

Organic social media

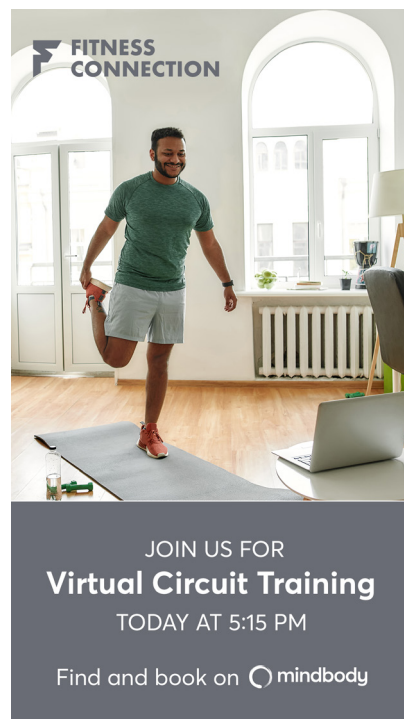
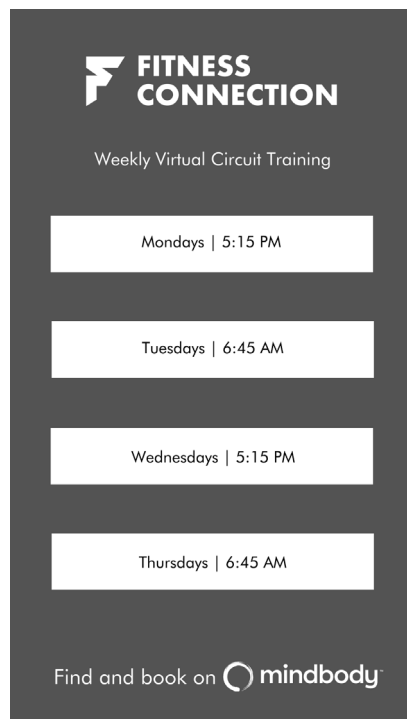
In 2020, [the average person spends nearly 2.5 hours a day on social media](#). That means if you're not prioritising organic social media as a viable marketing outlet for your fitness business—especially for virtual offerings—you're missing out. With social media, you can get in front of customers for free. Here's how:

Focus your efforts. It's tempting to overextend and try to be everywhere on social media. Instead, start with 1-2 social platforms (e.g., Facebook, Instagram, Twitter, YouTube, or Tik Tok) and establish a sustainable strategy. Not sure where to start? Look to your clientele. Determine which platforms they engage with most frequently and focus your attention there.

Be consistent. We're not just talking about a consistent posting schedule (although that's important), your imagery, voice, and tone of each post, tweet, or Story should be consistent with the rest of your online brand and with your virtual experience. Be consistent with hashtag use as well, including localised tags to catch the attention of nearby customers.

Update your profile link. Make this prime real estate count by linking to a page on your website that promotes your virtual offerings. Even better? Add a link to purchase your virtual introductory offer.

Promote your weekly offerings. Even if your weekly virtual offering days and times stay consistent, make it a habit of posting your weekly schedule to stay top of mind. An easy way to do this is with Instagram and Facebook Stories.



Get your staff in on the fun. Mix it up (and spread out the responsibility) by getting your entire team involved. Whether it be with a weekly Story takeover, an instructor-led cooking show on IGTV, or a "get to know us" post series, show the faces of your business to keep your community engaged. Make sure they highlight virtual offerings and invite clients to join in, too.

Establish your own hashtag. Encourage those engaging with your virtual offerings to post about their workouts to their own social media profiles. Remind them to tag your business and use your branded hashtag when posting that sweaty post-workout selfie.

Create FOMO. Now that you have user-generated content (see point above), share it! Repost to your Story, retweet, and add tagged content to your grid. Create FOMO (aka fear of missing out) for others by showcasing how much fun your current clients are having getting their virtual sweat on.

Make a private Facebook group. Inside, share your weekly virtual schedule, exciting updates, and client wins. Share movement or mindfulness challenges and start threads asking clients for their favorite healthy recipes, virtual workouts, and Netflix recommendations.

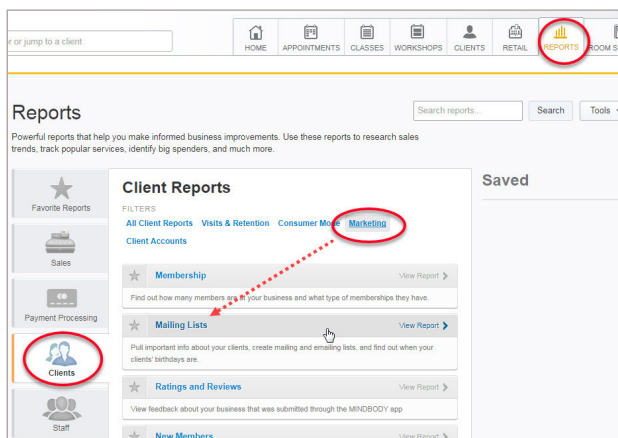
Paid social media

With so many businesses vying for attention on social media, you'll want to allocate marketing spend to ensure your content surfaces in the newsfeed and targets prospective customers. Plus, paid social ads are relatively inexpensive to run and can have some seriously impressive results. Here's how to boost virtual-specific sales through paid social.

Define your target demographic. Although you can technically offer virtual services to anyone, anywhere, be specific with the audiences you target. Prefer to go broad with your audience? Test larger geographic locations or interest groups with one or a few of your audiences—but pay close attention to the results. If you find these audiences aren't performing well (i.e., you're spending a lot without many conversions), focus your efforts and budget on a narrower group.

Create custom audiences. Don't underestimate the data you have in your [fitness software](#) to create highly-targeted audiences that are more likely to convert than those who are, for example, simply "interested in fitness" and live within 15 miles of your location(s). When building custom audiences, start with:

- Existing members
- [Big spenders](#)
- Those who've previously purchased a class package
- Those who've only ever purchased drop ins
- Those who purchased your intro offer but didn't convert

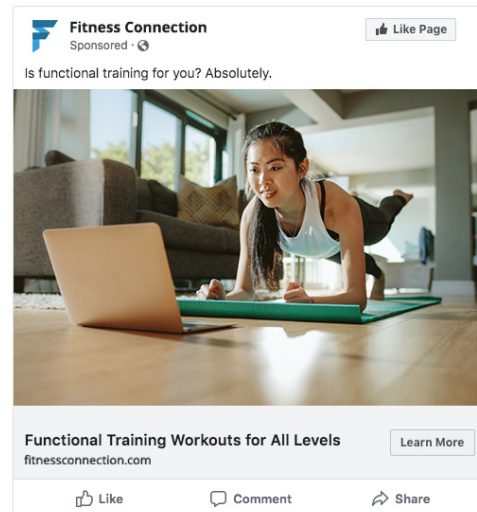
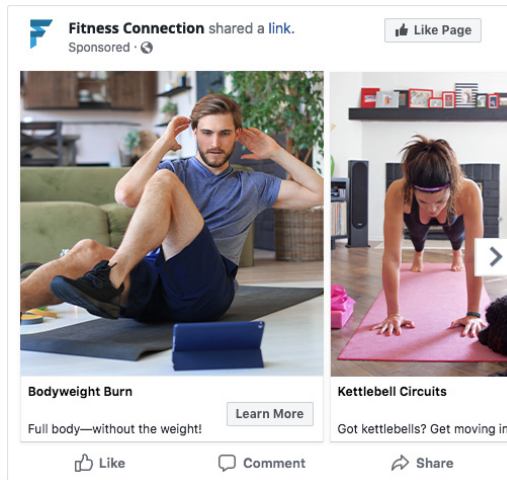


If you're a Mindbody customer, use the tagging feature in reports to define and [export customer lists](#). Once you've exported the list, [here's how to make a Custom Audience](#) with Facebook.

Add a remarketing pixel. Perhaps the most financially efficient way to reach new virtual customers is by remarketing to them once they've engaged with you online. That's because these individuals have taken specific actions that strongly suggest they're interested in learning more about your brand.

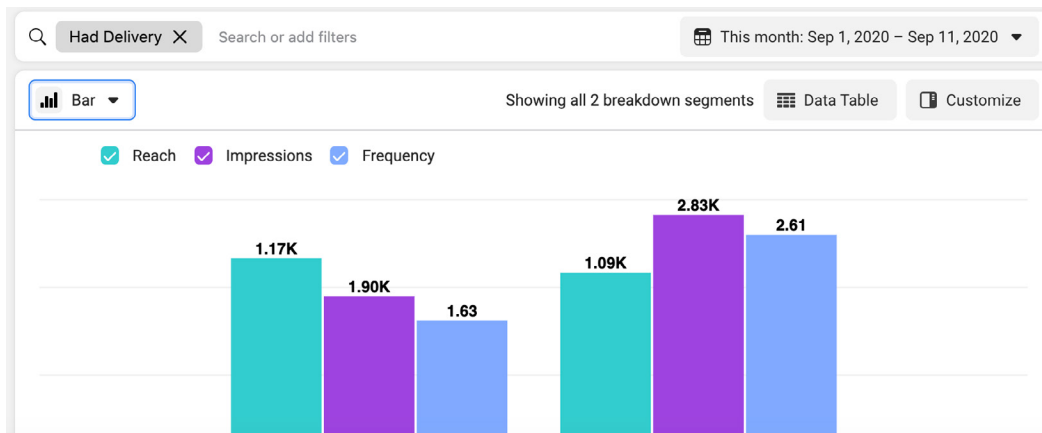
To get started, add a remarketing pixel (like the [Facebook Pixel](#)) to your website. Once this piece of HTML code has been added, you'll be able to create ads targeting individuals who've visited your website. The same concept applies to those who've engaged with your social platforms. For example, if someone has watched a Story, liked a post, or tuned into a video, you can send a targeted ad to follow up.

Curate a unique ad experience. Your goal should be to deliver the right message, to the right customer, at the right time. That means creating ad experiences specific to the customers you're targeting. For example, a remarketing audience is further down the sales funnel than a more general, "interested in fitness" audience. That means you'll need to design the ads differently. Perhaps the remarketing audience receives an ad promoting your introductory offer while the other is prompted to watch a video about your brand first.



Be thoughtful with creative. When designing social ads, use high-quality imagery and video ([no, you don't have to hire a professional to get great quality imagery](#)) that accurately represent your clientele. Be intentional with the wording used, too. Be clear, concise, and have a specific CTA (call-to-action). Those viewing your ad should understand the problem you solve and benefit(s) they'll receive.

Test and optimise. The first phase of running social ads is creation. The second phase is adjustment. Keep an eye on ad performance and tweak accordingly, whether that be budget, audience, ad creative, or all the above. Pay special attention to metrics related to engagement, reach, and click-through-rate (CTR).



Don't give up too early. Like all good things, social media advertising takes time. Be patient and optimise when necessary. After a month or so, if your ads aren't on track to hit your goals, consider more dramatic adjustments or a new approach altogether.

Email marketing

Email marketing has long been a critical marketing outlet. When done well, it not only increases sales, but helps engage and retain clients, too. So, how can you use email to promote your virtual offerings?

Encourage email sign-ups. There should be signage in your facility, mention in your team's email signatures, and posts on your social media accounts promoting the benefits of becoming a subscriber.

Provide value—don't just sell. Every email sent should include tangible value for the reader—not just a sales pitch. Send nutrition tips for fueling at-home workouts, provide at-home equipment swaps, or give stretching or foam rolling tutorials. If you're a Mindbody customer, use the newsletter templates in [Marketing Suite](#) to make this simple (more on templates next).

Templatise. When designing, keep the aesthetic of your email branded and easy-to-read. Even better, use a template. If you're a Mindbody customer, our ready-to-use templates are designed specifically for fitness businesses looking to promote their virtual content. These include:


- Virtual Class Announcement: Let your entire email subscriber list know that your new live stream classes are ready.
- Promote Video: Send a recorded video as a follow-up to class attendees.
- Upcoming Classes: Share your weekly virtual schedule.

[Download our Marketing Suite playbook for more details on Mindbody's ready-to-use templates.](#)

Automate, automate, automate. Make your virtual sales process easier by automating email communications. Want to convert virtual drop-ins to your virtual intro offer? Check in with clients you haven't seen in a while? Encourage reviews from your biggest virtual fans? With Marketing Suite, it's easy to deliver tailored messages to clients at every stage of their customer journey. And the best part is, you can set it and forget it. Once you've built the emails, there's no ongoing work for you and your team.

MOVE OF THE DAY

Keep moving and grooving! The move of the day focuses on an exercise that you may or may not already know. Let's break down the movement and the benefits, so you can improve your form and bring more awareness to your body, the next time it comes up in class.

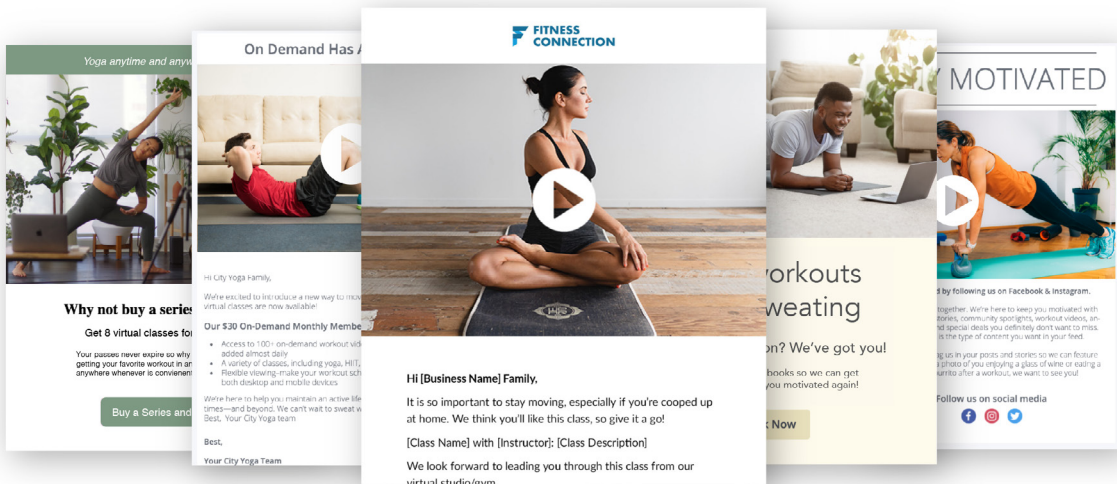


Reverse Lunges

Easier to learn than it is to do, walking lunges challenge your balance, engage your core, and elevate your heart rate. Get ready to fire up your quads and glutes.

Benefits of this exercise

- improve functional fitness
- strengthen lower body muscles
- intensify the exercise with speed or weights



The collage shows five overlapping email templates:

- Yoga anytime and anywhere:** Features a woman in a yoga pose and a play button icon.
- On Demand Has...:** Features a woman on a mat with a play button icon. Text includes: "Hi City Yoga Family, We're excited to introduce a new way to enjoy virtual classes now available! Our \$30 On-Demand Monthly Membership includes: Access to 100+ on-demand workout videos added almost daily; A variety of classes, including yoga, HIIT, and more; Flexible viewing—make your workout schedule on both desktop and mobile devices." It also includes a "Buy a Series and..." button.
- FITNESS CONNECTION:** Features a woman in a yoga pose with a play button icon. Text includes: "Hi [Business Name] Family, It is so important to stay moving, especially if you're cooped up at home. We think you'll like this class, so give it a go! [Class Name] with [Instructor]; [Class Description] We look forward to leading you through this class from our virtual studio/evm."
- Workouts sweating:** Features a man at a laptop and a woman exercising. Text includes: "Workouts sweating...? We've got you!... books so we can get you motivated again!... Now"
- MOTIVATED:** Features a woman in a yoga pose with a play button icon. Text includes: "By following us on Facebook & Instagram... together. We're here to keep you motivated with fitness, community spotlights, workout videos, and special deals you definitely don't want to miss. It's the type of content you waste no time on. Tag us in your posts and stories so we can feature a photo of you enjoying a glass of wine or eating a burrito after a workout, we want to see you! Follow us on social media" with social media icons.



See how Mindbody can help market your virtual services.
[Explore the software.](#)