

LET'S LIVE STREAM

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Covid-19 has catapulted the fitness industry into the digital age but even clubs with a solid digital offer cannot rest on their laurels.

The environment is evolving at a rate of knots.

Yesterday the baseline digital requirement was on-demand content provision but this is shifting fast to live streaming. Consumers increasingly want to feel part of a real time experience which connects them to others

Fisikal enables live streaming via web or app based platforms adding a whole new dimension to the digital offer. Combine this functionality with on-demand classes and members have a comprehensive blend of scheduled and time-flexible content to ensure they can incorporate activity into daily life.

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LIVE STREAM CLASSES FOR THE MEMBER ...

Streaming live content through the Fisikal solution enables the delivery of a highly bespoke, custom branded experience, beautifully connecting the digital to the physical offer.

The whole process from booking through to payment is completed in-app or via the operator's website. This ensures the member remains connected to the brand from start to finish creating a totally immersive, seamless experience.

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LIVE STREAM CLASSES FOR THE OPERATOR...

All data collated is available for analysis, presented via a single, easy to read, dashboard giving instant feedback on operational and financial performance, driving the business to success.

Content access control. This could be as simple as restricting viewing access to members or creating further levels of access within the membership. This opens opportunities to introduce a tiered fee structure based on access rights.

As a short term fix, social media platforms such as facebook Live, Zoom and Instagram can provide a solution but they offer none of the above functionality.



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VIRTUAL PERSONAL TRAINING AND SMALL GROUP TRAINING

Virtual training offers the perfect complement to in-club training. It enables fitness professionals to extend their connection to members 24/7, creating a complete wraparound care and support service.

Whilst gym doors have been closed, personal trainers have been delivering content direct to consumers via a multitude of platforms including Zoom, Instagram, YouTube, Teams and facebook Live. This removes the operator brand completely from the process, distancing it from members and making a re-connect more difficult.

Operators need to invest in an integrated solution that places their brand at the heart of the provision. Member facing, this enables control over content and production quality, whilst back of house it enables the application of business analysis tools to help operators improve efficiencies, maximise revenues and generally directly manage the personal training aspect of their business.

Operators running their personal training business through Fisikal maintain a brand connection to members and control over bookings, payments and content for both in-club and at-home experiences.

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

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