

# Introductions



**Caroline Walsh**

Junior Product Marketing Specialist

- ❖ Previously worked as a teacher
- ❖ Loves running, swimming and being outdoors



**Marko Gazic**

Manager of SMB Customer Success

- ❖ Enjoys running swimming and golf



# Glofox Operations Webinar:

How to Protect your Members and  
Your Business During COVID-19





## Agenda

1. Overview of Support Measures from Glofox
2. Getting Started with Video and Video Streaming
3. Best Practices for Community Engagement
4. Membership Management Flexibility within Glofox
5. Other Tips and Resources

# Support Measures from Glofox

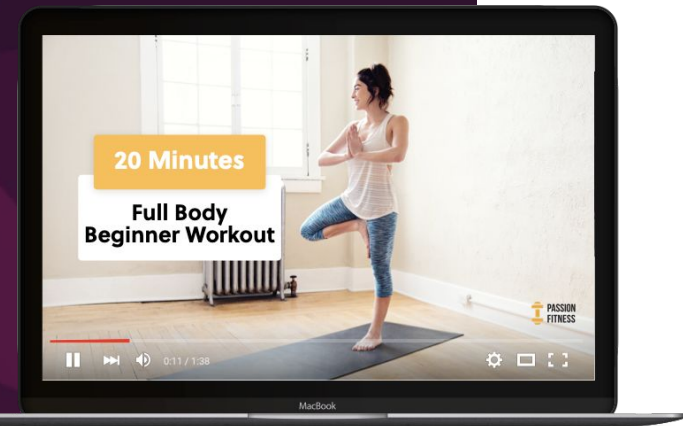
- Platinum Package – **FREE**
- Sales and Marketing Package – **FREE**  
*For the next three months*
- One Month of SMS – **FREE** (requires opt-in)  
*50% off for the following two months*

These features available within Platinum and Sales and Marketing **will enable you to develop and sustain strong communication** links with your clients

# Video & Video Streaming

## YouTube and YouTube Live

- **Video Stream works in the Glofox News Stream (More to come)**
- See and answer questions
- Private videos with a link
- Shareable and Embeddable links
  - Glofox News Feed – URL link
  - Social media channels – linking to video in bio
  - Emails – Use booking confirmations
- You will need:
  - Gmail account
  - YouTube Account, and then a YouTube channel
    - This process requires a 24hr setup period



# Top Video Streaming Tips

## Top Video Streaming Tips – See Our Knowledge Base!

- **Light is your friend** – If you don't have access to good lighting try using natural light whenever possible.
- **Clear background** – Your setting should be deliberate, avoid having any clutter. Try to have your logo showing!
- **Audio** – invest in a lapel microphone to enhance sound quality
- **Practice** – Minimize any mistakes you might make by practicing first and working on your camera presence. Record a test and get some feedback from friends or co-workers
- **Plan** – your session in advance

# Community Engagement

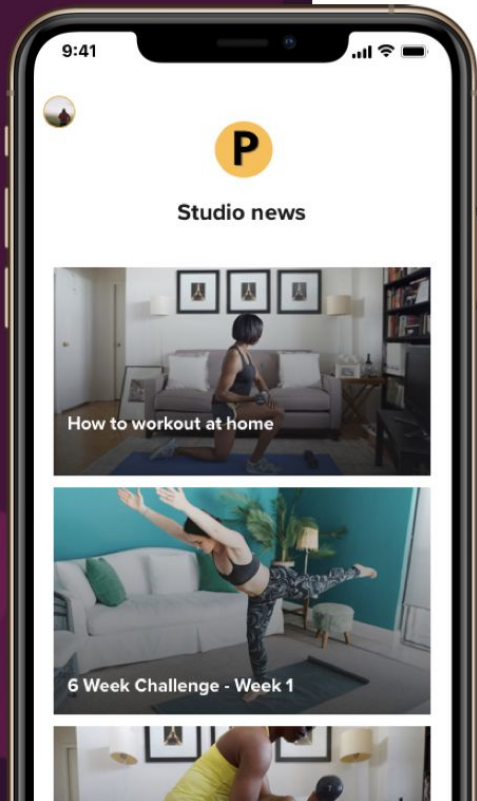
Keep communications **consistent** with your members. It's better to over-communicate than to recoil. Choose a **suitable medium** for your message and **maintain strong links** with your members.

## Engagement Tools

- Glofox App
- Glofox Pro
- SMS and Email
- Social Media Channels

# Community Engagement

## The Glofox Member App



- **News Section**

Share workout videos, nutrition guidelines and advice, studio news and updates

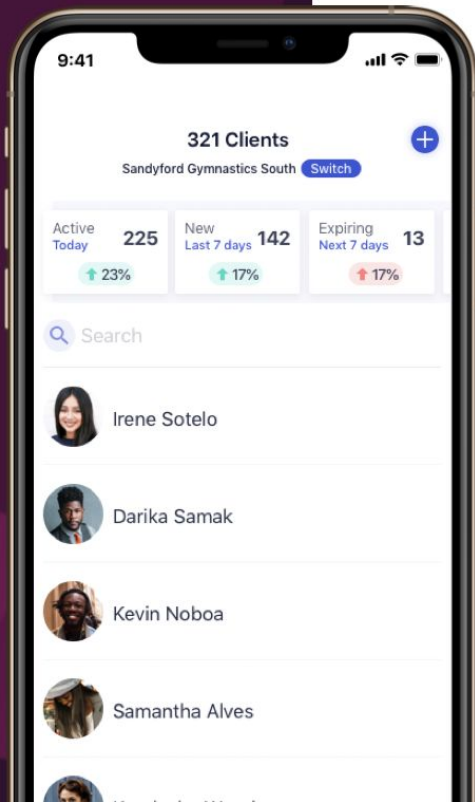
- **Push Notifications**

Get the word out that you've added valuable content using in-built notifications



# Community Engagement

## Glofox Pro App



- Make changes to your clients' profiles
- Call clients directly from their profile
- Edit/Delete Classes
- Leave Interactions
- Filter your Clients

# Community Engagement

## SMS and Email

- Be transparent and on-brand with your communications
- Market your efforts
  - Video Streaming
  - Online PT sessions or nutrition consultations
- Share valuable and meaningful content
  - Motivation or encouragement
  - Daily WOD
  - Different challenges



# Community Engagement

## Social Media Channels

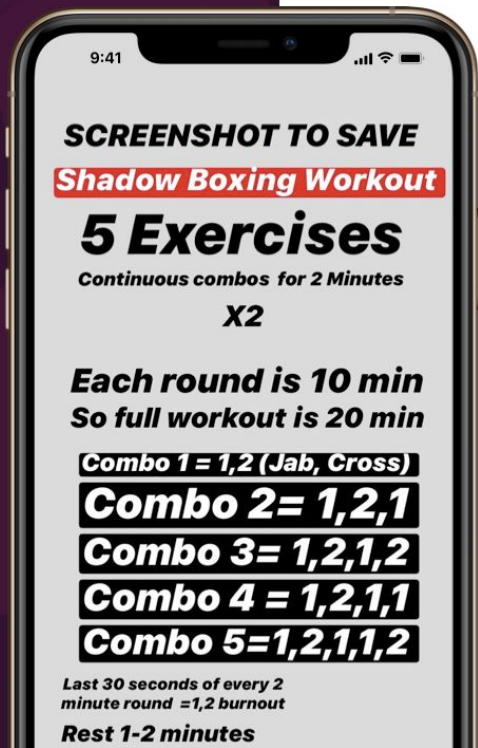
Now, more than ever there is a massive appetite for fitness related content on social media! Use these platforms to inspire, inform and entertain!

- **Facebook**

- Facebook Live for workouts, live Q & A's and check in's
- FB Private Groups for motivation, updates, tips and advice

- **Instagram**

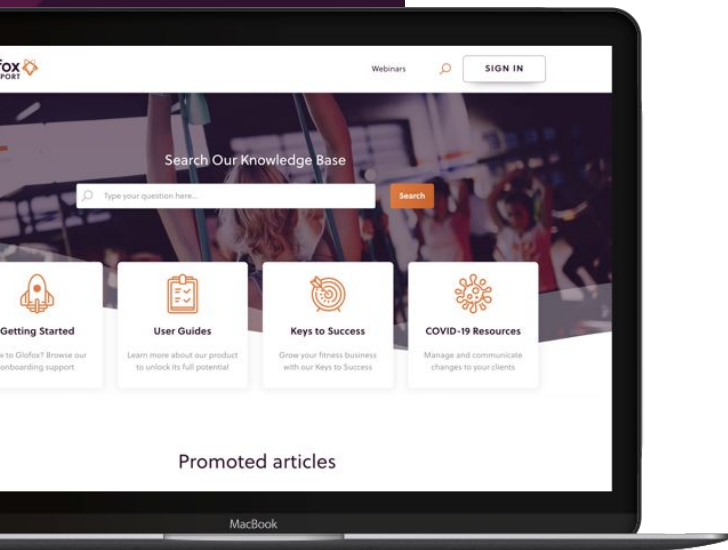
- Stories for Q&A's, updates, schedules, check-ins
- Highlights for workouts
- IGTV, Instagram feed, Instagram groups



# Membership Management Flexibility within Glofox

You may find that you will be required to be more flexible with your communities memberships at this time.

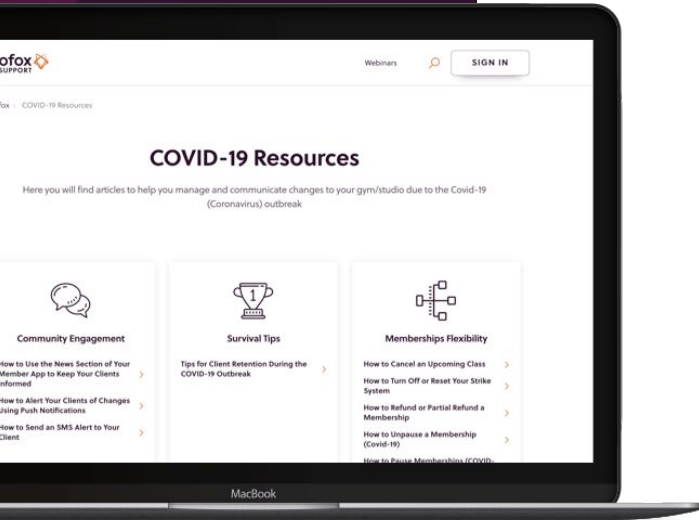
- **Show Flexibility Without Losing Paying Members**
- Pausing & unpausing memberships
- Cancelling memberships
- Resetting your strike system
- Cancelling classes



## Other Tips and Resources

**Knowledge Base:** COVID-19 specific resources to allow for more flexibility and better communication with your members using Glofox.

- [How to Create and Stream Live Workouts](#)
- How to Use the News Section to Share [Workout Videos](#) and to [Send Updates](#)
- How to Send Updates via [Push Notifications](#) and [SMS](#)
- How to [Pause](#) and [Unpause](#) a Membership



## Other Tips and Resources

- Know and be **clear with members on your policies** for cancellations, memberships, and offers
- **Invest in your staff** – online training or leadership courses
- Develop a **marketing or communications plan** to implement once you reopen
- Refresh your **training on the Glofox platform**

# Other Tips and Resources



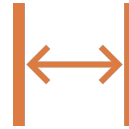
## Communication

- Outline precautions via SMS, email, push notifications, social media
- Advise anyone with symptoms/ill-health avoid the gym



## Sanitation

- Additional sanitation products
- Signs and reminders
- Increase cleaning frequency



## Limit class sizes

- Social distancing
- Adjusting class capacity



## Outdoor classes



## Adjust business hours

## Next Steps...

You'll receive a follow-up email with:

- Recording of this webinar
- Updates to support materials on Glofox Knowledge Base
  - Including SMS and email templates



A high-angle, top-down photograph of a person lying on their back on a dark yoga mat. The person is wearing light-colored leggings and has their hands clasped together above their head. In the upper left corner, a tablet is propped up on the floor, displaying a yoga instructor in a similar pose. The floor is made of light-colored square tiles. The entire image is overlaid with a semi-transparent dark purple filter.

# Questions?





# Thank You!

Please don't hesitate to reach out to us at  
[support@glofox.com](mailto:support@glofox.com)  
if you have any questions or queries.

