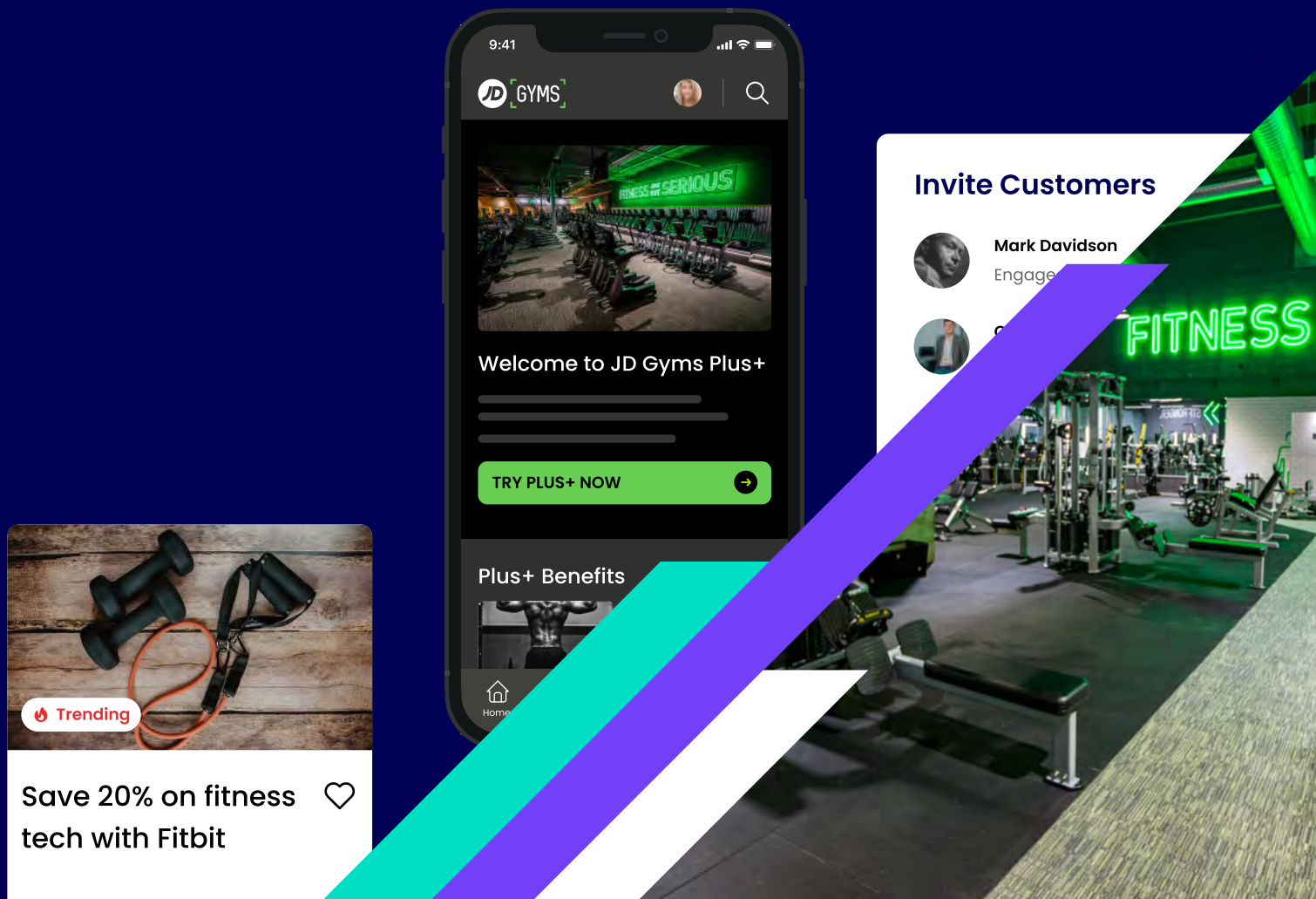
propello

Dominating the fitness industry through customer loyalty

10 essential steps to building
a profitable gym loyalty programme



INTRODUCTION

The fitness industry thrives on competition — which is why as a gym, staying ahead can be quite the challenge!

However, with the right strategy (and the help of some expert insights!), you can stabilise your business model in no time and free up valuable time to focus on your next growth phase. To help, our team is here to shine a spotlight on the art of creating an irresistible loyalty programme that not only keeps gym members happy, but also transforms them into firm advocates for your business. With these 10 essential steps, your gym can be stronger than ever.





CUSTOMER LOYALTY

Why is customer loyalty so important for gyms?

First things first, if your gym is looking to get creative with its marketing strategy, it can be tempting to jump straight into flashy campaigns and promotional content to attract new members.

However, when it comes to good business practices for gyms, it's good to acknowledge that member retention reigns supreme. But why?

With the right approach to member retention, your gym can benefit from:

- A steady revenue stream: Loyal members provide consistent income, stabilising your financial outlook.
- Cost savings: Retaining members costs significantly less than acquiring new ones.
- Brand advocacy: Loyal members become brand ambassadors, drawing in new customers through word-of-mouth.
- Enhanced engagement: Committed members are more engaged, participating in events, classes, and challenges.
- Higher lifetime value: Members who stay loyal tend to spend more on additional services and offerings.
- Community building: Loyalty fosters a sense of community, creating a tight-knit gym culture.
- Data insights: Loyal members provide valuable data for refining services and strategies.

So, how can your gym start reaping these rewards? It's time to find out! →

STEP 1

Lay the right foundations for customer loyalty

Loyalty means more than just retention; it's also the key to boosting engagement and magnifying your brand's voice amongst like-minded people. This is why it's essential to build your customer loyalty programme solidly from the start and ensure your gym leaves no space for members to abandon ship without warning! However, even the best customer loyalty programmes face challenges in the early days.

These challenges can include:

Member distrust: Loyalty programmes can often be seen as "too good to be true" offers or full of hidden catches.

Lack of clear communication: Unclear programme structures and benefits can leave members feeling frustrated and sceptical.

A lack of referrals: Getting a loyalty programme off the ground can be difficult without early momentum and hype to give it the boost it needs.

Ineffective rewards: If rewards don't resonate with members' desires, they may lose interest in the programme.

Limited awareness: A lack of consistent promotion can lead to members being unaware of the loyalty programme's existence.

Overcomplexity: Complicated rules or reward systems can deter engagement and participation.

To navigate these challenges, we suggest ensuring that your programme:

- Is transparent.
- Offers clear value.
- Integrates a referral programme to help establish/expand core membership.
- Is easy to sign up to & follow.
- Aligns with your existing brand values.
- Is fully compliant with GDPR and other data privacy regulations.

STEP 2

Find your loyalty programme's signature appeal

Your loyalty programme will need a unique and compelling edge to help it stand out in your member's minds. By offering a unique value proposition, it'll not only be easier to attract new members and retain existing ones, but it'll also be easier to demonstrate that overall — your gym values its members. But how can you define your loyalty programme's unique appeal? To start, it's vital to remember that your loyalty programme's appeal should mirror the needs and wants of your members.



To figure out what these needs and wants are, consider the following:

1. Member insights: Dive into your member data and evaluate their preferences, habits, and desires. What drives them to your gym? What experiences do they crave?

2. Differentiation: Pinpoint what makes your gym a sanctuary for members. Is it your cutting-edge equipment, top-tier trainers, or modern facilities?

3. Embrace trends: Stay in tune with fitness trends that resonate with your members. Integrate these trends into your loyalty programme to stay relevant and appealing.

4. Emotional triggers: How can your loyalty programme evoke feelings of belonging, achievement, and pride?

STEP 3

Set loyalty programme objectives

Every successful fitness journey begins with an end goal in mind — and so should your gym's loyalty programme strategy! Your gym's loyalty programme needs clear objectives to guide its path; the earlier you do this, the better.

To set clear objectives for your strategy, we recommend applying the SMART criteria:

- **Specific:** Clearly state what you aim to achieve, whether it's a percentage increase or a particular milestone.
- **Measurable:** Your objectives should be quantifiable. Use metrics like percentages, numbers of members, or revenue amounts.
- **Achievable:** While aiming high is encouraged, your goals should still be realistic.
- **Relevant:** Objectives should align with your gym's 'bigger picture', as well as your loyalty programme's specific purpose.
- **Time-bound:** Set a specific timeframe for achieving your objectives. This prevents aimless drifting and instils a sense of urgency.

Some examples of clearly defined programme goals include:

- Increase member retention by a specific percentage through the loyalty programme.
- Project a percentage revenue increase from tier upgrades & extra purchases via loyalty rewards.
- Expect elevated member engagement from loyalty-related activities.
- Enrol a set number of new members due to the programme's appeal.

STEP 4

Design rewards that inspire devotion

The rewards your loyalty programme offers need to resonate with your members. After all, it's these rewards that will make members not only stay but also actively engage and promote your gym! In addition to in-house rewards and incentives, relevant rewards from partners can also be a good way to hone in on the member experience. For example, partnering with other relevant businesses to offer incentives on products such as protein shakes and health foods can instantly enhance your loyalty programme's appeal.

Other tips for ensuring your loyalty programme hits the right spot include:

1. Offering tiered rewards: Create reward tiers, escalating in value as members engage more with the programme. This technique leverages the human desire for achievement and progression.

2. Making rewards feel exclusive: Offer rewards that can't be accessed elsewhere, establishing your gym as a unique and coveted 'hub' for members.

3. Prioritise experiences over things: Consider rewards that offer something truly memorable, like fitness retreats, VIP passes to events, or one-on-one sessions with fitness experts.

4. Celebrating member milestones: Celebrate member achievements with special rewards. For example, a loyal member hitting a one-year milestone could earn an exclusive anniversary package.

5. Leveraging gamification: Enrich & extend customer interaction with your brand by promoting recurring participation and presenting consumers with offers that are tailored to their level of involvement.

STEP 5

Craft memorable member journeys

In fitness, a member's journey is more than just workouts; it's a lasting experience. Your loyalty programme can help enhance this journey and make it difficult for members not to return.

But how can you create more memorable member journeys?

1. Understand the member experience

- Map all member touchpoints, from sign-up to class attendance.
- Identify (and act upon!) emotional triggers to boost engagement and loyalty.

2. Create personalised journeys

- Divide members based on needs for tailored experiences.
- Offer personalised content like workout tips and age-specific recommendations.

3. Provide seamless loyalty integration

- Weave loyalty into the entire member journey, from class sign-up to milestones.
- Celebrate key moments with unique rewards tailored to members.

4. Use technology for increased engagement

- Give members immediate access to incentives.
- Provide tools for visualising fitness progress and setting challenges.

5. Engage members outside of the gym

- Build online spaces for members to connect and share.
- Organise webinars, Q&A sessions, or workshops for wider engagement.

STEP 6

Master data & dominate customer feedback

To ensure your member loyalty programme stays on track, it's vital to manage your data correctly and extract valuable insights based on member feedback. These will allow you to shape your programme according to what your members want and keep them engaged more naturally.



These challenges can include:

Engagement peaks: Pinpoint times when member participation surges, optimising promotional efforts.

Demographic analysis: Understand which member segments engage most, allowing targeted strategies.

Growth opportunities: Uncover areas where your loyalty programme has the potential to expand.

Preference patterns: Determine which rewards garner the most enthusiasm, refining your offerings.

With this in mind, it's also important to know how to gather the insights you need.
To kick-start an effective customer feedback loop, we recommend:

Leveraging member surveys
Gather feedback to shape improvements and innovations.

Embracing social listening
Monitor social media channels to capture member sentiments and identify emerging trends.

Encouraging open dialogue
Create channels for members to share suggestions & ideas, creating a sense of community involvement.

STEP 7

Promote loyalty with finesse

When building a loyalty programme strategy, it's crucial to ensure that your members are not only aware of the programme's existence, but are also engaged by its offerings. With the right level of promotion, you can turn your loyalty strategy into more than just a concept — it can become an integral part of your business model!

To promote your loyalty programme more effectively:

- **Develop a multi-channel marketing plan:** Craft a marketing strategy that spans across various platforms, both online and offline. This approach ensures you reach members through their preferred communication channels.
- **Utilise social media and email marketing:** Embrace the power of social media platforms and email newsletters to create buzz around your loyalty programme. Regularly post about rewards, success stories, and member achievements.
- **Leverage influencer partnerships:** Collaborate with fitness influencers or local personalities who align with your brand values. Their endorsement can amplify your programme's visibility and credibility, attracting a wider audience.
- **Craft compelling content:** Create engaging content that highlights the benefits and unique aspects of your loyalty programme. Use videos, testimonials, and visually appealing graphics to convey the value of being a loyal member.
- **Run limited-time offers:** Create a sense of urgency and excitement by occasionally introducing limited-time offers or rewards. This can motivate members to participate actively and seize exclusive opportunities.

STEP 8

Revitalise loyalty for sustained success

One of the biggest issues with customer loyalty programmes is that they can go stale fast... especially for long-term members.



To ensure ongoing success for your loyalty programme:

- **Refresh rewards:** Introduce new rewards to maintain interest.
- **Embrace seasonal trends:** Align rewards with fitness trends and holidays.
- **Listen to feedback:** Use member insights to improve the programme.
- **Adopt technological advancements:** Stay updated with technology for better user experience.

By staying innovative and attentive, your loyalty programme can remain a valuable asset for nurturing lasting member loyalty and engagement.

STEP 9

Continuously measure success & ROI through metrics

Another great way to ensure your loyalty programme stays fresh and continues to achieve the results you want is to consistently measure its success. Especially when it comes to Return on Investment (ROI), accurate evaluation is essential for determining your programme's effectiveness and impact on your gym's overall growth.



This is why we suggest placing a focus on:

ROI evaluation:
By comparing the financial gains of your programme to the investment made, you can determine if your loyalty programme is delivering the desired returns.

Data-informed decisions:
Metrics such as enrollment, engagement, redemption, and customer satisfaction provide actionable insights for programme enhancement.

Sustaining relevance:
Your members' preferences and needs can evolve over time, which is why consistent measurement of your programme's success is essential.

STEP 10

Leverage strategic partners to manage your programme

At Propello, we help a variety of membership-based businesses, including leading gym brand JD Gyms, to generate 7-figure gains in revenue - all by making, actionable adjustments to their membership value proposition.

Running a successful gym loyalty programme requires careful planning, execution, and ongoing management. To alleviate the strain on your resources, consider partnering with experts like Propello. A 'plug-and-play' white-label loyalty solution, our platform is designed for brands wanting to increase customer loyalty, elevate customer satisfaction, manage rewards programmes more effectively, and ultimately drive growth.

Just some of the benefits of partnering with us:

- Efficiency: Propello provides an end-to-end solution, saving you time and effort in setting up and managing your loyalty programme.
- Ease of use: Our platform simplifies programme management, making it easy to configure offers, track engagement, and gather insights.
- Access to a partner network: With over 1,000 global brands, Propello offers a wide range of rewards, enhancing the appeal of your loyalty programme.
- Expertise: Because we specialise in loyalty programmes, we provide instant access to valuable insights and industry knowledge to optimise your strategy.
- Customisation: Our white-label solution allows you to create a loyalty portal tailored to your brand's identity, ensuring a seamless member experience.
- Continuous support: From technical assistance to marketing support, Propello stands by you throughout the journey, ensuring your programme's success.

With Propello, you can streamline your efforts, enhance your loyalty programme's impact, and focus on what truly matters – nurturing strong member relationships and growing your gym's success.

To learn more about the benefits of Propello for your gym,
Book a demo with a member of our expert team or **Get in touch** today.