

How to Create The Best In-Location Experiences for Your Gym

People can exercise anywhere. They come to gyms for more than a workout--they come for a total experience. Making that experience a winning one for your current members and creating a strong first impression for potential members can help you grow and retain your membership base.



Here are a few ways to create the best possible experience at your gym.

1 Make scheduling clear and easy

Most gyms pack a lot of classes into their multi-purpose room. Raydiant can help you keep your schedule straight and make it easy to understand. Our Calendars app gives you an easy way to integrate your class schedules and other events from your current calendar and automatically generate clear, easy-to-read display signage. Need to cancel or add a class? Just update your calendar and Raydiant automatically updates your signage.

2 Enhance your smoothie bar

Nutrition is an important part of personal fitness. Point members to the place where they can refresh and recharge with important vitamins and electrolytes. Raydiant has apps that let you create gorgeous menu boards that automatically count calories and allow you to display full nutritional information. You can display them big and bright on your screens and sync those menus to your website automatically.

3 Provide exercise education

The best way for people to learn proper form is from a trainer, but that's not always possible. With Raydiant's support for HD video, you can create multimedia presentations for screens on your equipment floor that give video tutorials of how to use your machines safely and effectively. It's also a great way to teach your members about the value of a personal trainer.

4 Celebrate gains (and losses)

Nothing motivates like a success story. With Raydiant, you can create eye-catching tributes to some of your trainers' greatest victories. Just choose any one of more than 150,000 easy-to-use templates to create attractive displays that show off the latest huge weight loss or body transformation at your gym in a matter of minutes.

5 Pump up the jams

Workout music is key for motivating people on the exercise floor. Your gym's soundtrack is also part of your brand. Raydiant can give you access to hundreds of professionally-curated, fully-licensed soundtracks so you can find the perfect fit for you and your clientele. With support for full HD audio, the jams will come through crystal clear even when you crank it to 11.