



MARKETING SUITE PLAYBOOK

Fitness Businesses

Stay connected, retain your clients,
and keep your business top of mind.



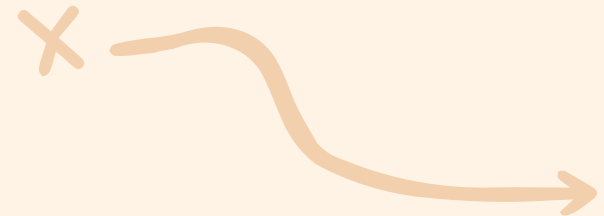
Let's get started.

As a fitness studio or gym, you want to stay connected to your community, retain your clients, and keep your business top of mind.

With **Marketing Suite**, you can personalise and automate your communications to promote your business. With ready-to-use campaign templates and automations, you can tailor your messaging to earn and build loyalty for months (and years) to come.

Ready to dive in?

This Marketing Suite Playbook is your complete guide to implementing a retention strategy. We'll walk through four "plays" in detail and give you the tools and templates you'll need for each to convert walk-ins, win back lost customers, and create long-term members.





Convert and reengage clients

Haven't seen some of your clients in a while? Let's change that.

Encourage clients to stay...

Welcome new client drop-ins—and keep them coming back.

Set up your **First-time Visitor Welcome automation** to make sure you're following up with each new client and promoting your intro offers/any current promotions you're running to encourage them back in.


Assign the **Intro Offer and Class Pack template** to upsell your services.



PRO TIP

Customise your **First-time Visitor Welcome automation** to include multiple emails. That way, new students get an email every 5-7 days to keep them engaged—and coming back for more.

Keep the
momentum
going!



We're here to help you reach your goals.

You're not in this alone. We've helped hundreds of members conquer their goals, at every stage of their fitness journey.

Want to look and feel your best, but don't want to commit to a full membership yet? Our limited-time intro offer is the perfect chance to try us out.

Choose the intro offer that works best for you:

- One week of unlimited classes for FREE
- £50 membership for your first month of unlimited classes
- 10 class pack for £150

[Get Started](#)

Have any questions?
Reply to this email and we'll respond to you personally. Hope to see you soon!

Intro Offer and Class Pack template

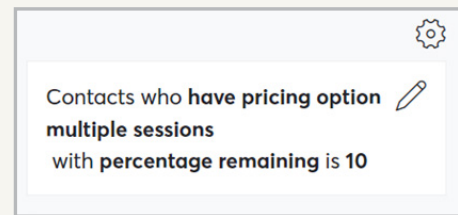
...and reengage clients you haven't seen back.

How's your retention rate?

Set up your **45 Day Reengagement automation** with the **Intro Offer and Class Pack template** to win them back.

Don't let existing members slip through the cracks.

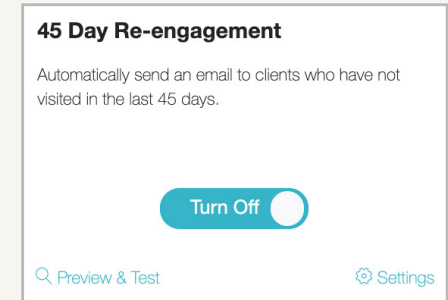
With new, advanced segmentation, clients receive an email and/or text when a class membership is expiring or a class package is running low. That way, you can secure the recurring revenue that's foundational for your business.



Contacts who have pricing option multiple sessions with percentage remaining is 10

This interface shows a text-based segmentation rule. It includes a gear icon in the top right corner and a pencil icon next to the text. The text specifies a filter for contacts based on their pricing options and the percentage of sessions remaining.

Advanced segmentation



45 Day Re-engagement

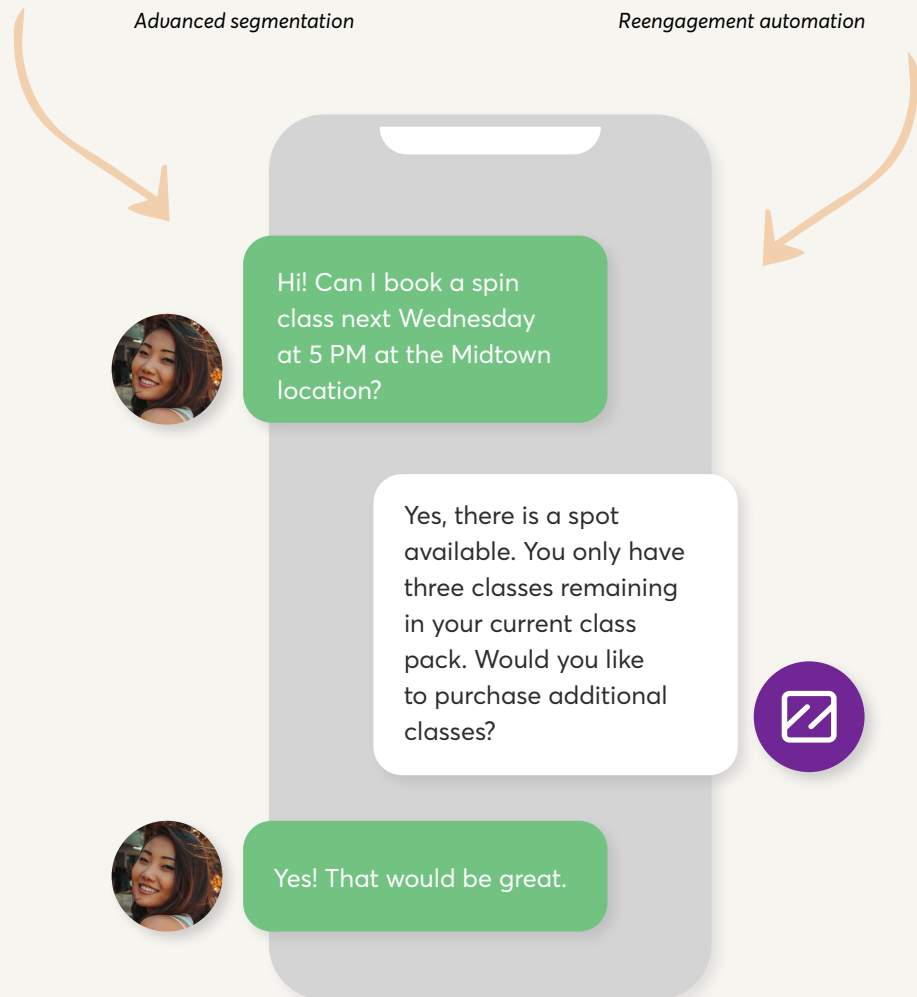
Automatically send an email to clients who have not visited in the last 45 days.

Turn Off

Preview & Test Settings

This interface is for configuring a re-engagement automation. It features a title, a description of the automation, a toggle switch labeled 'Turn Off', and links for 'Preview & Test' and 'Settings'.

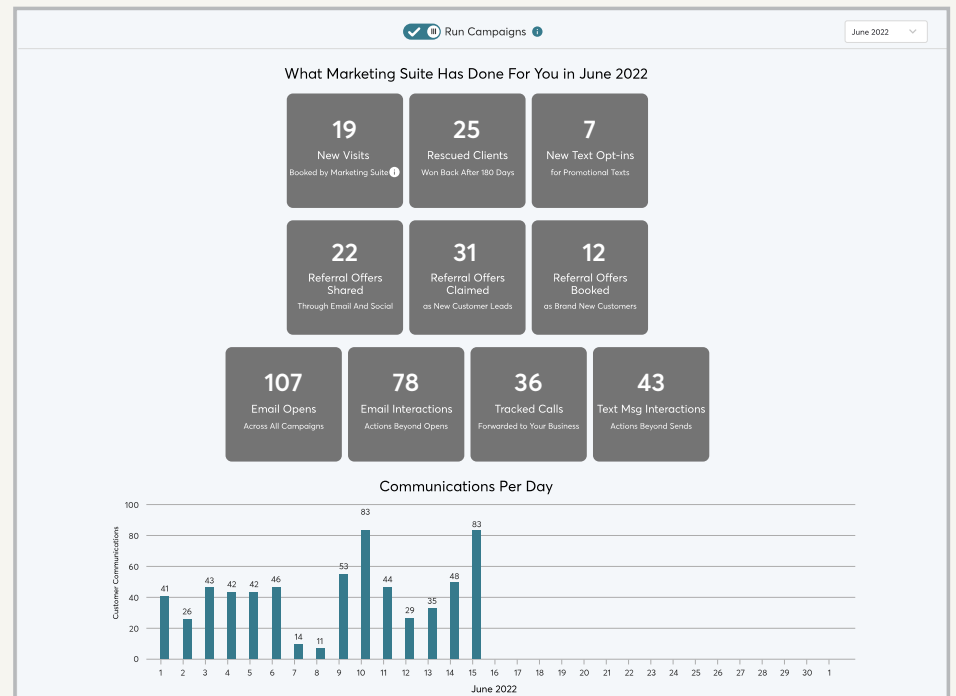
Reengagement automation



Continue to use analytics to guide your email efforts.

Look to the **Analytics dashboard** in Marketing Suite to measure the overall effectiveness of your automations and campaigns. With advanced **performance reporting** you can track how many communications were sent (and how many bounced back), your open rate, how many clients opened a link in the message, and if anyone unsubscribed after receiving the email.

These metrics provide a picture of how your automation is doing and which parts of it are performing best—and if anything can be improved.



Analytics dashboard



PLAY 2

Engage your community with content

You've invested years into growing your client base. Maintain a personal connection through communication and content marketing.

Keep connected to your community with easy-to-use newsletter templates.

Send regular email newsletters chock full of helpful advice and wellness tips to keep your business top of mind.


Marketing Suite's bank of templates will help jumpstart these communications, including:

- **Social Engagement:** Build your social presence and encourage social engagement from your community. Show your clients what you're up to—and why they should join in—on Facebook, Instagram, and more.
- **Move of the Day:** Educate your clients on proper form and alignment so they can perform specific exercises safely and effectively.



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.



Walking 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

Muscles targeted: quads, glutes, hamstrings, calves, and abdominals

How to do walking lunges

Move of the Day template


- **Healthy Recipe template:** Provide your clients with your go-to recipes. Share your favorite, healthy “Netflix nosh” or “Post-workout protein shake” to keep clients engaged—and fueled.

- **Instructor or Student Spotlight template:** Introduce a staff member or student and share their stories to inspire and develop an even closer community. Make your spotlight even more fun with a link to a recorded interview or an instructor Instagram takeover.

Having a robust content marketing strategy is a win-win. For you, it keeps clients engaged outside of your business. For clients, it provides valuable insight on topics they're interested in.

Yum!

They say abs are made in the kitchen. We like to say: made in the gym, and revealed in the kitchen. Whichever the case, a healthy diet is crucial to looking and feeling your best.



Emma's favorite:
Garden Fresh Salad

"This recipe is my go-to salad when I'm craving more flavor and color. With just a few more toppings than your ordinary salad, this dish fills you up and has the right amount of carbs and fat to fuel your day."

Macros: Carbs 43.9 g / Protein: 9.5g / Fat: 29.5g
Calories: 459 calories
Servings: 6

Ingredients:



- 8 cups baby spinach leaves
- ½ medium red onion, sliced and separated into rings
- 1 (11 ounce) can mandarin oranges, drained
- 4 medium beets cut in half
- 1 cup honey-roasted sliced almonds or walnuts
- 1 cup crumbled feta cheese
- 1 cup balsamic vinaigrette salad dressing, or to taste

Instructions:
Place spinach onto a plate. Top with red onion, mandarin oranges, beets, sliced almonds and feta cheese. Drizzle dressing over each salad.

Healthy Recipe template

Instructor Spotlight

Have you met **Molly**?

Molly brings a heart-centered approach to clients as both a group instructor and personal trainer. With a background in competitive athletics, Molly has a deep passion for both movement and teamwork, which makes her the perfect fit for our community. With certifications in personal training, group exercise, and yoga, Molly's a true triple threat.

What we love more than her extensive expertise, however, is her warm demeanor and passion for helping others to prioritize a healthy body and mindset.

When she's not at the studio, you can find Molly whipping up a healthy meal in the kitchen or going on hikes with her pup, Roscoe.

Instructor or Student Spotlight template



PLAY 3

Encourage ratings and reviews

Virtual fitness and in-person experiences have upped the competition in the fitness industry. Boost your online reputation and credibility with ratings and reviews.

Remind loyal customers to share their five-star experiences.

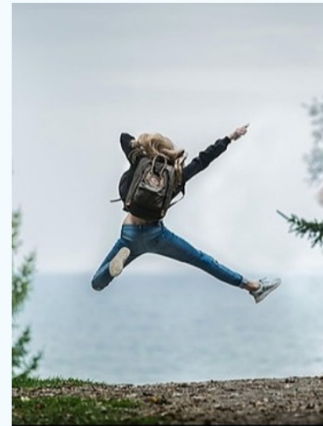
Enable the **Feedback and Reviews Smart Marketing automation** to send emails and/or text messages to recent virtual clients asking for their feedback.

Choose to add the reviews to your website and/or use the **Ratings and Reviews template** to request the client publishes their glowing feedback to review sites.

Reviews have always been, and will continue to be, extremely important. As you reopen, leave the **Feedback and Reviews Smart Marketing automation** enabled to continue collecting feedback from both virtual and in-person clients. That way, you can quickly address less-than-happy customers and share positive testimonials about your business.



THANK YOU.



I want to take a moment to thank you. We know you have a lot of choices when it comes to fitness, so your support means a lot to us. Did you enjoy your experience? Please don't hesitate to reach out.

We strive to provide our customers with a fantastic experience, and your feedback helps make that possible. Most of our community finds us by word-of-mouth, so we're always grateful when people take the time to leave us a review. Do you have a moment to share your experience?

Leave us a review on...

[Mindbody](#) | [Google](#) | [Yelp](#)

Ratings and Reviews template



PLAY 4

Promote your virtual content

Still offering virtual content? Remind your community they can access the services they love—whenever, wherever.


Let your clients know you offer virtual.

With ready-to-use video campaign templates and default automations in Marketing Suite, you can easily spread the word about your virtual content.

These templates 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.

[Learn more about how to use video campaign templates.](#)



Hi {{(location.name)}} Family,

It is so important to stay moving, wherever you are. We think you'll like this class, so give it a go!

Restorative Yoga
with **Michelle**

This calming yoga session is perfect for all levels.

We look forward to leading you through this class from our virtual studio/gym.

- Be sure to register for virtual classes at least **30 minutes in advance**. You can register on the Mindbody app or through the schedule on [our website](#).
- We will **e-mail you a link** to the class as soon as we see your registration in our system.
- **Log in** a few minutes early so you're ready to go when class starts.

See you there!


[Watch Now](#)

Virtual Class Announcement template

With the **Video Content block** in Marketing Suite's email editor, you can add a link to a specific video or to your entire library in **Mindbody's Virtual Wellness Platform**.

Add video ✕

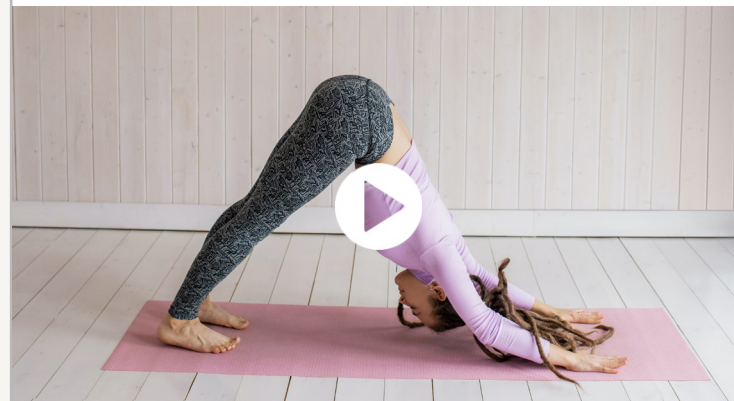
Video URL

Image preview 

[Change thumbnail](#) Hide Play icon

Video Content Block

Restorative Flow is Now Available to View



Hi Libby,

Thanks for joining in on Restorative Flow yesterday! We hope you felt relaxed and centered—you certainly deserved that extra-long Savasana. The best part? We've uploaded the live stream class for you to view anytime.

Click the video above to watch now.

See you in class again soon!
Your City Yoga team

Not a member?
Join now to access all our classes on demand!

BECOME A MEMBER

Have virtual drop-ins you want to convert into members?

Use **Offer Builder** to spotlight existing promotions within your Mindbody software directly in the email. Marketing Suite's email editor automatically generates a call-to-action (CTA) button that makes it easy for clients to checkout.

Edit offer details

What do you want to offer?
Promotion

Which promotion?
50% Off On Demand Promo

Promotion info
[Edit details in your site](#)

Promo code	Max number of uses
ONDEMAND50	1
Discount amount	Valid day(s)
50%	All days
Activation date	Expiration date
April 24, 2020	June 30, 2020


Promotion applies to
On Demand Membership

Include promotion info in email

Button text
BUY NOW AND SAVE

Offer Builder

On Demand Has Arrived!



Hi City Yoga Family,

We're excited to introduce a new way to move with us: On-demand virtual classes are now available!

Our £30 On-Demand Monthly Membership, includes:

- Access to 100+ on-demand workout videos with new content added almost daily
- A variety of classes, including yoga, HIIT, Pilates, and more
- Flexible viewing—make your workout schedule work for you on both desktop and mobile devices

We're here to help you maintain an active lifestyle during these try times—and beyond. We can't wait to sweat with you from home! Best, Your City Yoga team

Best,
Your City Yoga Team

Get 50% off your first month with code ONDEMAND50



Use code **ONDEMAND50** to redeem this offer

Valid from April 24, 2020 to June 30, 2020

Powered by MINDBODY.

LOGO

Enjoy 50% off with code: ONDEMAND50 [Copy](#)


Checkout  

YOUR CART

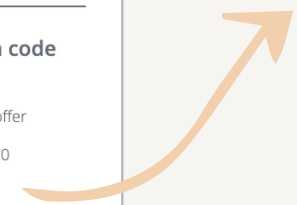
On Demand Membership Remove	£30.00
ONDEMAND50 Remove	(-£15.00)
Tax	\$0.00
Total	£15.00

PAYMENT METHOD

Pay with stored card

 ****1111

You will be charged when you tap Check Out





Your marketing efforts are a key part of your business's success.

Marketing Suite's automated tools make it as seamless and effective as possible to engage existing clients and retain new ones. Whether it's virtually, in person, or both, you've got this—and we're here to help.

Learn more about [Marketing Suite](#).