

hapana

MEMBER ENGAGEMENT CHECKLIST

Engagement is one of the best diagnostics of your club's health - can you tick every box?





AUTOMATING COMMUNICATION

Customizable cadences

Marketing automation communications shouldn't just be your words and your offer, they should be your brand as well. Colors, font, and logo all work together to communicate a customer expectation of brand experience. Do your automated messages reinforce your brand promise? Or advertise someone else's?

Automated birthday emails

Everyone appreciates being acknowledged on their birthday. Having automation set up to reach out to people on their birthday is an easy way to ensure subscribers to your list hear from you on at least an annual basis. As your list grows over time, so too does the effectiveness of this automation.

Days absent nurture for clients

Is your booking system properly communicating member activity and inactivity? Don't let absences from your facility end up in a cancellation! Gentle reminders that schedule themselves while you sleep keep your recurring revenue growing.

Sign up flow automation from lead to member

Not every lead that comes into your CRM is going to convert straight away. This is just a simple fact of sales. Sometimes people start signing up but become distracted and forget to complete the process. No worries - you can save hours of time by automating these follow-up prompts. If you're not, you may be leaving money in your funnel.

Class attendance milestones nurture

Consistency of attendance is so important for your community members to make meaningful progress. Class attendance milestone celebrations are worth every penny! Are you forgetting to acknowledge major personal health wins for your most consistent members? Automate these and watch your word-of-mouth referrals flourish.

Lapsed trial re-engagement automation

The unfortunate reality of sales is not every trial will convert to a membership. But, a trial at one point was interested in what you have to offer. Just because they didn't convert the first time, doesn't mean they won't in the future.



DIGITAL COMMUNITIES

Survey and form creation and management

One of the best ways to build community? Ask your members what they want for their facility. That's right - making members feel like they are more than just a customer helps. But it starts with listening to feedback and collecting that feedback in an organized way.

Google Review and Facebook Review requests and reputation management

Fortunately for consumers, there are ample places online to share experiences with different businesses. But inevitably, someone will write something not so great. Do you have a system to monitor and manage these comments?

Facebook, IG, Google My Business post management

Maintaining an active social media presence across multiple platforms takes time and coordination. Are you able to manage multiple accounts from one central dashboard?

Facebook, IG, Google My Business campaign management

Similar to regular postings, campaigns require active management. But doing so efficiently can be challenging. Visibility from one dashboard into all your campaigns brings simplicity to your operation.

Facebook, IG, Google My Business messaging w customers

With any amount of social media, activity will come inbound questions from those channels. Being late to respond to someone could cost you your next 5-year community member. Are you aggregating your inbound messages into one place?





LEAD GEN CLEANUP

Google Ads / Facebook Ads Reporting

Your social and search ads have plenty of metrics to observe. Are you aggregating your reporting into one system?

Funnels and URL redirect capabilities

Converting leads with a special offer requires more than a landing page. It requires a funnel to do the heavy lifting for you.

Website Chat Widget

Automated website chat widgets can improve your website's lead generation rate by 10-20%. Is your website capturing as many leads as possible?

Marketing Email and SMS template builder

You don't need to be the world's foremost email designer to grow your business. Having an easy -to-use email template builder saves your team time and converts more leads into valuable community members.

Mass Email/SMS Capability

Email marketing to a large audience should be easy. Paired with proper SMS opt-in and a respectful messaging cadence, you stand to maximize the number of leads you convert into community members.

Custom pipeline creation and automation

Your businesses health is vital and a sales pipeline is essential to understanding where your 30, 60 and 90 day sales are coming from. Do you measure future revenue with a pipeline?

Duplicate record avoidance

Managing a CRM can be a job in it of itself - and you already have 6 jobs (or more!). Deduplicating records in your CRM, helping you avoid the embarrassing double-simultaneous send, is not how you want to be spending your Saturday night.

Staff task and manual action assignment capabilities

Clear means of delegation within your team. How well are you doing this right now?



BONUS WINS

Nutrition & wellness content via a branded app

No member is going to see great results without improving a diet. You don't need to rush out to get your dietician's license, but you could be sharing your own favorite recipes on a branded app.

Additive at-home mobility and stretching

To help members build habitual usage at your facility, are you engaging them with at-home mobility exercises and active recovery techniques? Helping members adapt to their training load and recover faster helps them gain more value from their relationship with your brand.

Daily motivational tips

Daily motivational tips make people feel good - and isn't that what it's all about? But, are you posting yours in a place where they can easily book and pay?

Helpful blog content

Similar to daily motivational tips, helpful blog content engages, bring value, and enables you to stay top of mind with your members. Do you currently publish any blog posts?

UPGRADE WITH HAPANA

Take a tour of the software

Hapana equips ambitious fitness and wellness businesses with cutting-edge, scalable technology and unwavering support, positioning them to grow, lead, and inspire healthier communities worldwide.

Book a call with our friendly team to see how Hapana can boost your member engagement with modern tracking, marketing automation, and a beautiful custom-branded app.



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