

# Local Business Hacks



by Referrizer



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Scale your brand with social media

# Scale your brand with social media

## Podcast transcript

### **Dave Nicolanti:**

Welcome back, Local Business Hack listeners! A common topic that we're going to talk about a lot is increasing revenue. Now, everyone, I was thinking, does that mean getting new customers? Obviously that's really important, but a big part of that is keeping your existing customers. They have an awesome interview lined up today. We're going to be talking to Aaron Eisberg from Accuro, and we're going to talk about hacks, which will help keep your customers coming back. That's what it's all about. So Aaron, welcome to the call. Welcome to the podcast. I appreciate it.

### **Aaron Eisberg:**

Thanks Dave. I appreciate it. Thanks for having me.

### **Dave Nicolanti:**

Awesome. So you're with Accuro. So tell me a little bit about Accuro.

### **Aaron Eisberg:**

So Accuro. We're a heart rate projection company and heart rate wearables software and medical grade scales and all of that as well. So, primarily, what we do is we work with fitness companies, fitness gyms, um, and really focus on small group training. We provide the heart rate projection and the wearable technology that coordinates with that. So it helps kind of game a five, a small group training experience. So if you're familiar, if any of your listeners are familiar with Orangetheory, you have a heart rate and you track that and you can kind of monitor your intensity and your effort. That's what we help do with our software and our wearable.

### **Dave Nicolanti:**

That's awesome. So the wearables you're talking about are gonna be, uh, going to be a watch, I'm assuming?

### **Aaron Eisberg:**

So yeah, there's watch devices, there's chest strap devices, you know, we have arm band devices, and also, we work with actually, more recently, we start working with Apple Watch as well to coordinate with that as well. So help, you know people utilize the type of devices they would like to use.

### **Dave Nicolanti:**

Oh, and you need some incredible information from the Apple watches and from out of all those devices. That's awesome. You mentioned that about the electric projection software. So is that the the big scoreboard, which shows everyone's results? And so tell me a little bit about the type of impact that's keeping track keeping score?

### **Aaron Eisberg:**

Yeah, so you're exactly right. It is the display that is showing on the TV. So as a group class is participating, the trainer is able to visually see the effort and the intensity that that individual members are putting into a workout. And also what it does, it really helps the trainer better understand how accurately people are effectively working out. So everybody just tends to think they need to work out as hard as they possibly can all the time. Right. You're like, let me work myself like crazy and sweat everything out and I'll be good, but really that's not, that's not completely a hundred percent correct. You know, if you spend too much time with your heart rate really, really high, you can actually, uh, cause injury, right. And it'd be more prone to injury. So the whole idea is to have the trainer be able to visually see that, be able to tell people whether they need to, you know, maybe pick it up a little bit, pick it, you know, take it down a notch. And then help people really meet their training goals. And that's ultimately the number one part of that is to help people. You're paying the club and a trainer to help you reach your goals. And that's what we try to help provide that technology to do that.

### **Dave Nicolanti:**

That's incredible. That is so cool. And so you have the software as a big board and rate changes where people rank based on their heart rate what zone they're in.

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### **Aaron Eisberg:**

Yeah. There's leaderboards, there's challenges. All those types of things that can happen and you know, kind of gamify the experience a little bit as well.

### **Dave Nicolanti:**

I know all about you know all about it, but tell our audience why gamifying the system important? And what does that do? What's it accomplish?

### **Aaron Eisberg:**

Yeah, so really what it does is, I mean, just naturally as, as human beings, we're competitive. Right. So what kind of the gamification aspect of it and just to kind of backtrack for a second. With our system, what you do and how you gamify, is that you earn points based on the amount of time that you spend in each one of the different heart rate zones. So as a club, you can dictate and decide which zones are more important to you, and then you can reward more points for spending more time in those zones. So for example, zone three and zone four typically are the fat-burning zones. And in those zones for the most part, most of the time, people want to provide and give more points for that. 'Cause they want people to spend more time there.

### **Aaron Eisberg:**

Right. Um, and you can also then, you know, deemphasize other zones, so like zone five, maybe you only give one point. So the whole goal then is at the end of the day to, you know, kinda take what those point totals are, see where you're supposed to be, uh, you know, by the end of any given workout experience. And then you can turn that into a competition, right? So rather than burning calories or are, I guess, looking at calories from a challenge standpoint, cause men and women burn calories differently you know, men just tend to naturally burn more calories than women do.

So if you're doing a competition or a challenge based on burning calories, it's not really an apples to oranges or apples to apples, it's more apples to oranges type of comparison. So having the point structure and gamifying in that way allows it to level the playing field amongst everybody and create that competitive environment.

### **Dave Nicolanti:**

That is great to hear. We started this off saying, Hey, let's talk about customer retention, keep those customers coming back. So we got off a little bit on the science side of everything, which is just incredible to hear about, but how does gamifying keep people coming back?

### **Aaron Eisberg:**

Sure. So one of the other main ideas behind a solution, in a situation like this is to not just gamify everything, but, you know the whole goal is for members to visually see how they're progressing in their fitness journey. That's how I like to describe it. And all the data that you get. Most of your audience may know that if you're using an Apple watch, a Fitbit or whatever you're using. And let's say, one day, you go work out and you forget the device, you know, you're in your mind, you're thinking that workout didn't, uh, didn't happen, right? It doesn't really count because I didn't have my device with me. Well, this is kind of the same idea. So, by putting it into the club's situation where the clubs are able to not only game a five, but provide feedback and data to the members on how they're progressing over time.

And with that additional knowledge, we've seen retention greatly enhanced for clubs, because members are more engaged with the club themselves. They become more engaged with the trainers. And then they just happen to actually see the results 'cause not just physically, but they see it with the data as well. Right? So one of the big things that happens with clubs, you know, an average club's retention rate is probably anywhere between three and six months. Without this type of software or technology we've seen that double if not triple retention, because now, you know, those numbers don't want to lose that data. They can actually see a lot of members feel like, Hey, I don't physically see any changes in after three months. So they quit. Well, you know, the data shows you're changing, the data shows you're getting better and you're getting healthier. And they like to see that. So people tend to stick around quite a bit longer, uh, having the data available to them.



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### **Dave Nicolanti:**

That's amazing! Who out there listening wants to increase their average customer lifespan by or who wants to triple their lives, customer lifespan and average? And from three months to nine months on average. And it truly is incredible just by keeping that customer engaged and putting, holding them accountable on a big scoreboard too.

### **Aaron Eisberg:**

I mean, not everybody likes that, of course, but you know, most people do. I mean, you know, the system has a way to kind of hide your identity as well. You know, you can have nicknames and all those types of things. So that way, if you don't want your name up there, it can be something different. Well maybe only the trainer knows who you are.

### **Dave Nicolanti:**

That's incredible. So Aaron, pretty safe to guess, but I want to confirm what type of audiences you serve and obviously the small group classes, but who are your customers?

### **Aaron Eisberg:**

Yeah, we primarily work with fitness clubs and gyms. We work with a lot of large franchises that are really all over the world global. But we do work with smaller-not to say mom and pop gyms, but you know-just for lack of a better term, smaller clubs as well, that maybe only have one location.

And with exactly that main goal to improve retention and increase revenue. We do work. We've kind of expanded some of our business into the insurance side of healthcare as well, where we can help provide data to insurance companies to really help with premium costs. Right?

So if we're able to help people stay healthy and provide the data that shows that they are active and working towards being healthy, that can help with lower premium costs for insurance and things like that.

So we've dabbled in that a little bit. That's not our main focus. We primarily work with fitness clubs with small group training and things of that nature.

### **Dave Nicolanti:**

So the insurance, I had to be like, if somebody is wearing an iWatch or wearing your watch really all day long, just collecting that data all day long and seeing what their habits are, how many steps they're doing today and what their heart rate gets up to.

### **Aaron Eisberg:**

Yeah. And it's kind of providing that data, not only to the insurance companies, but to the corporate as well. So more like corporate wellness. And then they're able to provide better and more cost-effective premiums to their employees for being active and being healthy.

### **Dave Nicolanti:**

For these gyms, these studios and some of the insurance side of things as well, what's the biggest problem that Acuro solves in your opinion?

### **Aaron Eisberg:**

So I would say the biggest problem that we solve is helping clubs with retention and with additional revenue opportunities. The whole idea of what we try to accomplish with that I can give you an example. We had a club that was kind of on the fence on what they wanted to do with heart rate. If they didn't, they weren't really sure if it was going to work for them or not. And they had two locations. So with that being said, we added the heart rate system into one of their locations and then their other location was basically on the other side of town audience and, and, and their membership base was very similar in both. So it was a good apples to apples comparison of membership. And we put the system in one of their locations and tracked it over a six to 12 month period to kind of see what it did for retention.



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### **Aaron Eisberg:**

And if it increased revenue in other ways, meaning being able to sell wearables and things like that. So between the six and 12 months, we started really looking at the data and we could see that looking at the six to 12 months prior for both locations had the technology implemented, they had about a 35% increase in revenue and retention year over year versus the other location that had only about a 7%. And now granted there could be other things contributing to that, but we could physically see people who were participating in the program sticking around longer. And then since they were buying heart rate monitors from the club, it improved and increased the revenue at that specific location as well. So, we've seen it work and that's not the only case. We've had hundreds, if not thousands of cases, very similar to that. That's why, you know, there's a lot of clubs dedicated to just doing heart rate like, for example, Orangetheory or 9Round, something like that.

### **Dave Nicolanti:**

That's amazing, talking about a case study. So how quickly was the owner sprinting to you guys to sign up the second location? The second location actually founded the results.

### **Aaron Eisberg:**

Yeah, right away. Yeah. As soon as those numbers are coming in. I mean, these were numbers from, you know from them. I mean, it wasn't necessarily that we were saying, Hey, you know, our systems are increasing this. It was real numbers from them. They could see that we're improving our revenue just because we're selling heart rate monitors over here, or, you know, people are just sticking around longer. So yeah, so it was pretty quick. I mean, if not, right away, within a couple of weeks of everything and get it gone.

### **Dave Nicolanti:**

That is great. So you hit on something right there that could be very important for our non gyms. An additional like an upsell, additional revenue opportunity. So Accuro makes it so that the gyms can sell these wearables to their audience and, I believe, white labeling option with you guys as well. Do you remember that?

### **Aaron Eisberg:**

Yeah. Yeah. Okay. Yeah. Yeah, absolutely. So yeah, it's an opportunity to sell them. And then you can white, label them with your brand, and your logo and everything. Yep.

### **Dave Nicolanti:**

Yep. That's awesome. Increasing that brand and awareness and getting it out there and selling them to create more revenue. So non gyms might not have the ability or the setup where you're going to be monitored or put up a scoreboard with heart rate monitors, stuff like that. Something to consider is you can always find something to keep that customer engaged in and sell it in a digital revenue upgrade. I mean, it keeps that customer committed. And if you've just spent X number dollars on a new watch, you're going to make sure you're going to go out and get your use out of it, or else your wife's going to make sure that you go out and get the use of the money on it or your husband or whoever. So it's just another way for our small businesses to kind of sink their teeth into the consumer. Getting them to keep coming and retention is what it's all about. So many ways to increase the lifespan of that customer. Small businesses want to increase their revenue. And their first reaction is, I need more customers coming in. And so when they do that, they're gonna forget about some of the other things. And they can maximize their existing customer base with upsell opportunities, do things to stretch the lifespan of every customer out. So really great things. I love the information. Aaron, let me ask you this. So we just kind of mentioned-a big part of our audience is going to be in the wellness world-but not everybody's a gym. So do me a favor: can you share a hack with all of our listeners that these small business owners could use to help increase their retention? Even if they're not a gym? And can they be accurate or even good?

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### **Aaron Eisberg:**

Yeah. So, I mean, I think there's a couple things that small businesses can do, especially kind of now with everything that's going on with the pandemic and, and all that. And, you know, budgets are being, you know, being cut and, and all that. And in my mind, I think it really comes down to education and using free platforms. For example, if you're not currently using Facebook or Instagram or Twitter or anything like that, you know, take advantage of those. I know a lot of people think they may be a little bit of a waste of their valuable time per se, but they really can be extremely valuable, especially with the way things are just going right now. There's a reason why you see all these internet celebrities or YouTube celebrities, why people know them. Just because they're on their social media, they say things that people are interested in and = if your audience is on Facebook or Instagram or any of those types of things, if you're there and you're answering their questions, you're talking to them, you're inspiring them. There's nothing and it doesn't cost you anything other than your time. It's a way to just stay engaged. Right now, if you don't have a budget to spend on advertising or, or whatever you traditionally do, more of, I would say social is a big as a big hack. It's not a trade secret. Knowing everybody knows what social media is, but I think most people, the hack to it is just doing it. You know, people just feel like it's not as important as it really can be to their business and being the face of your business.

### **Dave Nicolanti:**

So are the things that kind of fall to the side. And it's when I have time, I'll do that. I'll do Facebook. And you mentioned that the engagement on social media, I mean, that's huge. I mean, when you're looking at a gym or a yoga studio or a spa or a retail center, even a restaurant and people want engagement, they want to know what's going on. And that's people do it on Facebook nowadays or on Instagram, on Twitter or wherever it is. I had a customer the other day asked me, well, what platforms should I go on? There's no right answer for that. It's like, would you want to do, and wherever your audience is and whatever you're more comfortable doing. And just like you said, it's like getting out there and doing something.

### **Aaron Eisberg:**

And there's so many more opportunities now. I mean, you know, there's all these different social media opportunities, but with all of them, now you can do live feeds, or you can do stories, right? And that's the type of thing that pops up at the top of everybody's feed. I work with a lot of fitness clubs where I'm not necessarily following the club, but I'm following specific trainers because those trainers are very into social media. And what they do is they're posting live videos of their workouts at that club. So it's helping with their brand awareness and all that, but it's the trainer doing that. And then they just go live on Instagram or they post an Instagram story and Hey, you'll every time I open the app, boom, there they are. And they pop right up and then I'm able to see it. And it's like, Hey, you know, they're pushing the brand. And it doesn't cost them anything. I mean, they're doing what they do. And it's right there right in my face. And I would be able to, as a member, I would love to be able to see that, or a customer of a specific club or a restaurant or whatever the business may be. I definitely would love to see-even just me personally-small businesses around my town, where if I see they're active and doing things, they have specials, they have this going on, they have that going on. I'm more likely to want to engage with them more now and then maybe even more so after all this COVID stuff passes. So I would say it's a good, a good thing to consider.

### **Dave Nicolanti:**

No, that that's a great point. And there's so much that can be earned from there. It's free advertising insured. There are ways to increase your ads and increase their exposure and all that. But even without doing that, it's still free advertising to get that customer engaged, get them interested. Because someone who, when-pardon me-when a customer is engaged, they feel like they're part of the family. And if it's a gym they're working out at, you want to build that family environment and they want to see what's going on and they want to look and see what the trainers are doing, they see what everybody else is doing. And it's a combination of that competitiveness, that family building. All that means they're going to keep coming back. And that's so important, no matter what type of business you want to get that customer and be part of the family. So they keep coming back to a restaurant. You want to come back in for another meal or you want to get them to keep coming back in the spa, everything, every business they want, you want your repeat customers to keep coming back in. And that's what this is all about. Building up that engagement increases the times that you can see your customers.



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### **Aaron Eisberg:**

Yep. And actually I have one other hack here for you that might be interesting for some of your members or for some of your listeners. As a small business, if you have a specific type of clientele, you're going after a hack that I would recommend on social media would be to find other businesses that are similar to yours and in a geographically local place.

For example, a fitness club and I'm looking for new members, I may look at local health food type places- maybe a Jamba juice or something along those lines and see who's following them. Then start following those people. And then if those people follow you back, reach out to them and just say, hi. If you are getting your brand in front of people who are fans or followers of other brands that are relatable to yours-maybe not a competitor but relatable-you're going to widen your base. Maybe people will start finding out about you, who otherwise didn't know about you previously. I know social media is not really half, but I think that's kind of a hack within the hack. You know, kind of go kind of go in and do a little digging, do some homework. Follow people who follow businesses that are similar and relatable to yours.

### **Dave Nicolanti:**

So that's a great tip. I mean, there's one thing to partner up with other, other neighboring businesses that might share a customer. Like I said, a gym in a juice store, but that's kind of next level you're saying there, it's like, you're kind of talking about hijacking some of their followers and can just follow them in addition to bringing them over your way. And that's an awesome idea. And how much does that cost? It's free.

### **Aaron Eisberg:**

Yeah, yeah. Yes, your time, right. I mean, just your time.

### **Dave Nicolanti:**

Yeah. So that was a great hack, and a great way to take advantage of that, to bring those people in to increase your overall awareness online, your online media, wherever it is. That's a great tip. Aaron, I love that one. Let me ask you this. Any questions that I missed? Anything I should have asked you, or any other tips that you want to share with our audience?

### **Aaron Eisberg:**

The only other tip I'll have is- and it's a little bit more related to the fitness side-but it can kind of go across the board for everybody right now, especially restaurants and all that dealing with closures and limitations. All that is I went back to it a little bit ago. But one of the big things I think right now that is important, that is again, really kind of free for you to do is education, right? Educating your potential customer on how, not necessarily just how you're different as a business, but how are you thriving and what are you doing during this pandemic? So a lot of times, like in the gyms, for example, people are nervous right now to go to a gym or go to a restaurant because they're afraid things are not clean.

I think the whole part of what you need to do is educate your members on how you actually are clean, right? Here's the things we're doing: We're actually probably cleaner now than we've ever been before; here's all the things; and there's studies out there showing that gyms aren't spreading the virus. Restaurants aren't spreading the virus as much as other ways are. So if you're out there being able to talk about that show what you're doing from a safety standpoint, a cleanliness standpoint and really help your members better understand that, I think you can prevent them-from a gym's perspective-canceling on you, you don't want your members to cancel on you because they they're afraid to go into the club. I think if you really make it known, these are the things we're doing, we're being safe.

We're doing all these, we're following rules. We're cleaning here, we're doing this, we're doing that. Oh, and Hey, by the way, here's a study that shows gyms aren't spreading the virus and here's why here's what the study pertains to. That would probably be the only other thing. And again, that's free and just takes your time to explain that, get on social media, show it, and really make it known that you're making an effort to appease and, and, and accommodate the customer during everything that's going on right now in the uncertainty right now.



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### **Dave Nicolanti:**

That's awesome. Yeah. And then these small business owners, you got to realize that you have a moral obligation to communicate with your fans, with your audience, with your members, let them know what you're doing, where you're at, and it doesn't matter how you're doing it. Social media is one option, email, texting, word of mouth, any, and everything. You need to make sure you're doing that because your members need to know, and your members need to know that you didn't just abandon them because they came to you for a reason and you obviously want to keep them coming back. So communication is so super important. Now, Aaron, you mentioned, we talked quite a bit about social media, these last couple of minutes. Tell me a little bit about where we can find Accuro and what social media platforms are you guys on?

### **Aaron Eisberg:**

You can always find us on our website. It's just Accurofit.com. So A C C U R O F I T.com. And then we're on Facebook as well. We're on Twitter. We blog very heavily as well. We try to push out a lot of information, a lot of education on the blog and it's not just heart rate related. It's not always just fitness-related as well. Sometimes there are some other small business things we put up there as well, but heavily fitness-related, but not just heart rate. So, that's where we spend a lot of our time right now from a social media standpoint.

### **Dave Nicolanti:**

That is great. So, Aaron, I totally appreciate taking the time to hop on here and talk with me and talk about everything that you do and it's all about keeping those customers coming back, and it's a sneaky way to increase revenue, especially if you're in an industry where you lose your customers on average, every six months, you have to recycle them. What's it look like for you? If you're able to keep those customers for nine months or a year, they just used huge things for your revenue. So it's kind of like a sneaky revenue builder. And so I appreciate all the hacks at the time. I hope you and Accuro what you guys, the best of success. And I look forward to talking to you sometime here in the near future.

### **Aaron Eisberg:**

Awesome. Yeah. Thanks, Dave. I appreciate your time as well. Thanks for having me. We really appreciate being able to talk with you and talk to your audience. Thanks again. And look forward to talking to you again soon. Awesome. Thanks!

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