



MARIANA TEK.
by xplor

E-BOOK

Play to Win

Boost Your Studio's Revenue and Improve Loyalty with Gamification

From virtual bootcamps, exclusive swag competitions, to story-driven challenges, we're witnessing a fitness revolution—and its gamification.

When community building is one of the most important parts of the fitness industry, how can boutique studios create motivation and momentum to drive loyalty and revenue?

One answer is gamification.

Why gamification?

Gamification is all about adding game-like elements, like competition with others and point scoring, to encourage engagement with a product or service. Gamifying experiences helps distract us from the task or chore at hand and is used to increase someone's natural desire to push themselves, like in a workout.

Some would consider fitness and physical activity to be a chore, so when it's gamified, we are able to create the incentive needed to accomplish the task, rather than expecting our clients and members to rely on their own willpower and motivation.

Gamification as a concept in fitness and wellbeing isn't new. But the technology needed to power it into the mainstream has finally reached a tipping point. Fitness trackers are not only used by people on their own, but also are starting to make their way into in-studio experiences. Our research at Xplor shows that in the US 38% of club members wear a fitness tracker during their workout and in the UK 24% do. Data from Grandview Research suggests that global wearable technology is set to grow nearly 16% every year until 2027.

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How are studios using gamification to spark member engagement?

There are two schools of thought when it comes to competition and gamification. You'll either lean into the experience and use the competition to fuel your actions, **or** you feel overwhelmed and demotivated by the thought of competing with others and comparing your actions to theirs.

Here's how three businesses successfully curb the latter to build engaging member experiences.

The Pursuit, by Equinox

At first glance, Equinox's *The Pursuit* is a darkened room like many other cycle studios, but it's an entirely gamified cycle experience. Each rider is trying to get to the top of the screen as fast as they can, which represents the number of miles ridden; they get 3 tries to try to beat the previous miles logged.

The 45-minute class is made entirely of games projected on the screen to push the riders to their personal limits. Participation is entirely optional, but highly encouraged. At the end of the class, you get your performance rankings based on the class of other riders and top performers are celebrated on the screen. It gives the riders bragging rights and a huge adrenaline rush!

PRO TIP

Make sure your challenges have are realistic and can be done by members with a range of abilities, also your challenges need a defined goal, end date, a way to track progress!



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NEIGHBORHOOD Barre: Summer Solstice Challenge

Gamification for fitness studios doesn't have to be a digital game on a screen. Many studios run challenges for their members to take a set number of classes in a given period of time for years.

Challenges in and of themselves are games and motivators to help us do more of the things we want to do until they become habits, like taking a fitness class three times per week, plus practicing mindfulness. They are successful tools to engage your members and encourage loyalty and consistency thereby helping your clients reach their goals.

Barry's: United We Sprint

Barry's had a challenge in June 2022—a challenge against yourself, to take either 5 classes in 2 weeks or 10 classes in 14 days anytime between June 1 – June 30. With your challenge, you earn stars in The Academy (Barry's loyalty program) for completing either 5 classes or 10 classes in 2 weeks. In addition, for every finisher, Barry's will donate \$25 to GLAAD.

No matter what type of gamified experience you choose it's a great way to increase your members' confidence in their own abilities!

PRO TIP

Build your challenge around an event, like Barry's with Pride Month, to leverage that event's momentum and make a statement with your brand.



Winning strategies

So, what are the best ways your studio can implement gamification to see killer results?

1. Don't over emphasize the rewards

One thing we know is that you don't have to give people crazy rewards forever to stimulate healthy habits. Little rewards and recognition for short periods of time are enough to get people going, then intrinsic rewards take over, like better mood, or improved strength or more sleep.

The rewards are used to add some additional motivation to participate, but the game itself is what becomes addicting that you want to keep playing, to keep pushing to the next level. Your members may be motivated to participate because you offer a free year membership in order for them to participate in an 8-week challenge, but the reward is truly in realizing that you were able to do the thing you wanted to do for yourself.

2. Celebrate all performers (not just the top performer)

Gamification doesn't have to be a way to encourage competition. Studios are adding gamification challenges during their virtual programs to copy the social accountability experience they'd provide in their facilities. This is a great opportunity for instructors or coaches to improve their programming and motivate members to achieve their goals through gamification, regardless of where they rank in the class or course.

3. If it isn't tracked, did it even happen?

The rise in wearable tech makes it possible to gamify workouts in a way that's never been done before—and consumers are responding. We've seen that when studios add gamification to their programs, people feel more motivated and connected to their fellow gym-goers, and inspired to stay accountable for reaching their fitness goals, even if they're working out at home.

4. Get creative

Now you know how to add gamification to enhance your members' experience, but how can you incorporate gamification with your employees and your staff? Can you gamify the sales process? Or how about the number of members participating in a challenge in a studio vs studio environment? Gamification encourages play, manufactures motivation, celebrates consistency and allows for focus!



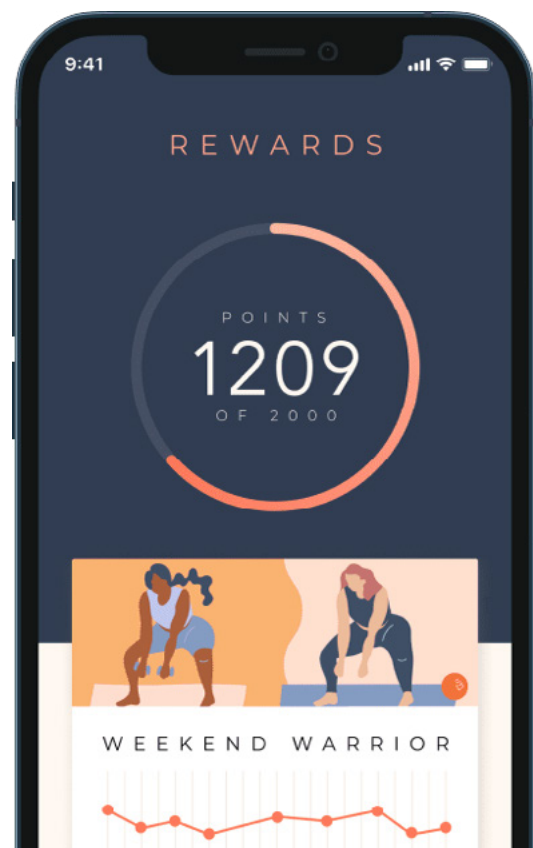
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The member experience is everything

Who doesn't love a bit of fun and healthy competition? At Mariana Tek, we are always looking at ways to help fitness studios reach their goals in innovative ways. Not only do we help you provide premium experiences for your customers, but we are your partners in growing your business. With a wide variety of integration partners like **Spivi**, **PerformancelQ**, **IPStudio**, and **Tribe Fitness**, you can take your in-studio gamification experience to the next level.

Your brand is the lifeblood of your business and your digital experience should be just as smooth. Mariana Tek's technology is designed for boutique fitness studios to deliver a premium experience for your members. Instantly get a 360-degree view of your customer and their activity across all your locations and maximize your studio's profitability with tools to get more from your members.

Build your brand, business and community at the same time, without sacrificing member experience to admin work. Whether you're focused on classes, personal training, or both, our feature set flexes to keep your staff and members organized, motivated, and on track.



If this sounds good to you,
why not check us out?

[Schedule a demo](#)

Learn more: marianatek.com



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