

LET'S CREATE CONTENT



www.fisikal.com

fisikal

LET'S CREATE CONTENT!

Forget the days of workouts being limited to the four walls of a gym or studio. Online fitness has taken the industry by storm, becoming a digital force with users now expecting virtual fitness or fitness subscription videos on-demand or livestreamed as a standard option.

Fisikal enables a web or app-based platform from which you can add a whole new dimension to your digital offer. Combine on-demand content with livestreamed classes and offer members a blend of scheduled and time-flexible content to incorporate activity into daily life.

But what do you need to consider before the lights, camera, action...?

We talked to fitness industry content creation specialist John Owen to give us a few tips and tricks.

www.fisikal.com

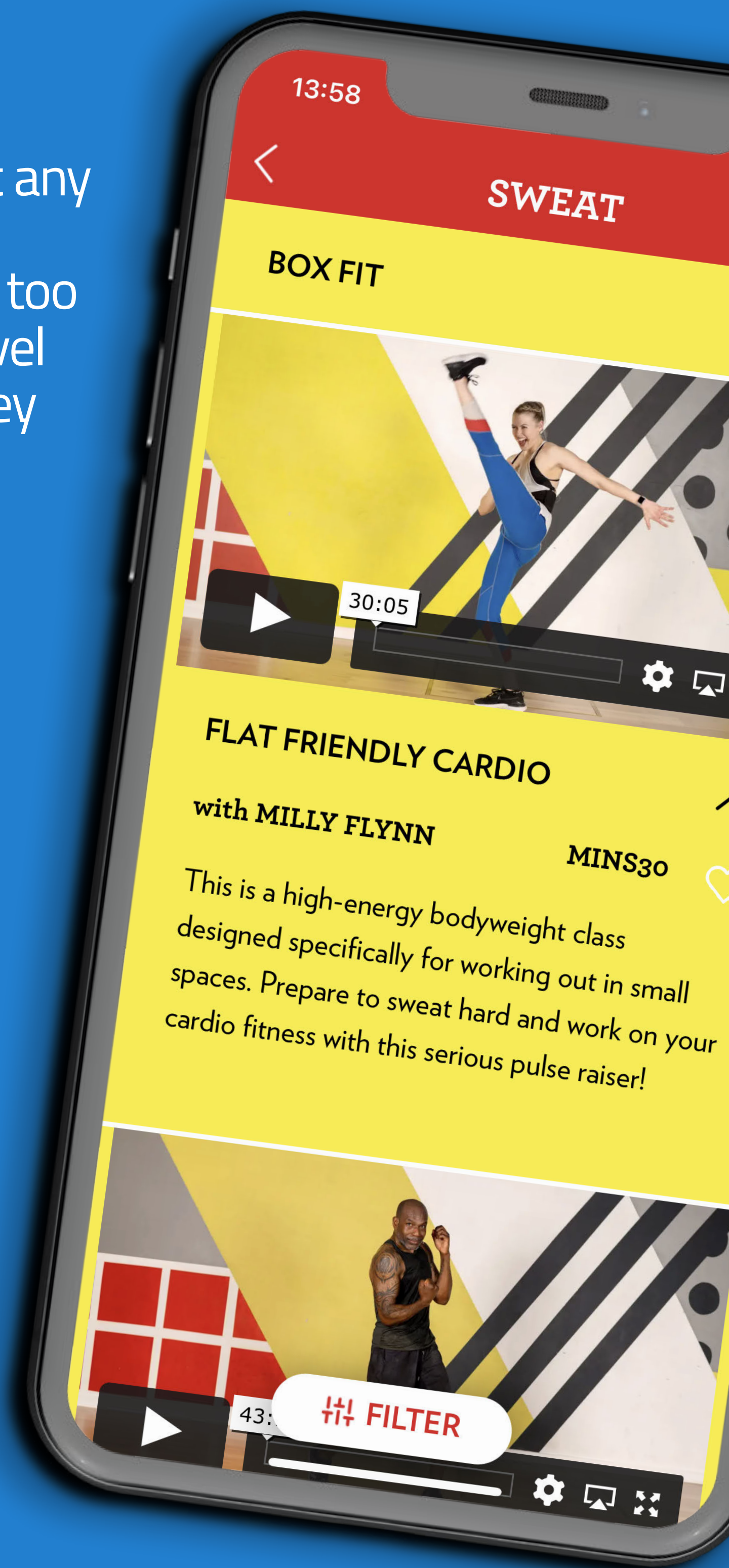
fisikal

START WITH THE END IN MIND.

Content is king. But not just any content. As member expectations have risen, so too has demand for a higher level of quality to the content they receive.

Your product also needs to be consistent so that your members recognise it as yours, and stay tuned to watching and engaging.

Ask yourself what level of quality you want to be known for. Making an early decision on this will save you money in the long run.



LOCATION, LOCATION, LOCATION.

What content are you looking to film? Do you need enough room for a lifting station or are you just filming in one spot using your bodyweight?

Is the area quiet, well-lit and with the equipment you need or do you need to do some ground work to get the area ready for recording?

Do you need to consider branded graphics and products for your filming space? What scene are you trying to set?

These are all questions you need to ask of your location. Just because your filming a digital fitness offering, does not mean it doesn't need to stand up to the fitness experience of the physical facilities.

www.fisikal.com

fisikal

ALL THE GEAR.

Before you hit record, have you invested in the equipment you need to provide the best experience? First impressions count, so get this right first time.

Sound quality is often the last thing people think about, but trust us – your members will thank you for getting the sound right. And that's not just considering your own sound, but the ambient sound in your filming location.

Invest in a good microphone with the appropriate recording levels so you aren't having to shout and the sound quality isn't affected by your movement. Lapel microphones can be affected by material and static, so test the sound if you are jumping around demonstrating exercises.

STANDING IN THE SPOTLIGHT.

If you're not adding any lighting, check that the existing lighting at your location is adequate and consistent, allowing you to edit content between takes.

Natural light is great, but changes by the minute so can affect the experience for your viewers and ceiling lights often have a colour cast and may flicker.

Test the lighting out with your camera before jumping in for a long take.

www.fisikal.com

fisikal

STORAGE AND PROCESSING.

Don't go through all of the hard work mentioned already and then be tripped up by not having storage for your content prepared ahead of time.

Long recordings can result in large files. Ask yourself whether you have got the storage and computer power to process them.

WE ARE HERE TO HELP YOUR BUSINESS.

If you would like to chat through your digital options already included in your package, or how to maximise your digital opportunity in the coming months, please get in touch with us directly via email or phone.

Info@fisikal.com

fisikal