

## Web Player Checklist:

- **Establish a clear pricing model and user funnel strategy with a streamlined digital offering and pricing structure**
  - Promote to your whole database, including lapsed members. Be sure to be creative and promote locally for digital only memberships
- **Ensure your Web Player site is prominently linked at all user access pts:**
  - Web site
  - Social media
  - Emails
  - App
- **Send out weekly engagement emails and posts on social media**
  - Tip: utilize the Wexer Weekly Content Update and download collateral straight from that email in order to have fresh weekly promotions
- **Utilize the Connect feature (if you are opening it) to get friendly faces or your unique content (nutrition, meditation?) on your Web Player site with a clear content production strategy**
  - Tip: be sure to have a clear strategy on your native content and keep to your production and schedule standards to ensure a consistent experience for your users. Mimic your live schedule if possible.
    - ex) request each club or trainer deliver x number of videos per week
    - ex) produce 3 weeks worth of uploads to start so that you have a backlog to work through and ensure you don't dip below a week's backlog
- **Regularly review your Localytics data, especially your own Connect class performance compared to Wexer Collection content**
  - Connect data block at the bottom of your Dashboard (if the feature is open)