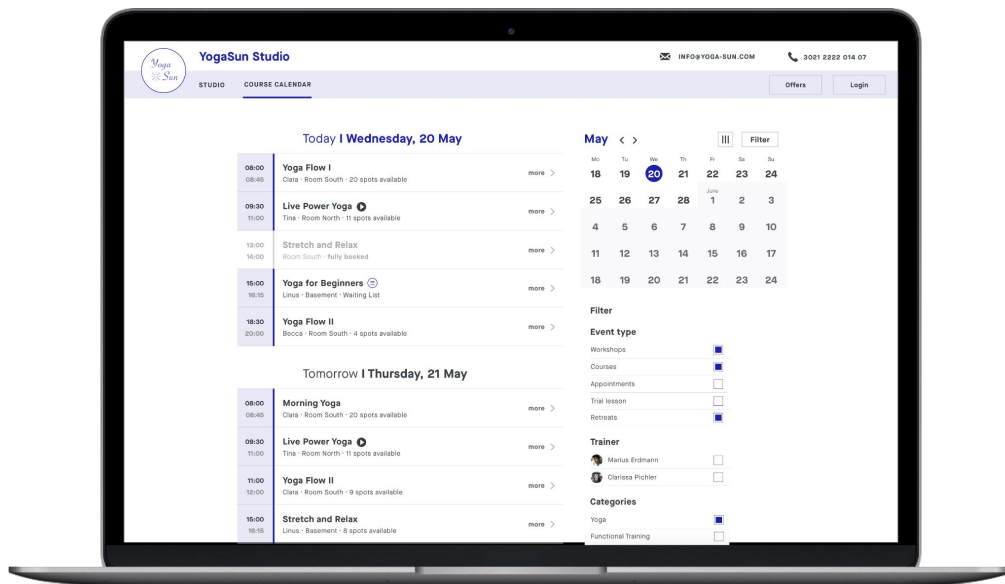


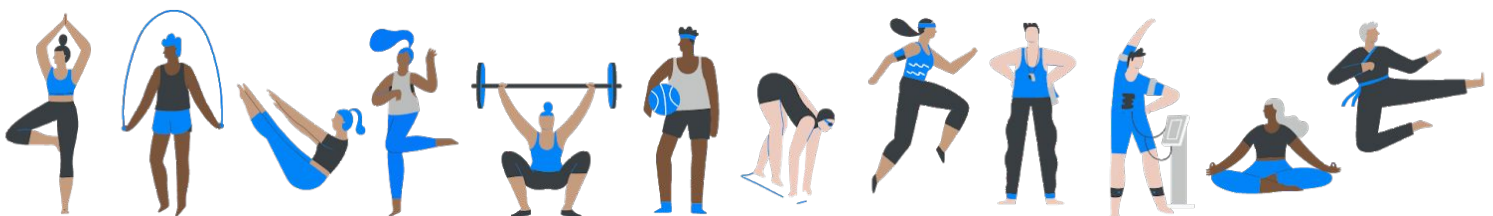
# FITOGRAM

Summer is c--ming

How to make the most of it



Technical set-up & success  
tips





## Why FitogramPro for Outdoors?

1. **Multiple** locations & trainers
2. **Booking & payment** management made easy
3. **Mobile** access to manage attendance
4. We help you **grow** (tips & tricks)

## Content Table

Outdoor: 4 step set-up

How to receive bookings

Manage attendance on the go

Tips and tricks for success

1- QR codes to win new customers

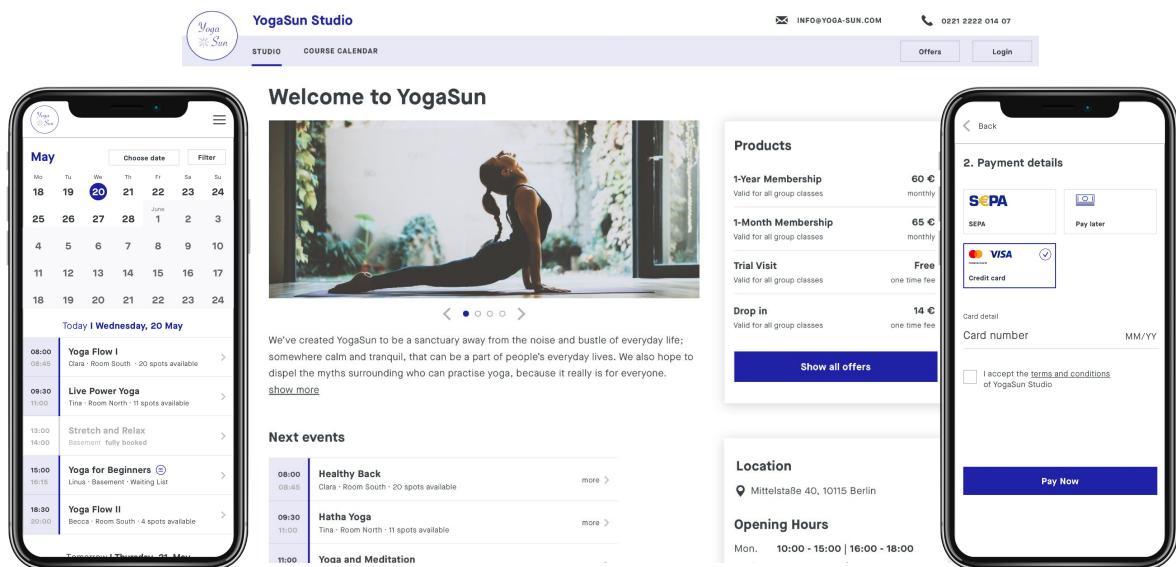
2- Bring a friend scheme

3- Content creation engine

4- Play with pricing: booking rules



# Your outdoor classes just a click away



## What you need - get ready

A scan of your ID  
(only if you need online payment)

☐

15 minutes of your time

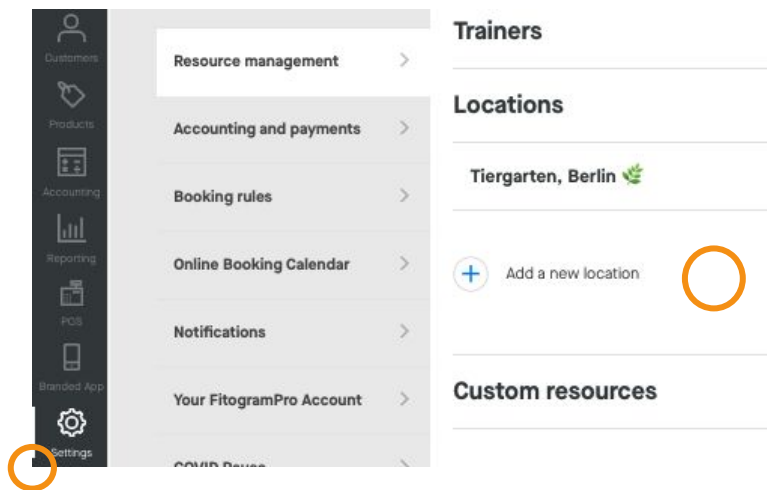
☐

A free Fitogram Account. Get one by clicking  
below

☐

**SIGN-UP**

# Step 1: Create your locations



The left bar menu is easy as pie:  
click on *settings*

Under resource management  
click on *locations*

Add a new location or edit the  
ones you have already created.

## Step 2: Create an event

Click on the + sign on the top  
right corner

Click on *New event*

With just a few clicks you will be  
able to set up your event:

Give it a clear title, add trainers  
& locations...

...Is it an online course? NO,  
finally!

Select your category & create a  
catchy description

Play around with further settings  
to activate other advanced  
features. Unlock your full  
potential!



**Event schedule** Cancel series

Starting time: 07:00 Finish: 08:00 Event Start date: 27/04/2021

Event recurrence: Recurring Recurrence end date:

Event recurs on: MO TU WE TH FR SA SU

+ Add another series or an event

Set the event as “recurring” and select the recurring days

*The same lesson takes place at a different time on Sundays? Just click on “add another series” and set that up too!*

Ready? Click on confirm!

## Step 3: Create your pricing

**Set-up a pricing plan**

Contract

- For classes or appointments
- With automatic renewal or no renewal

Credit pass

- For classes or appointments
- One time visit / try out / credit passes

Event ticket

- For a special event (e.g. a workshop)
- One price for the whole event

On the left menu bar, click on “Products” and “add new product”

Choose the type of product you want to sell

A good idea is having both a contract and a credit pass with just 1 credit as “trial lesson”

## Step four: set up payment

1 Product Selection 2 Verification & payment 3 Order Confirmation

**Your Data** Welcome Nick [Not you?](#)

**Payment details**

☐ Pay later ☐ Credit card ☐ Direct debit

**Your Order**

Morning Yoga Tiergarten  
Wednesday, 28.04.2021 | 07:00 - 08:00  
Giulia - 10 available

Monthly yoga Online + Park Training  
Contract term: 1 month  
Renews on 27.05.2021 | Cancel until 27.05.2021

Monthly	100 €
Total incl. VAT	100 €

☐ I accept the [T&C](#), the [cancellation policy](#) and [privacy policy](#) of FITOGRAM ITALY.

Paying you in cash on the spot? Credit Card or PayPal? As you prefer.

Let's set that up. Where? Under settings, select Accounting and Payment



### Connected payment methods

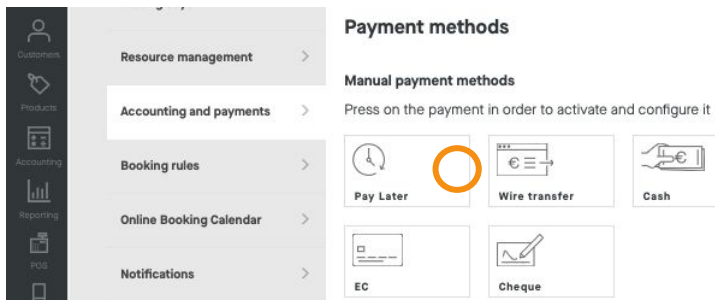
Press on the payment in order to activate and configure it



Click on one of connected payments & select your account type (individual or company? Check it [here](#))

Enter your information and upload your ID: you account will be verified soon!

Credit card and Sepa are available to all users. Paypal is part of the S package feature set. ([learn more here](#))



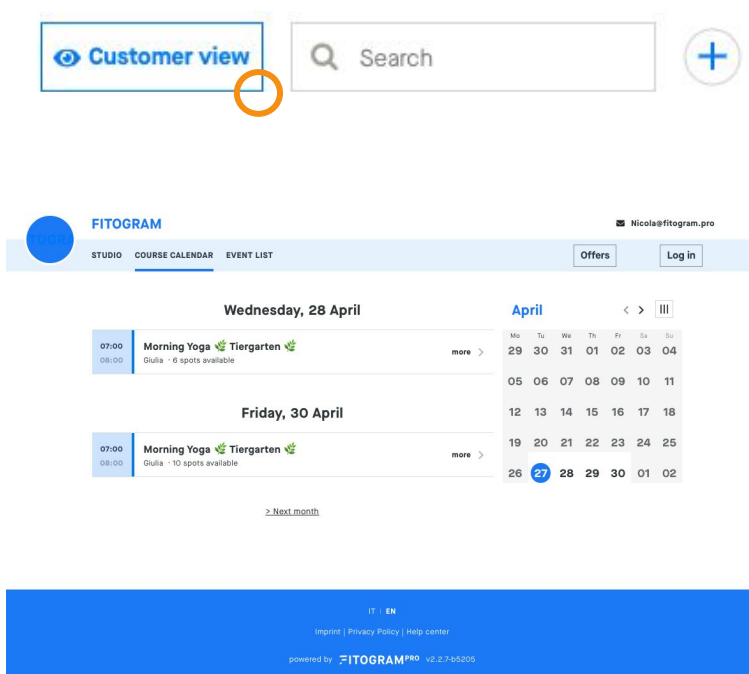
**Confirm** that your customers can use this payment method on your booking tool by selecting it under *Online payment methods for the booking tool*

In case you don't want to offer online payment you can activate Pay Later option

## Next

How to receive bookings

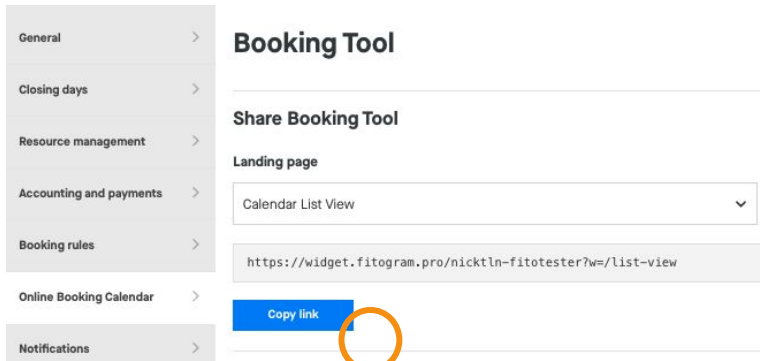
## Remember this?



Everything that you have done so far will be reflected on the booking tool: **that is the place where you get bookings!**

You can always access that to check how it all comes together, and even *simulate being your customer* with a [temporary email!](#)

Click on the button on the home page and have a sneak peak!

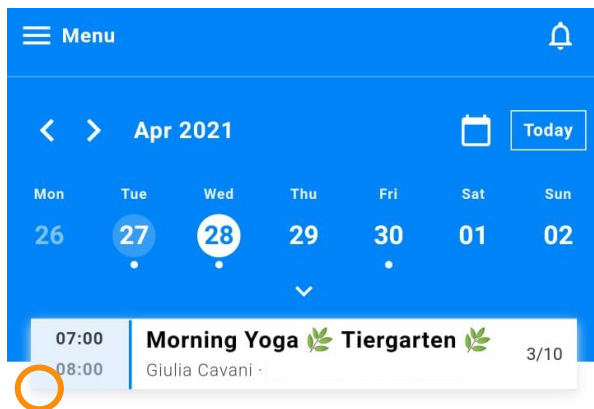


Go back on settings and click on “Online Booking Calendar” and copy the link!

In that page you can even personalize the calendar with your colour and logo! ([For S user or above](#))

## Next

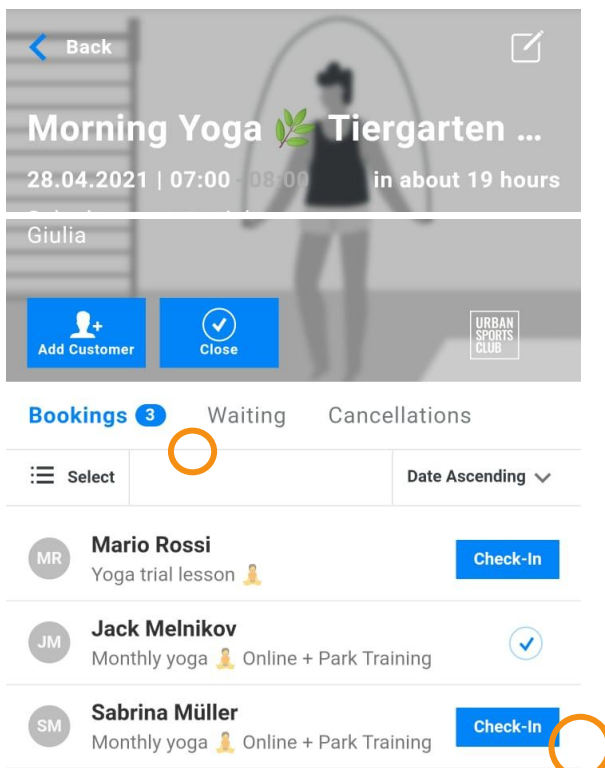
Manage attendance on the go



On your way to the park? Check your bookings!

Open your account from [mobile.fitogram.pro](https://mobile.fitogram.pro)

Check your upcoming events in seconds



Are you already in the park and people are coming?

Tap on your customer to check them in

You can also monitor people on the waiting list and manage cancellations!



# Next

## Tips and tricks for success

### 1-Outdoor as advertising: QR codes to win new customers



What about having a QR code to redirect potential customers who see you training to the online calendar?

Try to scan this! Cool right? Let's see how to do that: it's free and takes two minutes!

Go back on settings>online calendar>share>copy your booking tool link.

[Open this website](#) and paste it in the generator. You can add your custom colours and logo! Click on Create, then Download it!

#### Be creative:

You can *print the QR code*, have it on *your phone* to show to passers by or even print it on your own *branded T-shirts*!

In the sharing options of the online calendar *you can select a certain view*, did you know that? This means that you can redirect to a specific part of the booking tool. Like [to your offer](#), or [weekly view](#)!

Remember to have a *trial product* (free or at a low price) to win new customers! A trick here is to *restrict the purchase to one per customer* to avoid giving too much away. You can find it in the advanced options when creating a product.

ENTER CONTENT

Your URL

<https://widget.fitogram.pro/nicktn-fitotester/?w=list-view>

OFF Statistics and Editability

SET COLORS

ADD LOGO IMAGE

CUSTOMIZE DESIGN

Low Quality 1000 x 1000 Px High Quality

Create QR Code Download PNG

#### Share Booking Tool

##### Landing page

Offers Page

Calendar List View

Calendar Weekly View

Event List

Offers Page

##### Booking Details

Available online? ☐ No ☒ Yes

Purchase restricted to one per customer? ☒ No ☐ Yes



## Morning Yoga 🌿 Tiergarten 🌿

6 Giulia



## Create a Credit Pass

Product name

Free Training - Referral

Online description

B I U H EN

A bonus lesson for you 🎁 Get another one recommending us to a friend!

Amount incl. VAT

0

Amount incl. VAT

€

Normal (19.00%)

## Credit pass details

Number of units

1

Validity

2

Month(s)

**Jack Melnikov**

LOYAL +

Member since 15 October 2019 |

+ Add Voucher

Check-in New payment Add product Resend invitation Notifications

## Add product

JM Jack Melnikov

Product

Select product

Monthly yoga 🧘 Online + Park Training (€100.00)

Yoga trial lesson 🧘 (€5.00)

Free Training - Referral 🎁

Go to your events description and add something like: *“bring a friend and you each get a free lesson as soon as your friend purchases <your product name>/ a minimum of <X amount>. They just need to send an email to <your studio email> with the Subject “Referral His name Your name>!”*

Email the same messages to your customers & remind them to share your events

First, create a product called “free lesson - referral”.

Set the cost to 0€

“Show on Booking Tool” Click on NO. You’ve just created your first private product! This is useful for all sorts of private promotion.

Go to the customer section once the referral makes the first purchase

Add the product to both referrer and referee

All set! They can benefit from a free lesson. They are both happy and you got a new customer!

You can even tag the referrer with a tag saying “loyal”

## Next

### 3- Content creation engine



We all wait for outdoor sessions, that's why it can be smart to leverage them as content creation sessions!

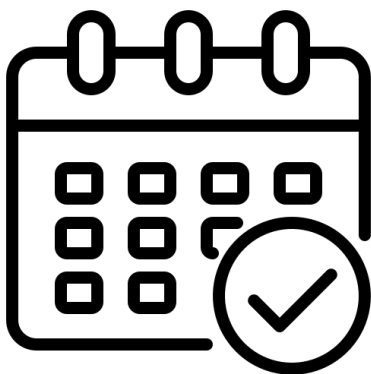
Have some collaborators filming the whole session or taking pictures. You can then reuse it:

- To create social media posts
- To create stories
- As a base for advertisement campaigns

Make up a hashtag and create even more buzz

## Next

### 4- Playing with pricing: booking rules



Booking rules on FitogramPro allow you to have a fully hybrid offer: Let's give an example with random prices, just so that you grasp the concept behind it.

- Product 1: access to online courses **20€/month**
- Product 2: access to outdoor lessons **30€/month**
- Product 3: access to outdoor & online lessons **35€/month**

Customer are likely to pay a premium to reserve their spot at a long awaited in-person session. Likewise, offering a flexible on-offline offer can be a way to increase margins.

# What you need

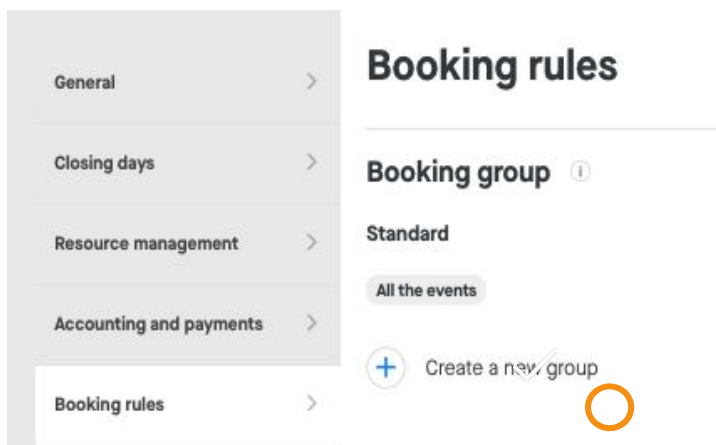


Three products:

- one for online at a lower price
- one for outdoor at higher price
- one premium product that can be used for both and has an even higher price

Two events with the same concept e.g. Yoga Online and Yoga in the Park. In case you don't know how to set online classes [check this](#)

A bit of patience and 15 minutes ✓



Click on settings> Click on the booking group tab

Click on create a new group under booking groups

Create two groups e.g.

- Yoga Online
- Yoga Outdoor

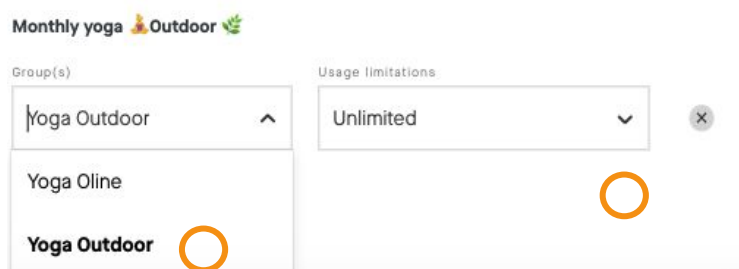
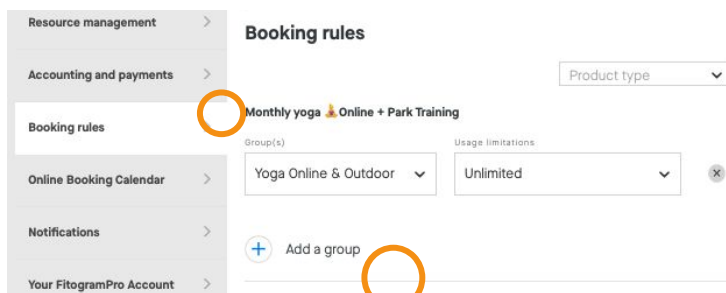
Now under booking rules you will select which products are valid for which events

All your products will appear and you will be able to associate them to groups

For the outdoor-only or online-only contract select only one group.

For the contract Outdoor + Online select two groups.

You can even set usage limitations!





#### Yoga trial lesson 🧘

Group(s)  Usage limitations

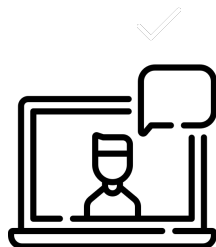
One best practice to win new customers is to have a trial lesson valid for all events

#### The final result?

When checking the outdoor class, your customers will only see the product allowing the booking in such a class.

## Bonus - useful resources to check

Tips and additional information



URBAN SPORTS CLUB

#### [Booking Rules](#)

Full feature list by FitogramPro Plan: [Free vs S, M, L](#)

#### [Online classes in 8 steps](#)

Are you an Urban Sports Club/OneFit partner? [Integrate Fitogram with your account!](#) Or learn more about it [here](#).

We hope this helped, happy outdoor sweating!  
And remember to share the guide with other fitness professionals!

[SIGN-UP](#)