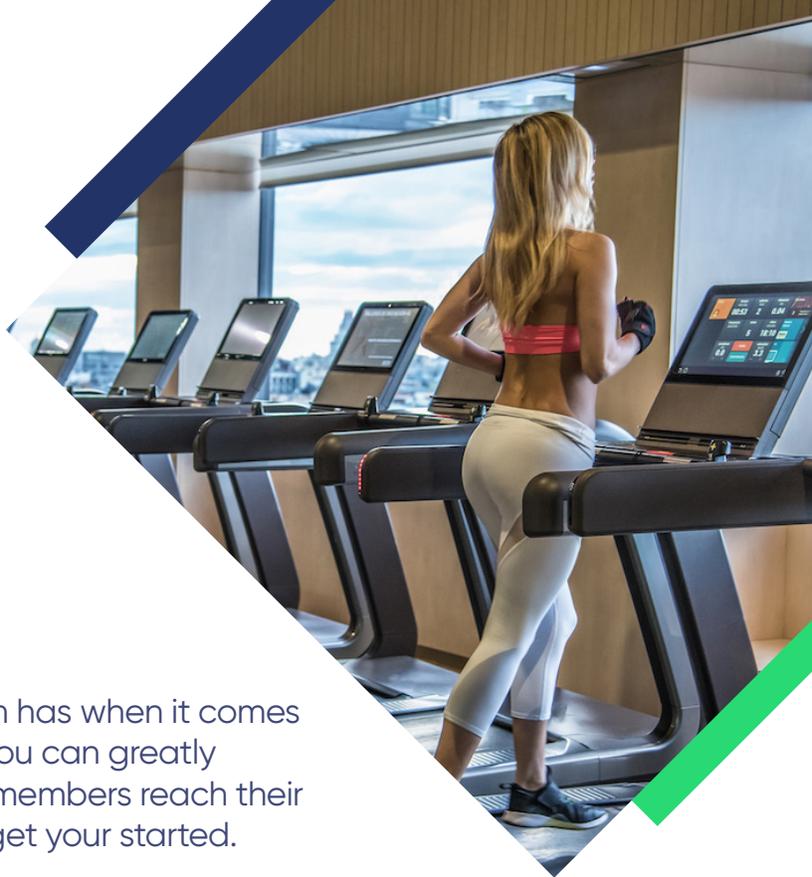


5 Content Ideas For Your Gym's Digital Signage



Digital signage is one of the best tools any gym has when it comes to reaching members. With the right content, you can greatly improve the experience at your gym and help members reach their goals. Here are a few tried-and-true ideas to get your started.

1. Equipment demos.

Your staff doesn't have enough time to train everyone on every machine. But with Raydiant, they can be everywhere at once. You can record video demonstrations of equipment in your gym and hang screens nearby to show members how to use machines safely and effectively.

2. Class calendars.

Group fitness classes are among the most popular features at any gym. Keep your schedule clear, easy-to-read, and always up-to-date with Calendar from Raydiant. Just sync your Google Calendar to your Raydiant account on the platform and Calendar will turn your schedule into a beautiful display calendar that shows in big, beautiful, crystal-clear HD.

3. Cardio infotainment.

Video entertainment facing the cardio section is a staple of almost any gym. Rather than expensive business-class cable packages that only offer a few channels people actually watch, you can make dynamic, engaging custom screens with Multizone. Using the app on our platform, simply combine elements like stock tickers, news feeds, weather, and even video to create screens that have a little something for everyone while they burn those calories.

4. Smoothie bar menus.

Everyone loves a smoothie, especially after a good workout. Grow your smoothie bar sales with vibrant digital menu boards. Raydiant has apps that let you add pictures and videos to show off any menu items you want and also sync with your POS system for easy inventory and updates.

5. Community celebrations.

People come to your gym with the goal of making their lives better. Celebrating those achievements will not only help motivate them to go further, it can show other members and visitors what is possible at your gym. Raydiant gives you access to tens of thousands of templates that let you create powerful inspirational digital posters that champion your gym's biggest gains and losses.

