



How MINDBODY Helps Studio Barre Automate Marketing

- ★ **Business Name:**
Studio Barre
- 📍 **Location:**
San Diego, CA
- ⚙️ **Industry:**
Fitness
- 📍 **Number of Locations:**
18 Franchise Locations

Studio Barre in Carmel Valley, California, is one of 18 Studio Barre franchise locations aiming to teach a unique, ballet-inspired workout while also making a strong connection with clients and the local community.

Owner Melissa Chang's goal is to offer one of the most effective and fun workouts to the San Diego suburb, while getting to know each and every member and potential client that walks through the door.

Managing it all with MINDBODY

"I'm very big on knowing everyone's story," Chang said. "Everyone is greeted with a smile, we know everyone's names, and we're very hands-on."

While Studio Barre focuses on the in-studio customer experience, Chang can rely on MINDBODY's studio management and automated marketing software to support her daily operations and customer outreach to make sure her customers keep coming back to the studio.

Chang noted that her studio is all about sisterhood, the community, and making a true connection with everyone who comes to enjoy a barre class.

As a fitness fan herself, Chang understands how some studios can seem cold and unwelcoming, particularly to new clients, but this is the opposite of the environment within Studio Barre.

Without MINDBODY, we wouldn't be able to function at all.

Melissa Chang, Owner, Studio Barre Carmel Valley

In order to achieve this and get to know members and clients, Chang and her staff leverage MINDBODY software for nearly every aspect of daily operations. This includes supporting class schedules, enabling participants to sign up online, and training staff to utilize client profiles. MINDBODY also serves as the studio's point-of-sale system for its merchandise and membership sales and functions on the backend to support payroll and administrative reports.

MINDBODY for email marketing and customer outreach

Previously, the studio used generic auto emails for email marketing but have since upgraded to MINDBODY's [automated marketing solution](#). Their emails are now aligned with their brand and software, allowing Chang and her staff to see a variety of in-depth customer reports and data and use these insights for marketing outreach.

Time is money, and I don't have a ton of time to be pulling random reports and creating a ton of emails.

Melissa Chang, Owner, Studio Barre Carmel Valley

Chang said, "...On the automation side, having that information all available makes everything so much easier and allows me and my business to be more efficient in real-time and not lagging behind. That's a great partnership, and I'm super excited to use it moving forward."

The ability to connect with clients—not only at the studio but through email as well—has helped Chang support the warm, welcoming environment at her studio.

To find out more about how MINDBODY can help support your fitness or wellness business, [connect with us for more information today.](#)



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To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today at www.mindbodyonline.com/business-software, or give us a call at 877-755-4279.

