

UPSHOW:

[https://web.upshow.tv/?ui.disable\\_cache=1#Club24TV](https://web.upshow.tv/?ui.disable_cache=1#Club24TV)

#club24tv

Username - club24wall

Username - club24tor

Password - club2415

### **What is UPshow?**

- Builds new awareness among friends and followers of members
  - Drive new class and event sign ups
  - Increases referrals
  - Enhances the gym experience
  - Drive purchase behavior through social interaction with members and influencers
- Turn your members into your social media army.

Entice members to easily share about your gym on social media

1. Snap a picture or video
2. Post to twitter/instagram with the #club24tv hashtag in the caption (account must be public and have at least 10 followers)
3. Post passes through moderation and hits the screens

### **What to post? Best Practices**

#### **Can't think what to post?**

**Welcome to the Club!** - Snap a picture in front of a club 24 wall and share the excitement

**First Timer** - Snap a selfie with the newbie! Build up that loyalty from day one

**Challenge Complete** - Recognize your clients for challenges and hitting attendance benchmarks

**After Class Group Photo** - Show off your awesome community of members and collect their handles for tagging

**In-Class Videos** - Get your members in the act of kicking butt and shout them out!

**Buddy System** - No one likes to workout alone! Orange card members can bring a guest everyday. Show that off

**Client Success Stories** - What's better than proving your members see results...

- A. Leads to massive social awareness
- B. Proves your instructors get results
- C. Celebrates members with personal recognition
- D. Leads to new member sign ups
- E. Creates an authentic referral source

### **UPshow and Trainers**

- Empowering trainers, coaches, and group fitness instructors to post is a win-win for your business, community, and your staff.
- Enhance and build your community by helping staff build their own brand
- Increase Personal training revenue and group fitness attendance
- Create an authentic social media word of mouth referral source

WEB SUPPORT  
[support@upshow.tv](mailto:support@upshow.tv)  
TEXT SUPPORT  
312.500.9200