



## MARKETING SUITE PLAYBOOK

# Fitness Businesses

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



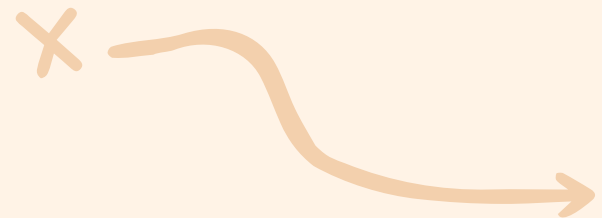
# Let's get started.

Right now, communication is more important than ever. 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 personalize and automate your communications to promote your business—even from afar. And now, with new, 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 both during and post COVID-19. We'll walk through four "plays" in detail and give you the tools and templates you'll need for each to engage your clients and come back stronger than before.





**PLAY 1**

## **Promote your virtual content**

Virtual offerings give your clients access to the services they love during this time and after. But if they don't know about them, how will they engage?

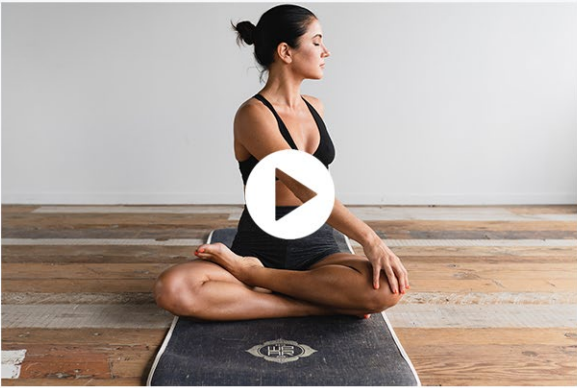
# Let your clients know you now offer virtual.

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!

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**Restorative Yoga**  
with Michelle

This calming yoga session is perfect for all levels.

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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](#)

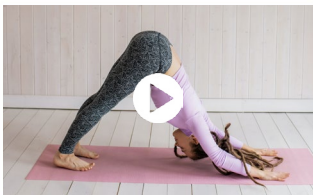
*Virtual Class Announcement template*

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

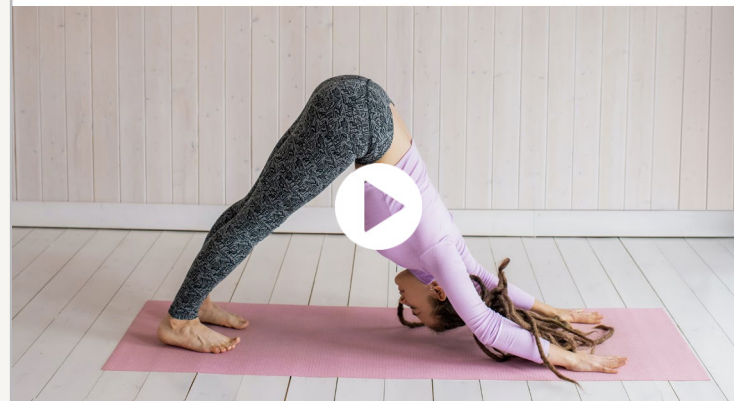


[Change thumbnail](#) ☐ Hide Play icon

Cancel Add Video

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

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

**BECOME A MEMBER**

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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 as 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

Cancel

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

BUY NOW AND SAVE

Powered by MINDBODY.

LOGO

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


Checkout

YOUR CART

On Demand Membership	<a href="#">Remove</a>	\$30.00
ONDEMAND50	<a href="#">Remove</a>	(-\$15.00)
Tax		\$0.00
<b>Total</b>		<b>\$15.00</b>

PAYMENT METHOD

Pay with stored card

 \*\*\*\*1111

You will be charged when you tap Check Out

Check Out



## 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 help clients get through this trying time and 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 effectively and safely.



# 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 recommended recipes from your staff. 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 FaceTime interview or an instructor Instagram takeover.

As you reopen your doors, continue to use the content templates to promote your social media accounts, introduce new staff members, reiterate proper form, and more moving forward.

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 insights they’re looking for.

## 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 as the new normal has upped the competition. Your physical location may not be a selling point for your studio or gym anymore which makes your online presence increasingly important.

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*



## **Reboot your business**

Launch your campaign prior to reopening and give your clients something to anticipate, and to add to their calendars!

# Welcome clients back to your space warmly...

Send the ready-to-use **Welcome Back template** to your entire client list—including any new, virtual clients you've acquired.


## Be sure to include:

- When you're reopening
- How you're adjusting your space to allow for social distancing
- What upgraded cleaning protocols you've put in place
- If and how you're modifying your schedule
- Any updates to pricing
- If and how you'll continue to provide virtual workouts
- If you're hosting a challenge
- What welcome-back promotions you're offering
- New swag/products you're selling
- Any other pertinent details like required pre-booking, revamped check-in processes, etc.


OPEN FOR BUSINESS

## Welcome back!


Our doors are open and we've taken steps to help keep you safe.




**Your safety is our top priority.**  
We've kept our facility squeaky clean while you've been away. We'll continue to do so, and will be thoroughly sanitizing equipment before, during, and after each class. For more information on our new protocols, click [here](#).




**We've lowered our class capacity to 10.**  
That way, we can allow for 6 feet of social distance between each client.




**We've increased transition time between classes.**  
To reduce the amount of contact between clients, we've updated our class times. Head to our schedule to see the changes!




**We'll continue with our live stream and on-demand classes.**  
For clients who aren't ready to come back into the studio just yet, we'll continue to host daily live streams to keep you moving from home!



**We're starting a fitness challenge.**  
That's right, our attendance challenge starts on June 1! You'll receive points toward prizes for each class you attend (in-person or virtually). Click [here](#) to sign up.



**If you feel sick, please stay home.**  
Working out is not only counter-productive when you're sick, it's also a safety concern right now. To help protect the well-being of our community, we've also instructed our staff to stay home if they have even the slightest of symptoms.



**We are monitoring local, state, and federal guidelines as well as using common sense.**  
We missed getting fit together, but we're committed to our com-

Welcome Back template

## ...and encourage new clients to stay.

As your business gets back up and running, you'll likely welcome new student drop-ins.

In Marketing Suite, 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.

### Continuing to offer virtual classes?

Target any virtual drop-ins, specifically, with another version of your upsell email. Make sure you're virtual clients know about any in-studio promotions your offering as well as any virtual-specific intro offers or packages.

### PRO TIP

Customize 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!

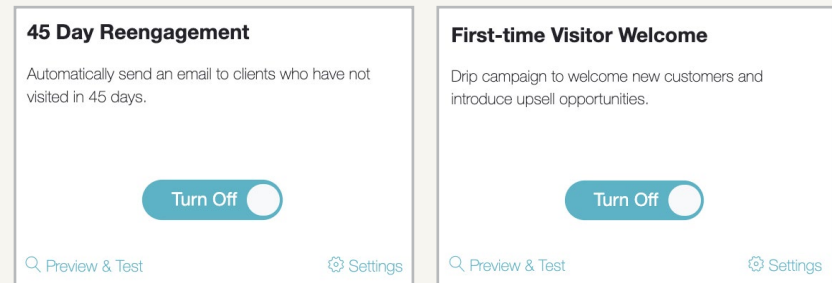
*Intro Offer and Class Pack template*

## Reengage clients you haven't seen back.

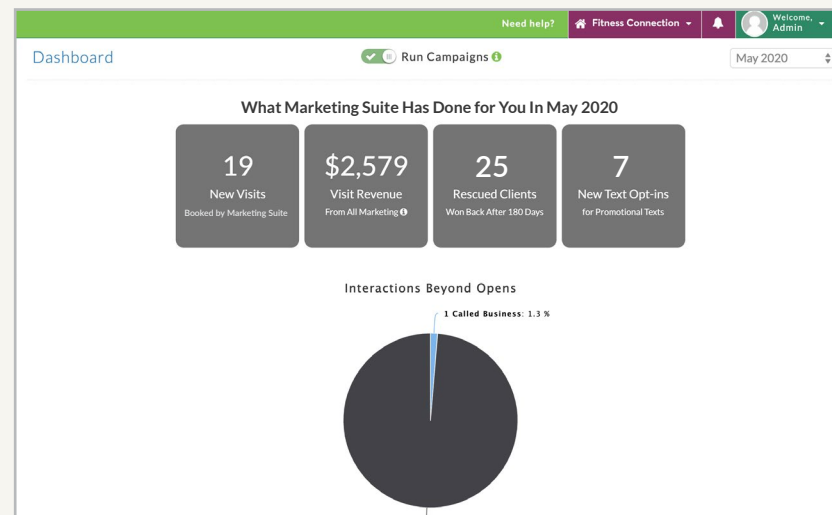
Continue to evaluate your business's retention rate. Is it much lower than before your closure? Set up your **45 Day Reengagement automation** with the **Intro Offer** and **Class Pack template** to win them back.

## Continue to use analytics to guide your email efforts.

Look to the **Analytics dashboard** in Marketing Suite to measure the effectiveness of your automations and campaigns. Here, track the numbers that mean the most to your bottom line. This includes new visits, rescued clients, revenue generated, packages sold, and more.



*Reengagement automation*



*Analytics dashboard*



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

For more on rebooting your business, be sure to download our  
[Post COVID-19 Reboot Kit for fitness businesses.](#)

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.](#)**