

A woman with glasses is working on a laptop. The image is overlaid with a green tint.

mindbody

# 6 Marketing Must-Haves

Simplify and automate with these  
**Marketing Suite** best practices

To strengthen and grow your brand, you have to break through the noise. From well-organized newsletters to authentic emails and perfectly timed texts, our most successful customers use Marketing Suite to build strategies around these six areas of focus.

| 59% of consumers say email marketing regularly influences their purchases

## 1 Retention

It costs 5 times as much to acquire a new customer than to retain a current one. Keep them coming back with marketing content that offers real value. No matter what you're communicating, make sure it's true to your brand.

—> *Easy-to-use newsletter templates help you get your email out the door with a consistent look and feel, and on a consistent schedule.*

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## 2 Optimization

There's a right time and a right channel for your message. Create content and schedule campaigns to make the most of each, because **76% of customers prefer different channels depending on context.\*** Should it be an email, a text, maybe a social post?

—> *What emails get the most visibility? Generally, the highest open rates happen from 10-11am on Tuesdays and Thursdays. Run tests to see what works best for your content.*

### 3 Personalization

Want to hone in on specific groups to offer them just what they're most interested in? Segment your clients based on their information and behavior with smart lists, then reach out at the right time with the right messaging. **66% of customers expect companies to understand their unique needs.\***

—→ *Create smart lists based off clients who have opened links you sent in a previous email. These clients have shown interest and can be a great source of revenue.*

### 4 Communication

How you say it matters—a lot—so keep your newsletters conversational and snackable. Subject lines should be clear, clever, and concise (4-7 words), and avoid those spam triggers.

—→ *Emails sent using Smart Subject line suggestions from Mindbody have a **12% higher open rate.***



## 5 Motivation

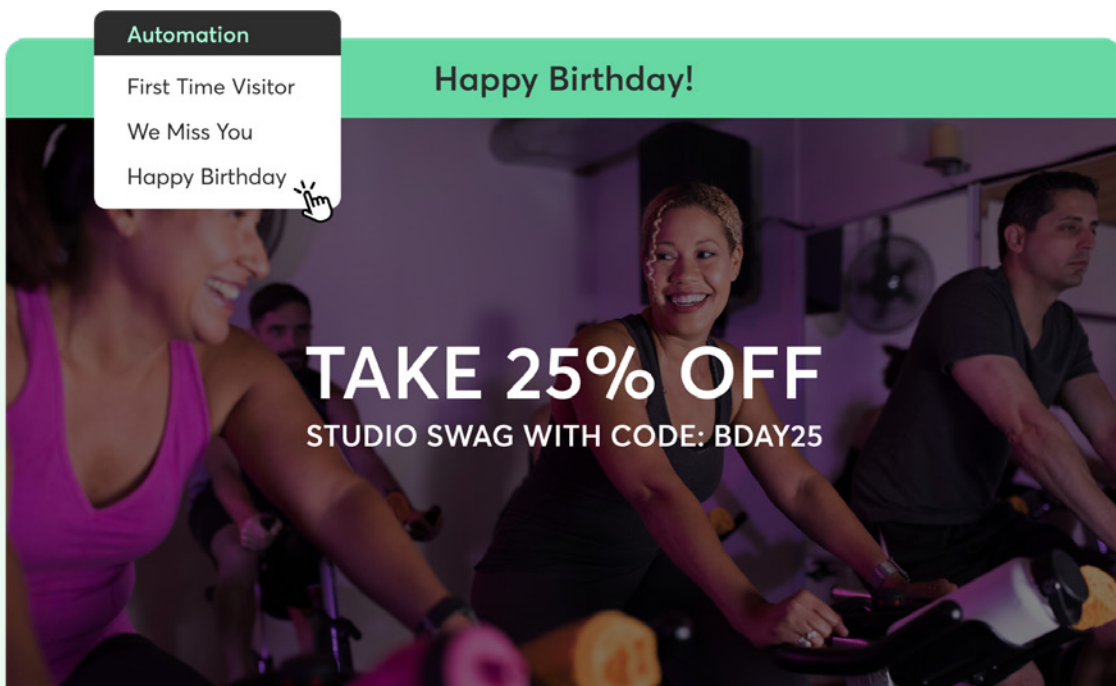
Give customers a clear idea of what to do next with a call to action (CTA) in every email, newsletter, and text. Every CTA should encourage action—making a purchase or booking, providing information, or learning more. Keep CTAs clear and compelling.

—> *Offer Builder can spotlight existing promo codes or pricing options and improve your client experience. Use Branded Web widgets for a mobile-friendly experience.*

## 6 Automation

We simply can't narrow down our favorite automations—there are too many to love. [These are our top five](#), including First Time Visitor, Happy Birthday, and We Miss You. And [these three more must-haves](#) focus on follow-up emails and memberships.

—> *With 80% of consumers more likely to make a purchase when brands offer personalized experiences,\* don't miss opportunities to make your clients feel noticed and appreciated.*



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