

Mindbody Marketplace Checklist

More new clients. More revenue.

Optimize your Marketplace listing with these simple steps.

mindbody

✓ PHOTOS

Showcase your brand.

Choose a minimum of 6 photos that accurately represent the classes, appointments and services you provide. Make sure to use high-quality photography—first impressions matter!

Marketplace Dashboard > Edit App Listing >
Location 1 > Manage Location Photos

Have multiple locations?

Just select a location from the filter on the Add Photos screen to add photos for each of your studios.

✓ KEYWORDS & CATEGORIES

Help customers find your business.

Create class, service, and location descriptions full of relevant keywords to help clients discover your business and your offerings. Make sure to use keywords that accurately describe your business so it will pop up when someone is searching.

Marketplace Dashboard > Edit App Listing > Select Location > Location Description

Remove the guesswork with concise, yet descriptive class and service titles. Make sure that you select correct Categories and Sub-Categories for accurate filter results.

Services & Products > Select Classes or Appointments > Click on Service Name > Select Category > Save

Running on the classic Mindbody platform?
Start on the [Services & Pricing](#) page.

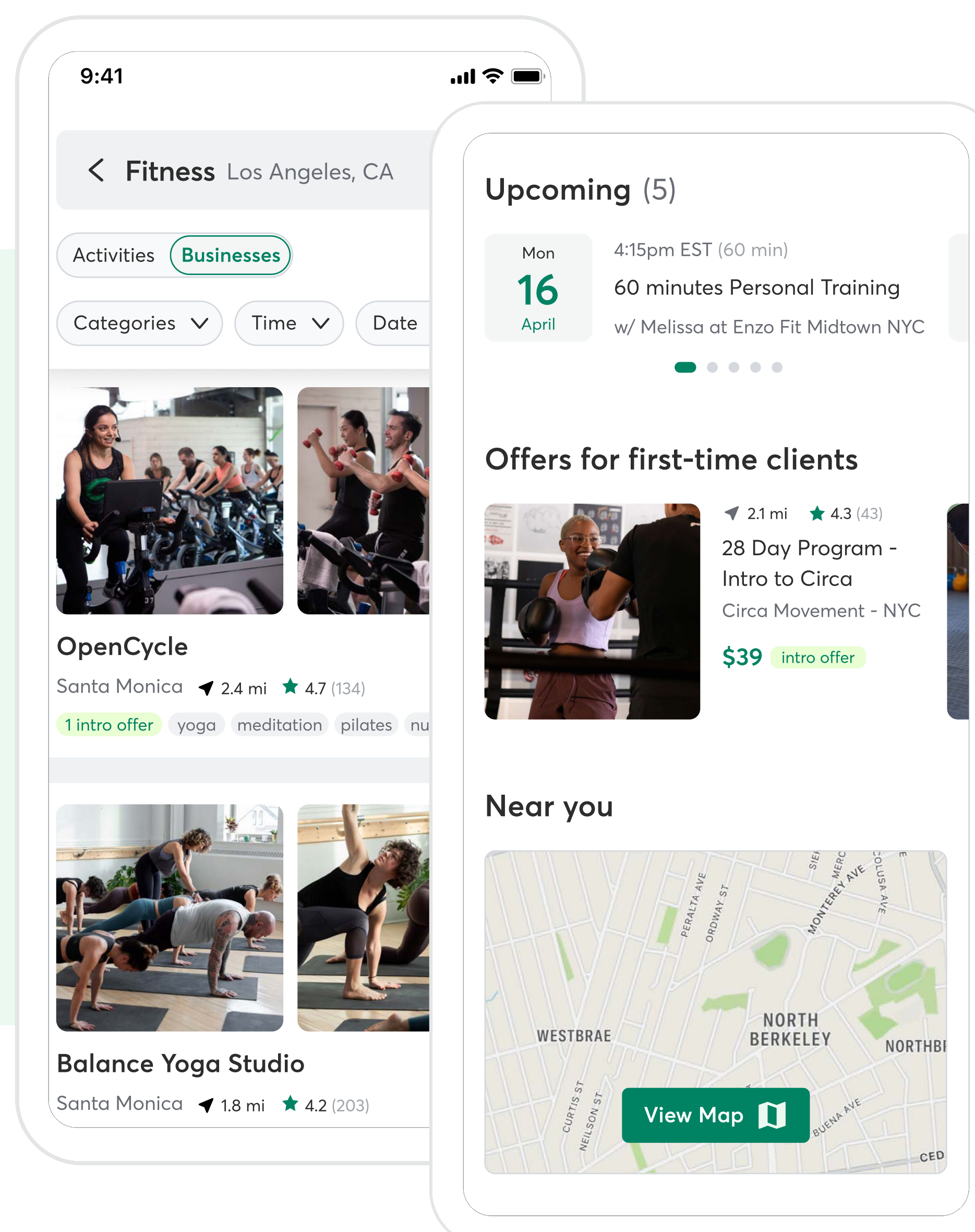
For virtual offerings, use the word "VIRTUAL" in all caps before the title so it's easy for anyone to find it, wherever they might be (i.e., "VIRTUAL HIIT").

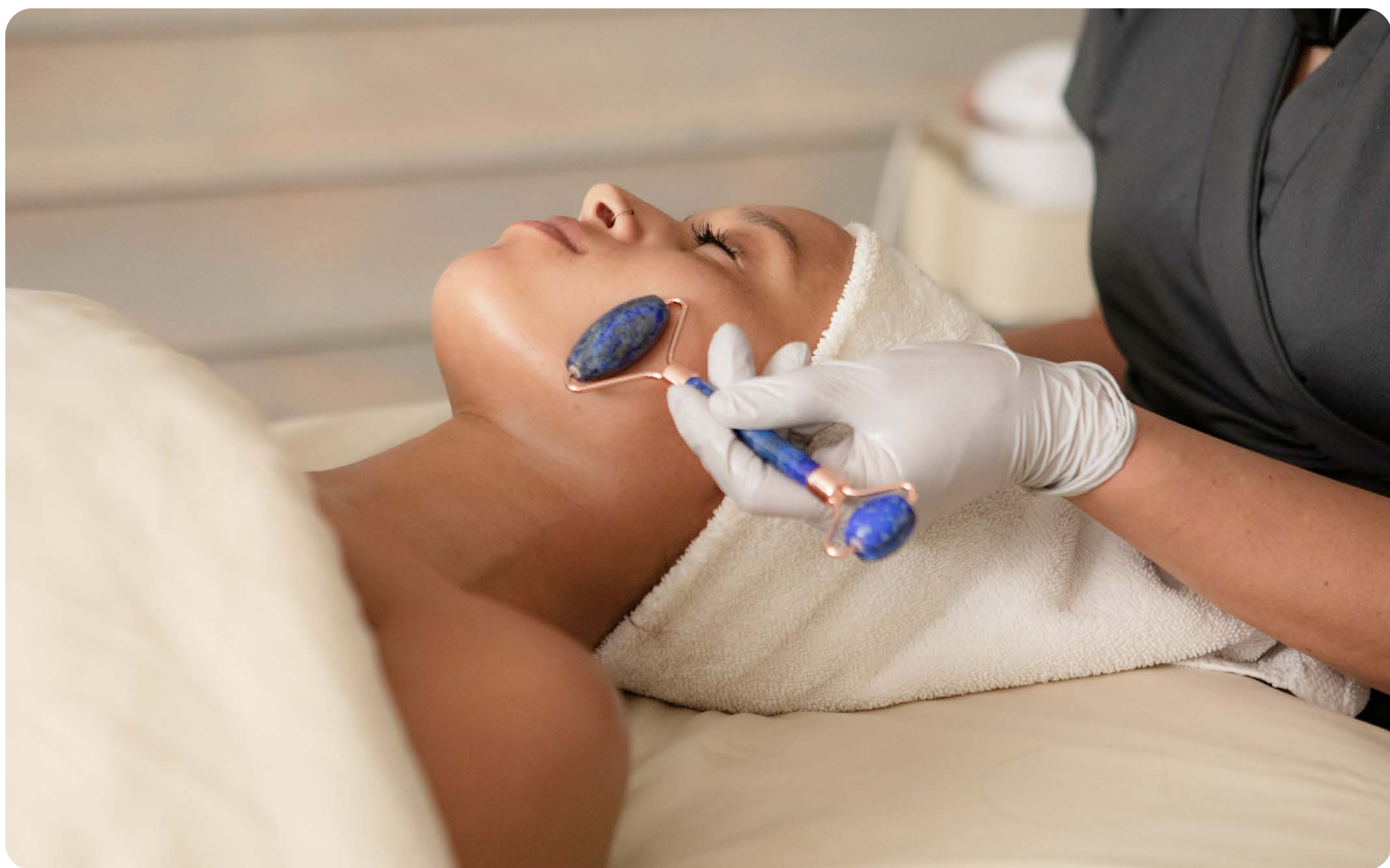
✓ INTRO OFFERS

Attract new clients.

Stand out in the Marketplace and give potential customers an extra nudge to commit by promoting your intro offers.

Marketplace Dashboard > Promoted Intro Offers > Toggle On > Manage > Select Pricing Option > Enable Promote in Mindbody App > Save





✓ DYNAMIC PRICING

Fill unsold spots.

Fill classes with a discount or charge extra for last-minute spots during peak hours. Dynamic Pricing classes get premium placement in the Marketplace for greater visibility.

Marketplace Dashboard > Dynamic Pricing > Toggle On > Manage

✓ PREREQUISITES & EQUIPMENT NEEDED

Inform your clients before they arrive.

Make sure clients are prepared to have the best experience at your business by letting them know exactly what to bring or what prerequisites are required.

Services & Products > Select Classes > Click on class name > Additional Options > Prerequisites Options

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✓ RATINGS & REVIEWS

Boost your stars.

Encourage customers to leave ratings for your class after their visit and even respond to customers directly via the Ratings & Reviews Report.

[Learn more about the Ratings & Reviews report.](#)