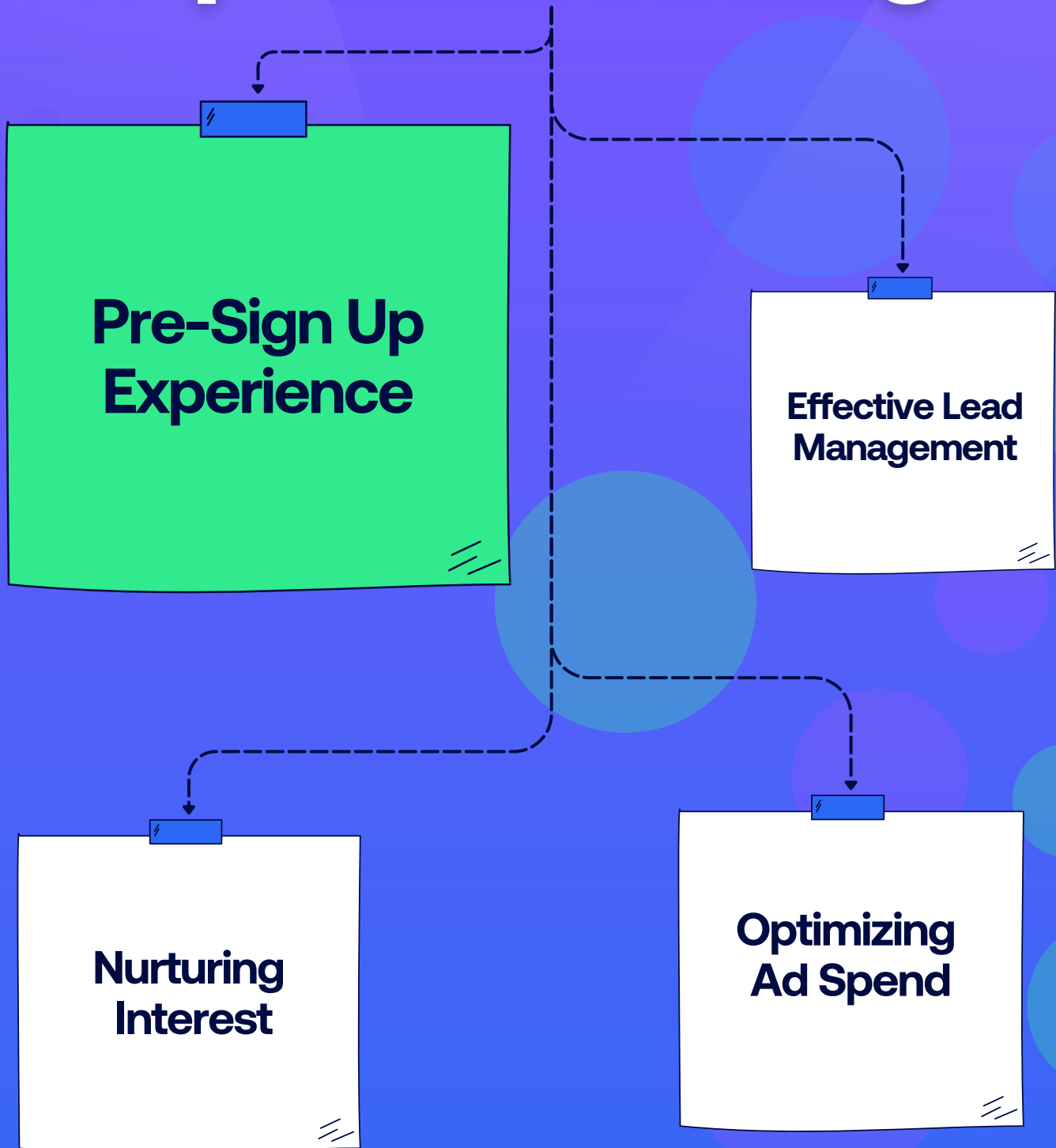


# Optimizing Member Acquisition Strategies



# Pre-Sign Up Experience - Optimizing Information Discovery

The journey a prospect takes before they even consider stepping foot in your gym is crucial.

The pre-sign-up experience, especially the interactions that occur through your digital channels, can be the deciding factor in whether a potential member chooses your gym or moves on to another option. Simply having a web presence is no longer sufficient; it's about creating an online experience that is thoughtfully optimized to engage, inform, and connect with prospects at every touchpoint.

Top-of-the-funnel strategies should not begin and end with ad campaigns or special offers, nor should they focus solely on capturing leads. Instead, it's vital to optimize the prospect's experience from the very first moment they digitally encounter your brand.

The objective is to make prospects feel invested, valued, and connected to your club long before they ever hand over their details. When you prioritize their experience and make them feel welcomed and understood while they evaluate your offerings from a distance, you position yourself to capture higher-quality leads - those more likely to convert and remain loyal members. This approach, in turn, enhances the return on investment (ROI) of your member acquisition efforts and could even lower your cost per acquisition over time.

**Want more tour bookings? Then don't make it hard. In fact, make it so easy to self-service they can convert without the burden of having to speak to a member of staff.**

This guide is designed to help you refine your top-of-the-funnel strategy, starting with the most likely initial interaction a potential member has with your brand online. Whether through your website, social media, or other digital platforms, every interaction should be crafted to facilitate a seamless, enjoyable experience. The ultimate goal is to make information discovery straightforward, reduce friction, and guide prospects effortlessly toward taking the next step; whether that's booking a tour, scheduling a free trial, or signing up for a membership.

To achieve this, gyms must prioritize user experience (UX) across all digital channels. This involves being responsive, eliminating unnecessary steps, and ensuring that key information is easily accessible. By optimizing the pre-sign-up experience, you not only increase the likelihood of converting visitors into members but also establish a strong foundation for a positive, long-lasting relationship with your facility.

In this guide, you'll discover best practice tips for every aspect of the pre-sign-up process, from determining the optimal placement of pricing information on your website to enabling self-service tour bookings. We'll also explore how to effectively leverage social proof, ensuring that every interaction builds trust and reinforces the value your gym offers. By implementing these strategies, you can create a pre-sign-up experience that not only attracts and converts prospects, but also leaves them delighted and eager to invest in your brand.

# Pre-Sign Up Experience

## NEWSLETTER SIGN UP

Newsletters are a great way to deliver key information about promotions, free trials and open-days, and they are a great way to get contacts into your database. Then you can implement a demand generation strategy for the slow burners where you foster loyalty and trust in your brand over time through educational content that informs and delights.

## SOCIAL MEDIA CHANNELS

If you've got them and you are showcasing your community there, then make sure you have them on your homepage in an easy-to-locate position. The place where consumers intuitively look for social links is in the footer.

## OBVIOUS MEMBERSHIP PRICING

Don't hide your membership pricing and options! If consumers have to hunt for it, or it doesn't make sense when they find it, they will simply go elsewhere. We recommend featuring this information on your home page or providing a link to pricing in your top-level navigation.

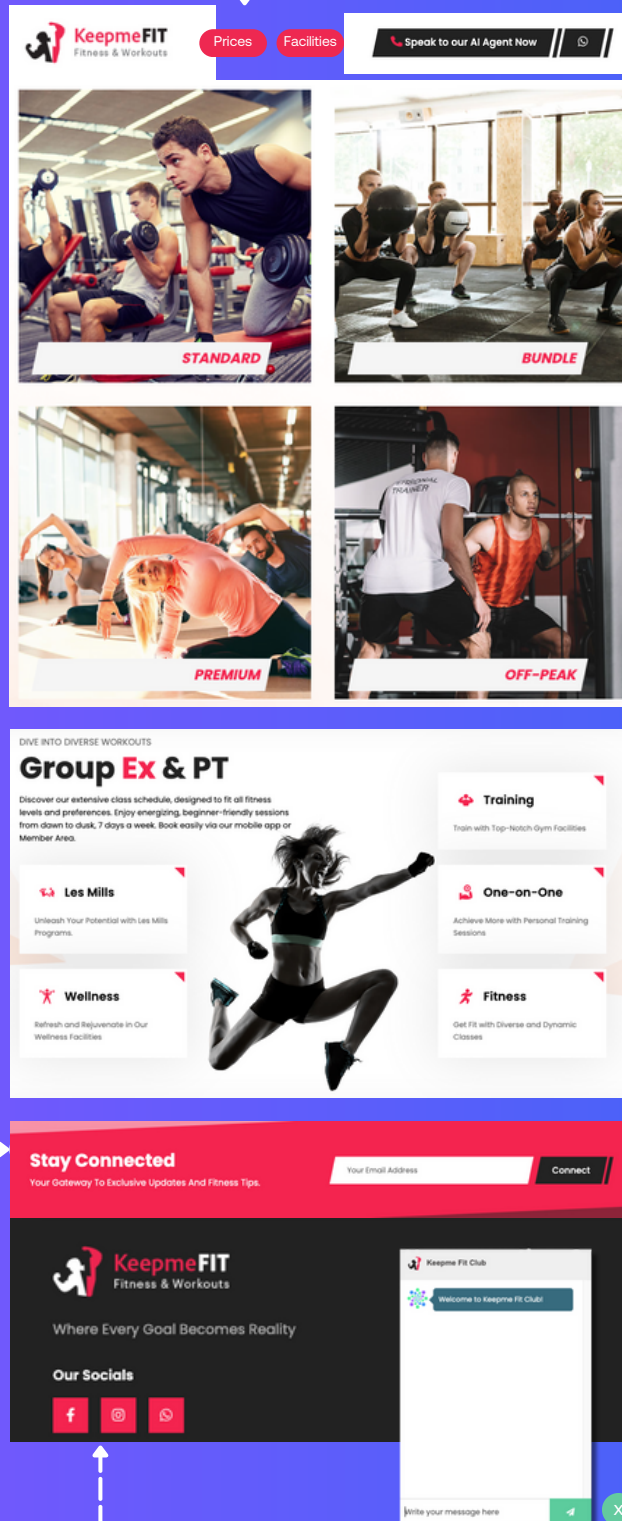
## MAKE YOUR OFFERING CLEAR

Make sure you offer clear information about your facilities and services. Don't leave your prospects wondering if you are class-based or if you actually have an open-gym floor. If you are all about group-ex and PT then spell that out.

## INSTANT COMMUNICATION CHANNELS

Provide multiple ways to get information instantly. Not everyone wants to read the website or click through to find what they need, so make it as easy as possible for them to fall in love with your club by providing as many ways to learn about you as possible - research has shown these to be consumer preferences:

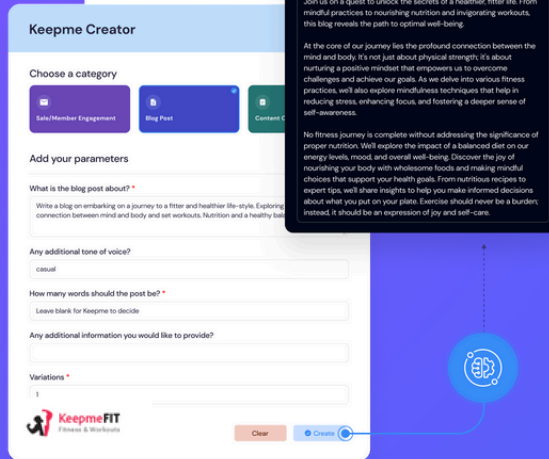
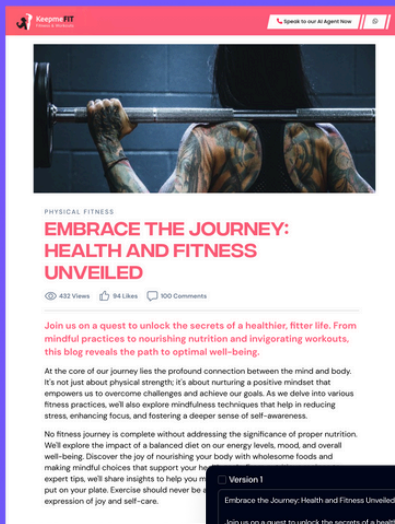
- Web chat
- Social Media
- WhatsApp





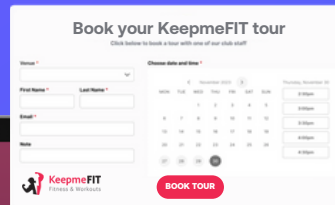
## ENGAGING CONTENT STRATEGY

You might not realize it, but your prospects want to feel connected to your brand. They want to recognize their interests and aspirations in what you offer. A great way to differentiate your club from others is to show them you're running a knowledgeable, well-informed facility. Non-promotional content is a great way to demonstrate this - think nutritional trends, recommended workouts and 'Member Spotlights'. AI-powered content generators are a great way to inspire your teams and deliver this kind of content regularly.



## SELF-SERVICE TOUR BOOKING

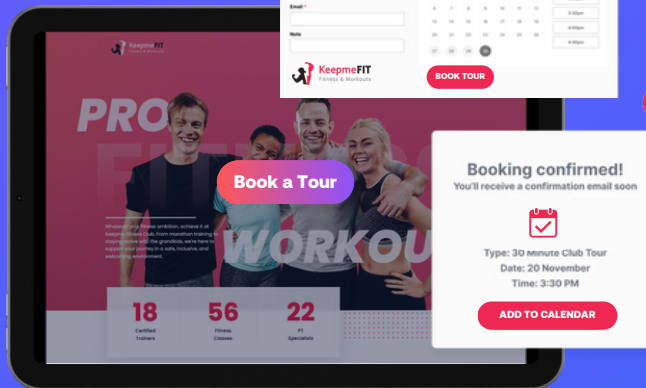
Research shows that prospects expect to be able to do anything online that they can do in person. There are many different layers to that, but if you offer tours, relying on someone calling to book one means you are missing out on valuable opportunities to get them in your pipeline. Offer self-service ways to schedule tours with simple sign-up fields, or utilise AI Agents across your channels who are trained to nurture prospects through to this desired action.



CONFIRM BOOKING

## MULTI-CHANNEL COMMUNICATION OPTIONS

Give your prospects different ways to communicate with your brand. If you have a highly responsive sales and marketing team, then put them to good use across social media, email, inbound and outbound calls, live web chat, WhatsApp and SMS. Better yet, leverage AI-powered Sales Agents to manage these channels 24/7, ensuring you never miss an inquiry or an opportunity to book a tour.



## LEVERAGE SOCIAL PROOF

Your members are the backbone of your club. So spend time gathering feedback in the form of NPS surveys and CSAT scores as well as member testimonials, and place this differentiating information on your homepage - it's a big selling point!

"The KeepmeFIT team make me feel at home. From day one of my free trial, to three years later. I wouldn't go anywhere else now."

Jenny Kelso - KeepmeFIT Member





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