



COVID-19 required businesses to pivot. Luckily, 202strong is all about making the right moves.

Challenge

As a functional fitness gym, 202strong typically programs around weight equipment like barbells, kettlebells, and dumbbells. When the gym needed to close its two locations in the Washington, D.C., area, owner Maddie Watkins had a problem. How do you keep customers engaged when their entire lives have been disrupted?

Solution

To create programming for her customers while they were staying at home, Watkins created a virtual fitness program that offered live streamed and pre-recorded fitness classes. Eventually, she created a specialty membership that allowed access to live streamed and recorded fitness classes. This membership, called Strongline, has helped the gym grow, even after 202strong reopened.



Results

 **15**

Average customers in 202strong virtual classes in April 2020

 **1005**

Number of virtual and outdoor class bookings at 202strong in May 2020

 **14%**

Over 10% of bookings at 202strong in July were virtual

 **39%**

Bookings at 202strong grew 38.5% between January and July 2020

“ I needed to bring the same feel and structure of our class with a strength component and a circuit component, but just tailored to fit your kitchen or living room.”
—MADDIE WATKINS