



How Nift brings new customers to an expanding MINDBODY studio

★ **Business Name:**
BTONE Fitness

📍 **Location:**
Boston, MA

⚙️ **Industry:**
Fitness

🏠 **Number of Locations:**
6

Nift and MINDBODY make growth easy for BTONE Fitness.

Jody Merrill, owner of BTONE Fitness, opened her first (and second, third, fourth, fifth, and sixth) studio to let people on the East Coast experience the training methods she loved in California.

She was already using MINDBODY to manage her business, but needed a way to bring in new customers from the neighborhood. As she says, "when I pick a new location, it has to be accessible. When we expand, we have to rely on the people really really close by."

The Problem:

Expanding fitness studio needs to build local clientele

When you're opening new studios in new neighborhoods, how do you bring in clients from the area who will become the backbone of your business? Merrill uses Nift, the only MINDBODY integration built to acquire new customers, to do just that.

As she opens more locations, Merrill strives to find ways to bring customers through the door that won't accidentally cause BTONE to lose its individuality. Plus, between trips to California to stay on top of what's happening in the fitness world, and managing her current and upcoming locations on the East Coast, Merrill doesn't have a lot of spare time.

"Being able to get new Nift customers based on their work and home zip code is great because you have to draw from both. When I expand, I pick a new location using that information."

Jody Merrill, Owner, BTONE Fitness

The Solution:

Use Nift to seamlessly bring in the right local customers

While BTONE is growing across the region, Merrill wants to keep things local, so she uses Nift. Nift sends local customers who already have an affinity for fitness to Btone, without Merrill lifting a finger. And, it's the only MINDBODY integration built to bring in new customers. It's seamless: once a Nift customer decides to visit BTONE, they create a MINDBODY profile, and then come in.

After that, Nift tracks their repeat visits and spending. "It lets you see what's really working," Merrill says. Not only has Nift brought BTONE thousands of new customers, but almost 90% return and make repeat purchases.

BTONE thrives using Nift, and it gives Merrill time to work on growing her business. It brings in local customers, and customers she might not otherwise see. "Being able to get new Nift customers based on their work and home zip codes is great because you have to draw from both," Merrill says. Plus, Nift lets her select what types of clients she wants to welcome. "We usually have a lot of women signing up for classes," Merrill says, so she's set her Nift gift to only be shown to men, balancing her customer base.

The Results:

**Over \$94k
in revenue
from Nift
customers**

Growing her business is easier when she doesn't have to worry about finding new customers. Using Nift and MINDBODY together gives business owners like Merrill access to verified data about Nift customers. "Nift helps bring in like-minded people from areas we might never have found."

Nift can track customers' repeat visits and spending. Since partnering with Nift, new Nift customers have brought Merrill's business an additional \$94k in revenue.

Using the Nift integration with MINDBODY is the natural way for Merrill to keep track of her business and bring new customers through the doors. For her, Nift is "an easy way to market without diluting BTONE's brand." Using MINDBODY and Nift to succeed in the fitness industry for so long has made Merrill want to mentor others: "I feel like it's my duty to guide people the way others helped me. And I tell them to use Nift."

If you're ready to grow your businesses and bring in new local customers who are a good fit, [reach out today](#).



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