

# 3 Steps to Increase the Strength of Your Mindbody App Listing



The Mindbody app is the largest consumer wellness app and the leading acquisition tool that delivers consumers to your doorstep. Now, more than ever, optimizing your presence in the market is crucial to get in front of current and prospective clients.

Make the most of the Mindbody app by optimizing your business listing and using every acquisition feature available to you. This checklist shows you how.

## STEP 1

### Get listed and optimize your business information

Businesses listed in the Mindbody app average about seven new customers per month.\* If you haven't already, get listed. [Here's how.](#)

## STEP 2

### Create a listing they can't refuse

**Class/Service Descriptions:** Under Services & Pricing, include engaging descriptions and photos representative of each class or service you provide—virtual included.

**For in-person classes and services:** Be specific when describing in-person services and use keywords that apply (i.e., do you offer “yoga classes” or do you offer “Heated Vinyasa yoga classes”?). For fitness classes, include the name and level (beginner, intermediate, advanced, all levels) in the title. Outline what equipment is needed, too. These tips will also apply for virtual offerings—more on that next. For wellness and beauty services, be detailed about the experience and how clients should prepare. Tell them why and how the service benefits their wellbeing.

**For virtual offerings:** In addition to the tips above, list the livestream platform (Mindbody Virtual Wellness Platform, for example) and details related to the link, playlist, equipment, etc.

## STEP 3

### Get the word out about your promos

**Promote your Intro Offers.** Intro Offers provide even higher visibility in the Mindbody app. That's because they show up first under categories, rather than simply being bookable under your business listing. Customers say Intro Offers promoted in the app result in more purchases.

**Opt-in to last-minute deals under Services and Pricing.** For fitness businesses, dynamically priced classes not only help fill open slots, but they also help customers find your listing easier. Customers see these “Last-Minute Deals” on the home screen of the app—which they won't be able to resist.

**Take advantage of surge pricing.** If you're a fitness business, use Dynamic Pricing to make more money with highly sought-after classes, too. The higher the demand of your class, the higher the cost of a drop-in. More revenue? Yes, please.

Don't miss your chance to be seen—and booked—by prospective customers near you. Learn more at [mindbodyonline.com/business/acquisition-tools](https://mindbodyonline.com/business/acquisition-tools).