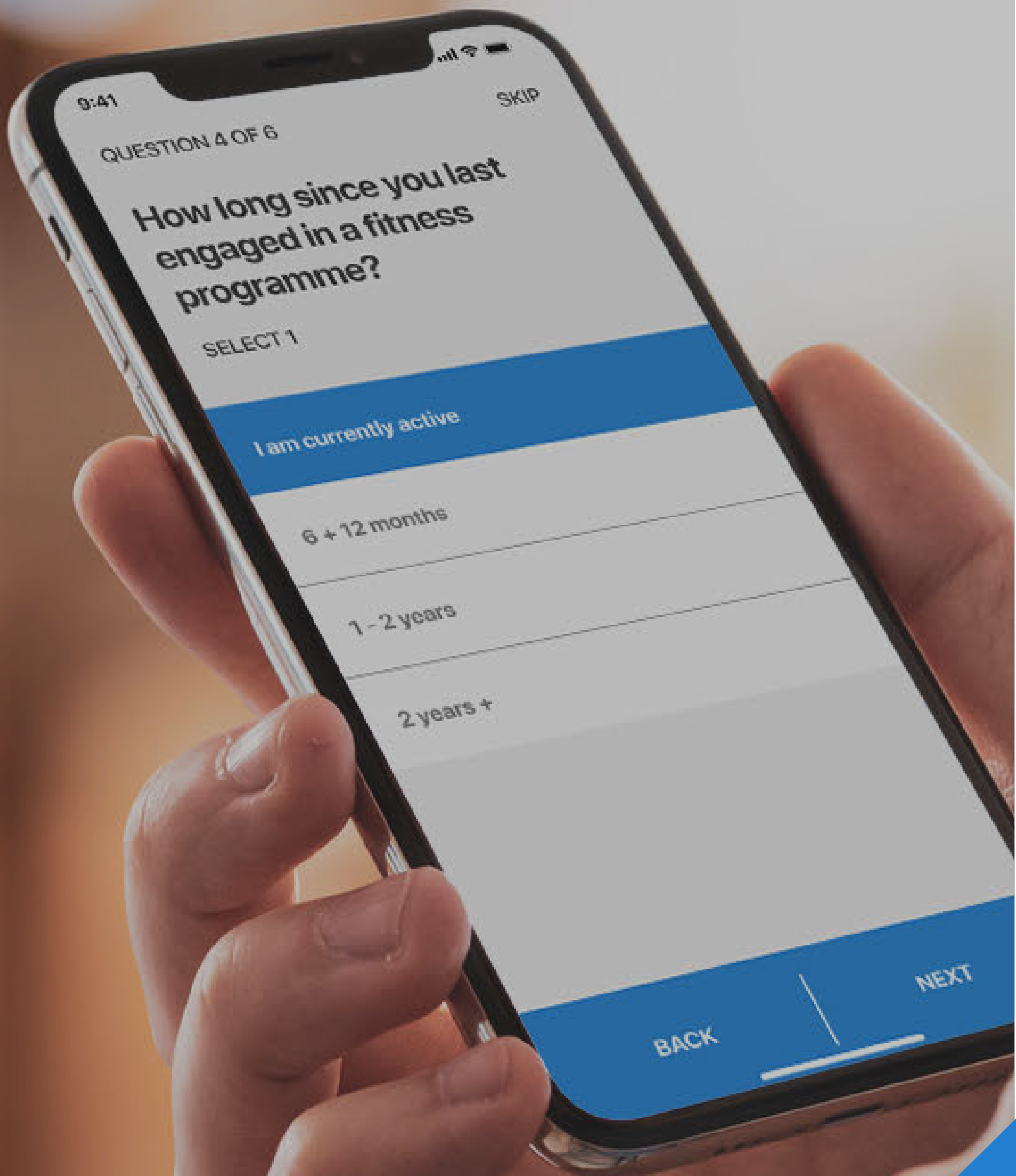


# LET'S RUN A DIGITAL PROMOTION!



9:41 SKIP

QUESTION 4 OF 6

How long since you last engaged in a fitness programme?

SELECT 1

I am currently active

6 + 12 months

1 - 2 years

2 years +

BACK | NEXT

# LET'S RUN A DIGITAL PROMOTION.

Fisikal has developed a standalone, white label app to empower gyms to run tailored digital promotions.

The app is designed to support gym owners who do not currently have the digital capability to launch and manage digital member acquisition campaigns and would welcome an app that enables the collection of user profile data, access control and engagement tracking.

Once set up, the app can be used to run any number of bespoke promotional campaigns throughout the year, all tailored to the needs of your business.

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# WHY DEVELOP THIS APP?

To provide a simple means of gym owners managing a digital promotion without the need for integration into existing systems.

Ukactive's recent Digital Futures 2022 reveals that whilst independent and small chain operators are open to communications about digitalisation many are not as digitally mature as their larger, multichain counterparts.

This means that many may not have the digital capabilities to run app driven member acquisition campaigns that have the potential to have a significant positive impact on revenue generation. We set about creating a solution.

# WHY INVEST IN THIS APP?

The app creates an effective means of running a digital solution that provides a convenient way for users to engage whilst providing operators with real time access to user profile and behaviour data.

The app is standalone. It does not need to interact with a third-party CRM system. All functionality is contained within the app. The app can, therefore, be purchased and managed without the need for any form of digital integration. The app can also be custom built in just a few days.

Once developed, the custom branded app is downloadable, free of charge, from Apple App Store or the Google Play Store.

# THIS APP ENABLES THE USER TO:

Access (via a secure code) information about the promotion.

Book an initial visit to the gym to activate the promotion.

Access the gym each visit via the presentation of an app generated QR Code.

Affordable QR code reader available as part of the app set up fee.



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# THE APP ENABLES THE GYM OPERATOR TO:

Access individual and collated user profile data from a quick survey every user is asked to complete on launching the app. This can be used to build intelligence of those activating the app.

Capture contact information to enable future marketing and promotion to that individual.

Access real time data on engagement – how many people have downloaded the app, booked a visit, attended a visit. How many times are users accessing the club during the promotional period.



# CASE STUDY.

Central YMCA engages Fisikal to build a custom-branded App to manage its 2022 Christmas member acquisition promotion.

Built and delivered within a three-week window, the dedicated app enables invited individuals to activate a festive pass to Central YMCA, and functions as their electronic membership card throughout the 12 consecutive days of the promotion.

Ryan Palmer, Chief Operating Officer at Central YMCA explains how this digital solution elevates the user experience and create business efficiencies.

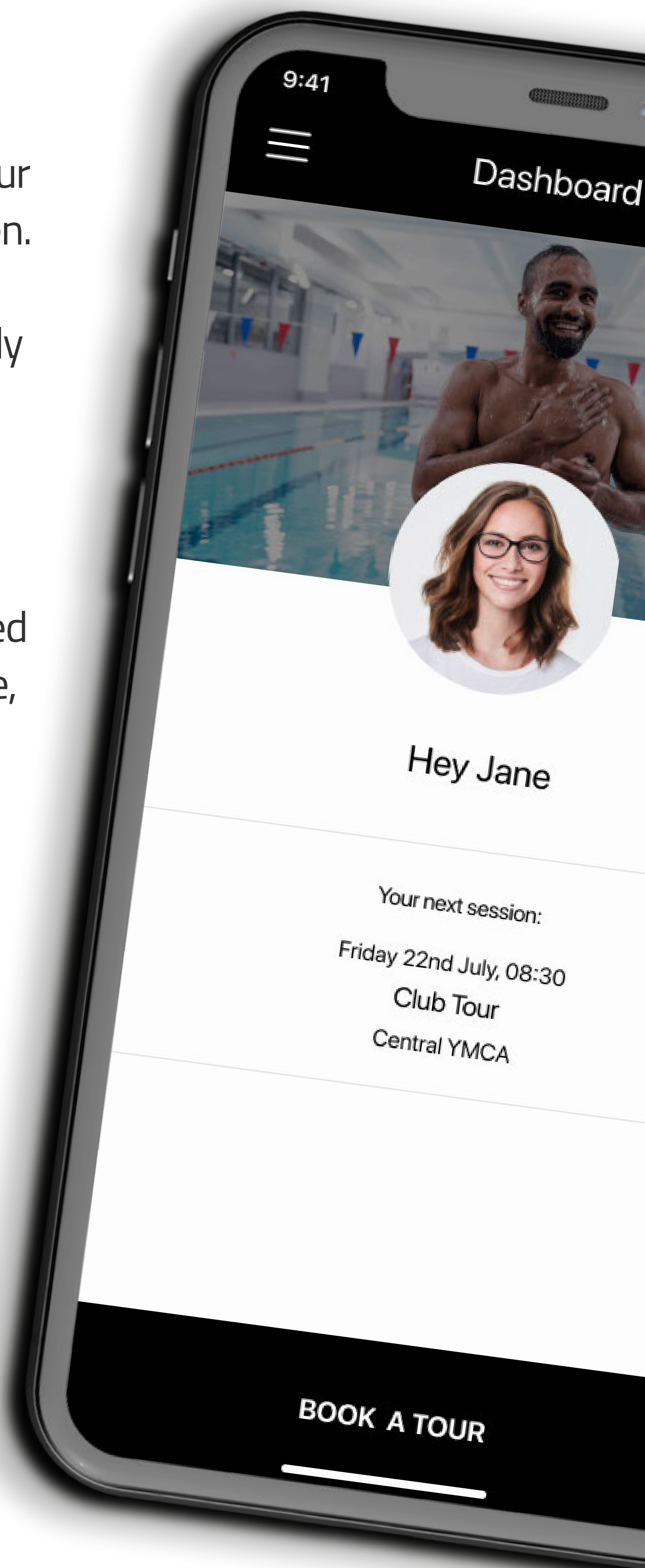
“Like so many operators, Covid hit our membership numbers hard. In October this year we engaged independent industry veteran, Doug Miller, to work with us to develop our ongoing member acquisition strategy.

“To kick start the campaign, Doug suggested we run a modern, digital version of the traditional 12-days of Fitness promotion. Digitalising the execution removes inefficiencies of a paper-based system whilst also providing real-time access to user profile information, plus activation and engagement data.

# CASE STUDY CONT...

“We didn’t have the capability within our current ecosystem to make this happen. That’s when Doug put us in touch with Fisikal. Three weeks later, we had a fully functioning, custom branded App, designed specifically to support our promotional needs.”

The Central YMCA Club custom branded App can be downloaded, free of charge, from the Apple App Store or Google Play Store. Content is then unlocked via a secure code provided by Central YMCA. Once inside, the user can access details of the promotion and, after answering some basic profiling questions, arrange to visit the club and complete a tour.



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# CASE STUDY.

In the Club, a QR code stored in the app, verifies the user, grants access, logs this initial visit and any subsequent visits. The code remains active for the term of the promotion, automatically switching off at the end of the promotion's term.

Ryan adds: "The App is a game changer. Not only does it modernise the experience of the person enjoying the promotion, it also gives us, the operator, access to real time data that helps us to understand the popularity of the promotion and the behaviours of those involved.

"We can pull customised reports to show how many people have activated the promotion, the profile of those involved, the days and times people are visiting, how many times they are visiting and when the promotion is due to end for individuals so we can intervene and encourage them to join Central YMCA Club. I am confident that the revenue we generate from new memberships will far outweigh the investment in the app."

# 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](mailto:Info@fisikal.com)

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