

mindbody

The Complete Guide to Email + SMS Marketing

For fitness and wellness businesses

Why email and SMS matters more than ever

Despite the rise of social media, push notifications, and chatbots, email and SMS continue to deliver strong ROIs. That's because they reach people where they're most likely to engage: directly in their inboxes and on their phones. The average return on investment for email is \$36 for every \$1 spent, making this low-cost channel both profitable and high impact.

As for SMS, Mindbody survey data shows that as of July 2025, 37% of fitness and wellness operators use it at least once a month to reach clients. Businesses also report that SMS now rivals email as the most effective channel for member engagement, signaling a clear opportunity to connect through direct communication that meets consumers where they are.

People expect faster communication, mobile-first messages, and more personalization. By combining email with SMS, you get the best of both worlds: instant visibility with text, and rich, detailed content with email.

Mindbody businesses that use both email and SMS via Attentive see:

- 3-10x higher open rates
- 10-15x more revenue

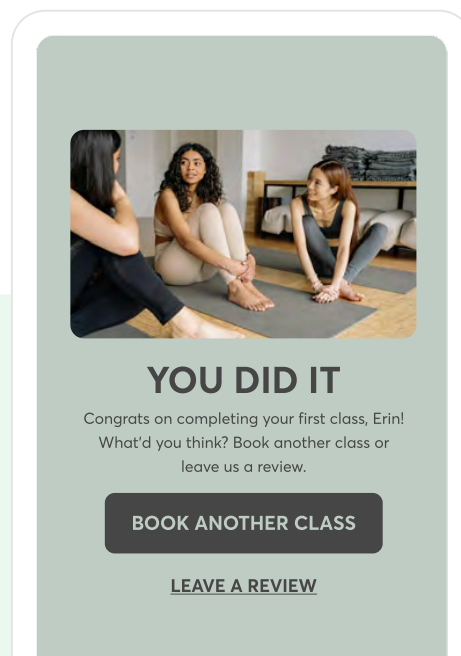
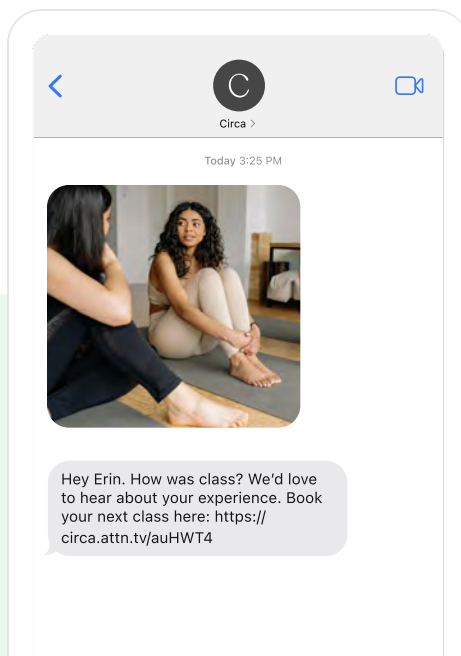
SMS grabs immediate attention. Email helps drive decisions. When used together, they create a full-circle marketing strategy that keeps your clients engaged from the first campaign message to the first booking.

Create a 3-part email and SMS strategy

An effective email and SMS plan needs a balanced mix of campaigns that guide customers through every stage of their journey. Here's how to build a three-part strategy that does just that.

1. AUTOMATED CAMPAIGNS

Automated campaigns act as your always-on communication. Once set up, these messages run seamlessly in the background, triggered by specific client actions or milestones. They help keep client engagement consistent and your business top-of-mind without any manual effort.



Examples:

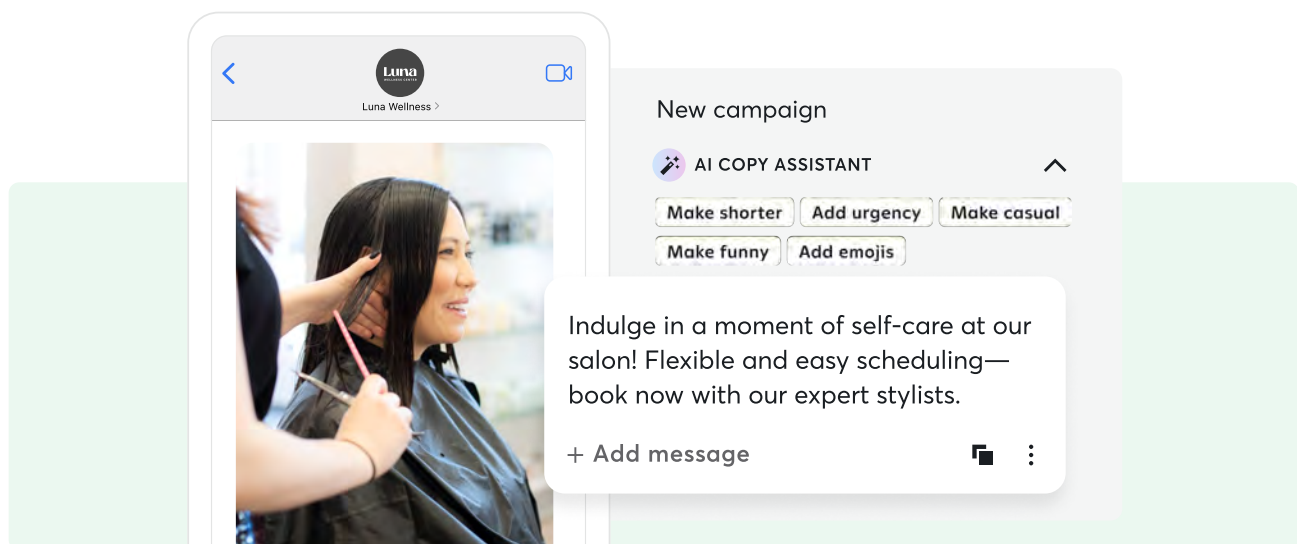
- **Email:** Welcome series for new clients, post-visit follow-ups, membership upsells, & birthday offers
- **SMS:** Visit milestone celebrations, last-minute availability alerts, & re-engagement nudges ("We miss you—book now and save 15%!")

2. DIRECT MESSAGES

Direct messages are personalized communications sent from your business. They can be templated but should always include client-specific details, like their first name. These messages, sent via email or SMS, help build strong relationships and trust.

Examples:

- **Email:** Check-ins after a service, personalized tips, thank-you notes
- **SMS:** Quick "thinking of you" texts, event reminders, & feedback requests



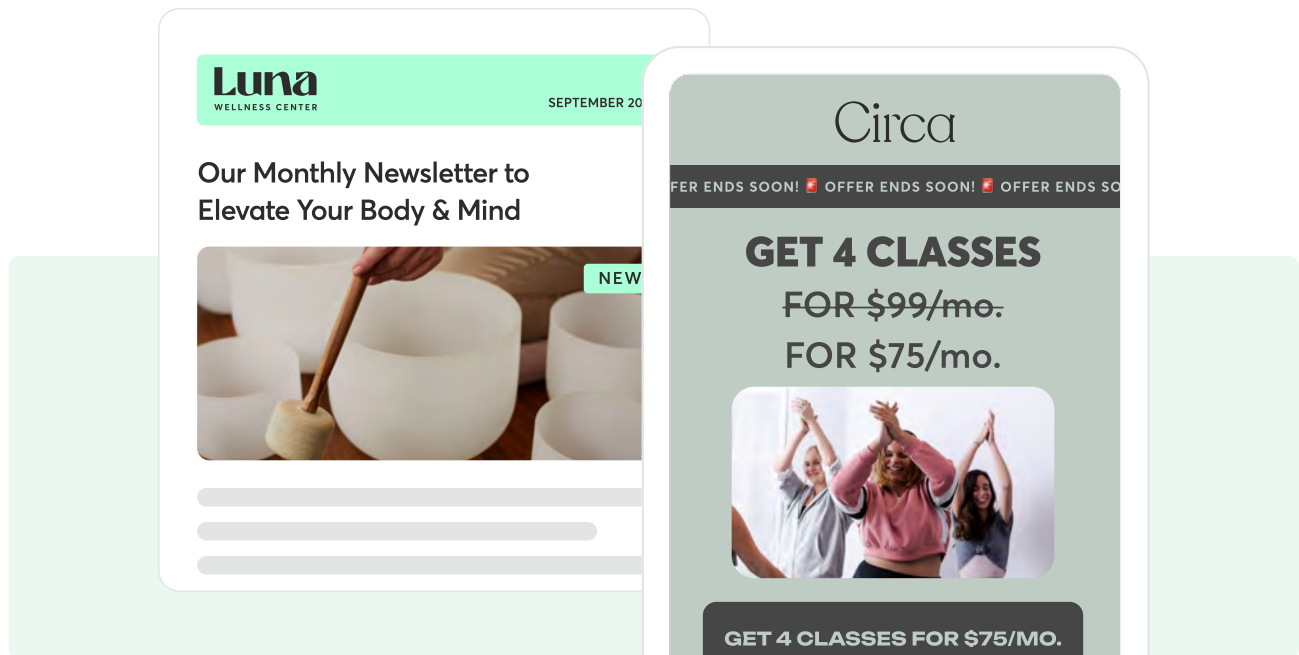
3. ONE-OFF CAMPAIGNS AND NEWSLETTERS

One-off campaigns and newsletters are ideal for promotions, events, or announcements. They're designed to create a sense of urgency while delivering clear, tangible value to your audience.

Examples:

- **Email:** Seasonal newsletters, new service announcements, & holiday gift guides
- **SMS:** Flash sales, promo codes, & "last chance to book" alerts

Blending these messaging types across email and SMS ensures you're reaching the right people in the right way at the right time.

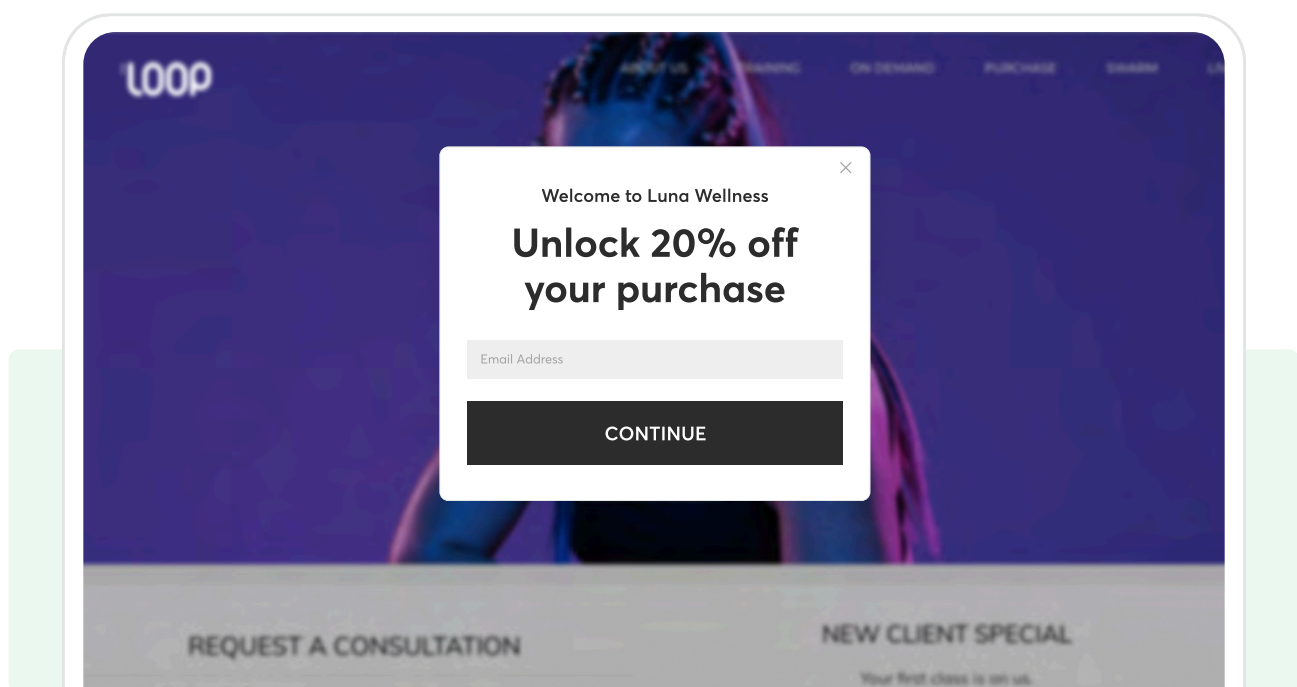


Email and SMS best practices

GROW YOUR LIST (THE RIGHT WAY)

A strong email and SMS strategy starts with a high-quality subscriber list—one that clients actively choose to join and is consistently maintained. Unlike social followers, this is an audience you truly own.

Building your list isn't just about volume—it's about intentional growth. By setting clear expectations and attracting subscribers who **want** to hear from you, you create a foundation for stronger engagement and lasting relationships.



How to grow your list:



Encourage opt-ins: Invite clients to subscribe to communications on your website, during online bookings, and after retail purchases



Offer a reason to sign up: Encourage clients to share their information in exchange for promotions, early appointment access, and helpful content



Be transparent: Let clients know how often you'll message them and what they can expect, like appointment reminders, birthday rewards, and VIP offers



Use the right tools: Mindbody Marketing powered by Attentive lets you use branded opt-in forms that pop up on your website or social media to collect client contact information

Pro tip: You don't need a massive list. A small, highly engaged list will outperform a large, disinterested one every time.

2. SEND MESSAGES AT THE RIGHT TIME

The timing of your message can be just as important as what it entails. You might have a perfectly crafted email, but if it lands when your clients are overwhelmed, distracted, or offline, it won't get results.

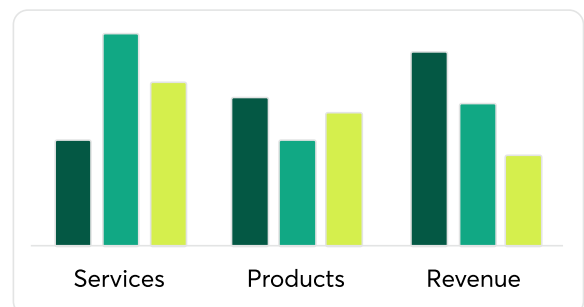
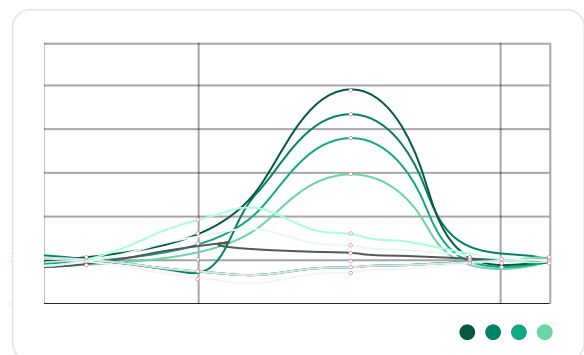
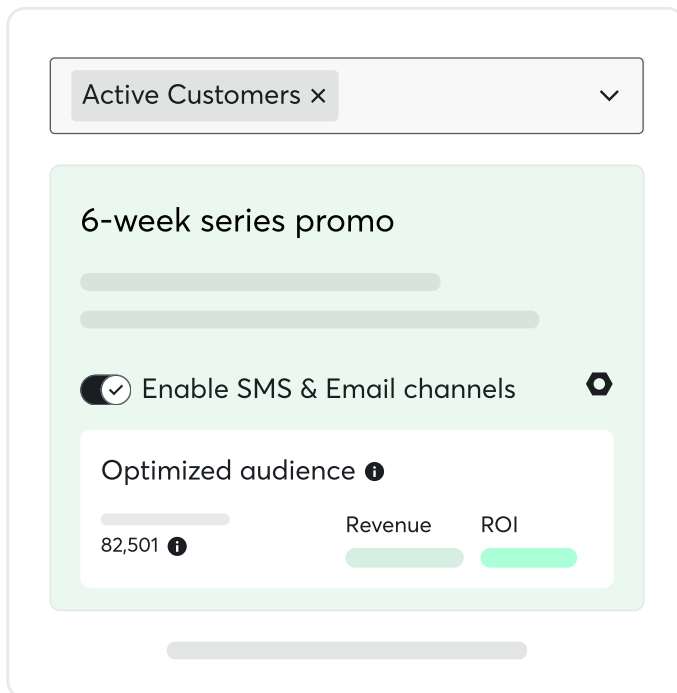
There's no one-size-fits-all solution here. Your ideal send time depends on your specific audience. That's why testing send day, time, and cadence matters.

Use these guidelines to start:

- Emails sent Monday through Friday typically see higher open rates
- 8am–11am is prime inbox time
- Most people ignore marketing emails outside business hours

Start with these rules, then experiment. Mindbody's analytics tools let you A/B test different send times and compare performance.

Pro tip: Incorporate SMS into these automations to drive higher conversion rates and faster results. Together with email, this can create a messaging series that feels more personal and engaging.



3. USE CHANNEL-APPROPRIATE MESSAGING

Your emails and texts should work together to guide your clients toward the next step—whether it's booking an appointment, buying a product, or simply engaging with your brand.

Think through your opening line

Your email subject line or SMS opening is the first impression you make—and it matters. In fact, 43% of people decide whether to open an email based on the subject line alone. Investing the time to craft it well can make the difference between being ignored and being read.

Opening line best practices:

- **Keep it short:** 4–7 words is ideal, especially on mobile
- **Lead with a verb:** Lead with a verb: Start with an action (e.g., *"Book now," "Save your spot," "Unlock your exclusive offer"*)
- **Create curiosity:** Use cliffhangers or teasers (e.g., *"You'll want to see this..."*)
- **Add personalization:** Include the client's name or service type (e.g., *"[Name], your next facial awaits"*)
- **Use numbers or emojis:** Standout in a crowded inbox (e.g., *"3 new ways to relax 🧘"*)
- **Avoid spammy words:** Bypass spam filters by eliminating words like "Free!!!" or "Buy now!"

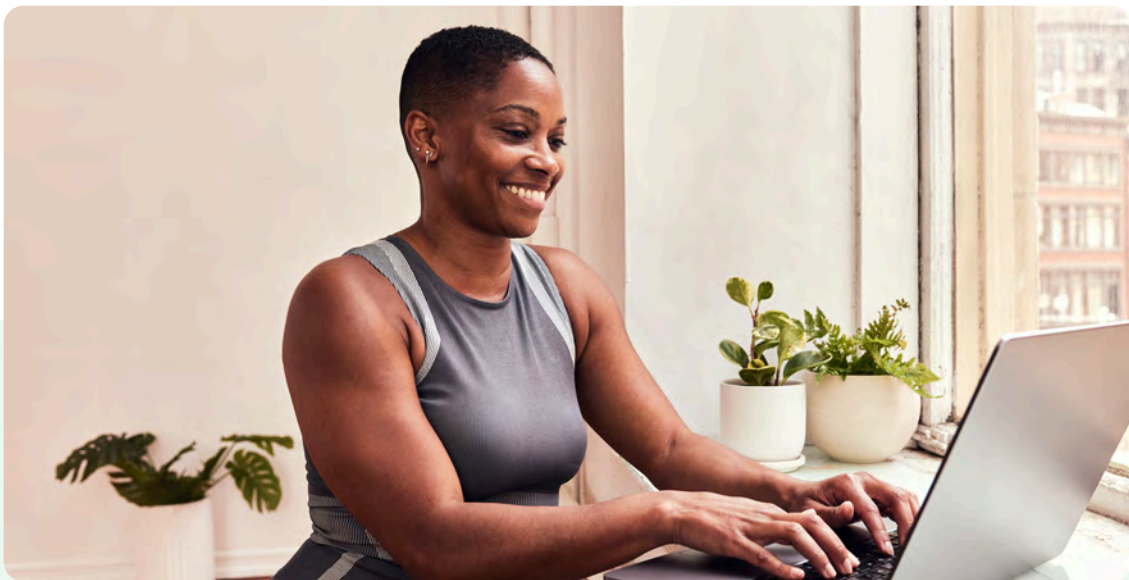
Write compelling content

The body of your message should be short, relevant, and easy to skim.

Strong messaging content includes a:

- Clear value or offer that answers “what’s in it for me?”
- Specific goal or call to action to keep the message focused
- Tailored approach, such as their name or a reference to past visits to boost engagement
- Scannable layout with bold headings or bullets to make key information easy to find
- Friendly tone that builds connections and makes your brand feel human

Think of your communication as a conversation rather than a pitch. Speak to clients as you would in person.



4. MAKE YOUR CTAS IRRESISTIBLE

Your call-to-action (CTA) guides clients on what to do next—and makes taking that step simple and seamless. It tells your clients what to do next and makes it easy for them to do it.

CTA rules to follow:

- Use clear, benefit-driven language (e.g., *"Book now to save 25%"*)
- Choose strong, action-oriented verbs (e.g., *"Claim your spot," "Shop the sale"*)
- Position the CTA early in an email and at the end of a text message
- Format the CTA as a clickable link or button to make taking action effortless
- Limit to one or two CTAs per message
- Always test on mobile to ensure legibility before sending

5. USE AUTOMATION

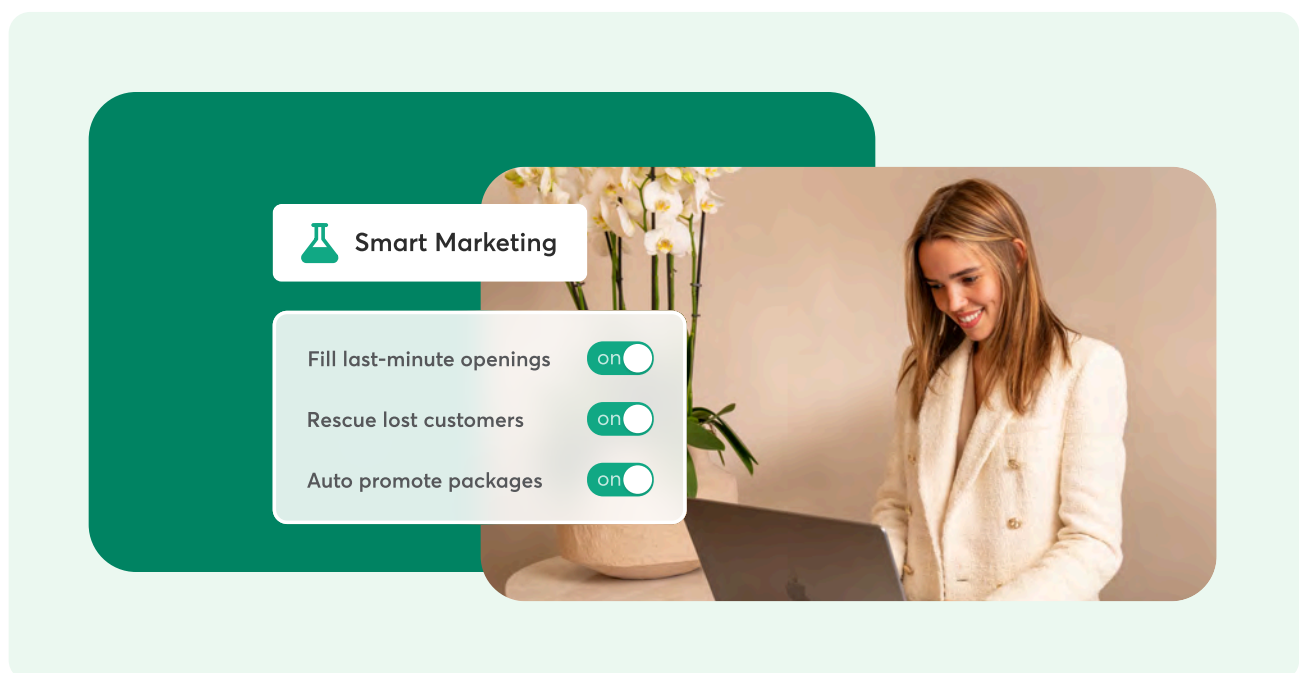
When your business gets busy, automation helps keep communication seamless.

Automations are pre-scheduled messages that run in the background, requiring no ongoing manual work. The emails and texts are triggered by criteria that you define—such as booking behavior or the time since a client's last visit. This ensures the right message reaches the right person at the right time, without any added effort on your part.

With Mindbody + Attentive, you can schedule campaigns once and let them run automatically. This keeps clients engaged, ensures your business stays top-of-mind, and frees up your time so you can focus on other things.

Automations to consider running:

- **Welcome series:** Introduce new clients, showcase your services, and offer an incentive for their second visit
- **Re-engagement campaigns:** Target clients who haven't booked in 30–90 days
- **Birthday emails:** Celebrate clients with a gift or discount
- **Upsell follow-ups:** Recommend a related product or service based on past visits
- **No-show recovery:** Reach out to clients who missed their appointment and help them rebook



6. SEGMENT OUTREACH WITH TARGETED LISTS

One-size-fits-all messaging is the fastest way to lose subscribers. People want messages that feel tailored to them. Segmentation helps you target the right people with the appropriate message.

Here are some segments to consider:



First-time clients who you want to encourage to visit again



Frequent visitors who love you and deserve a loyalty offer



Lapsed clients who haven't booked in 30, 60, or 90 days



VIP spenders who consistently book high-value services



Product purchasers who might need refills or upgrades



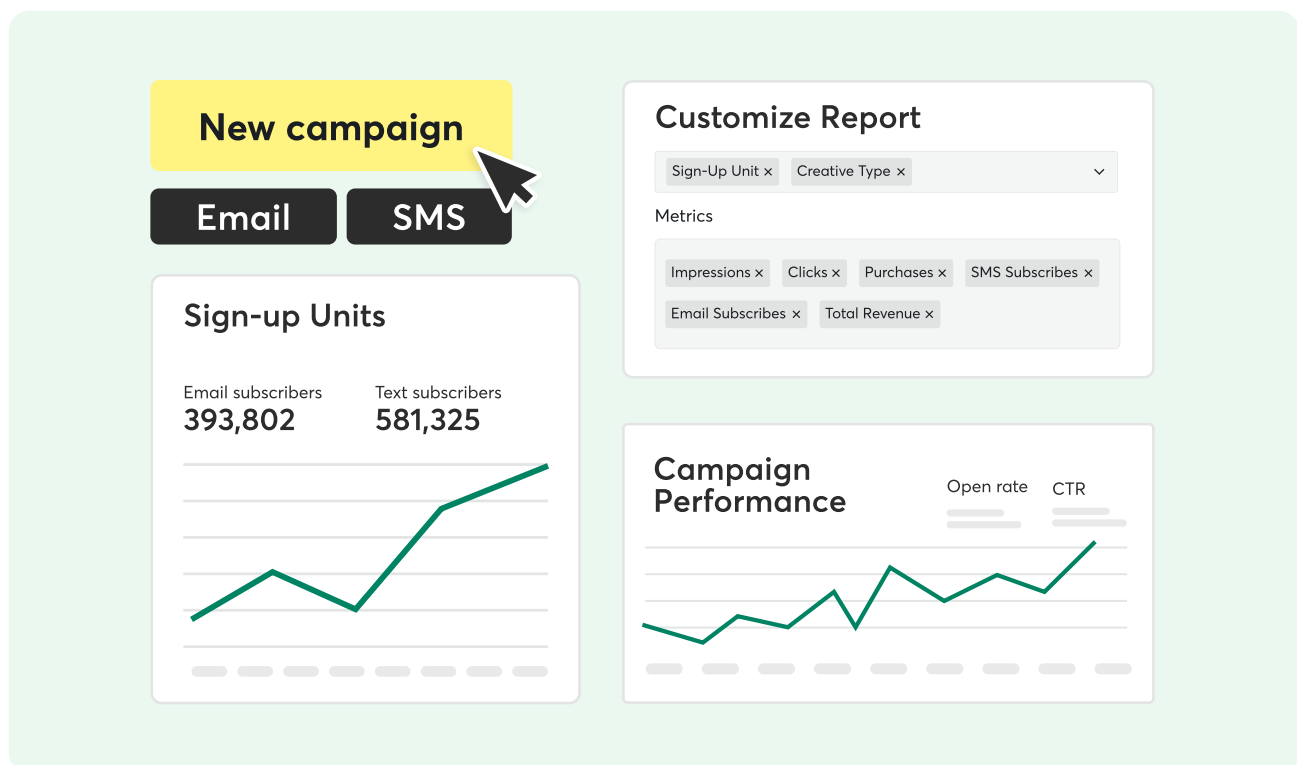
Client milestones for 10, 20, or 50 visits to celebrate their achievements

7. TRACK EVERYTHING TO SEE WHAT WORKS

Tracking performance reveals what's working, what's not, and where to focus your energy to maximize bookings.

Focus on these metrics in Attentive reports:

- **Open rate:** The percentage of recipients who opened your message
- **Click-through rate (CTR):** The percentage of recipients who clicked a link or button in your message
- **Delivery rate:** The percentage of messages successfully delivered to the intended inbox or phone
- **Unsubscribe or opt-out rate:** The percentage of recipients who opted out of future messages



Focus on these metrics in Analytics:

- **Conversion rate:** The percentage of recipients who completed a desired action, like booking, buying, or registering
- **Revenue generated:** The total income directly attributed to a campaign or automation
- **Bookings and visits:** The number of appointments or visits driven by a campaign
- **Client reactivations:** The number of previously inactive clients who returned after receiving a campaign
- **Sales data:** The revenue generated from a sign-up unit or campaign sent through Attentive
- **Booking data:** The number of bookings driven by a sign-up unit or campaign sent through Attentive

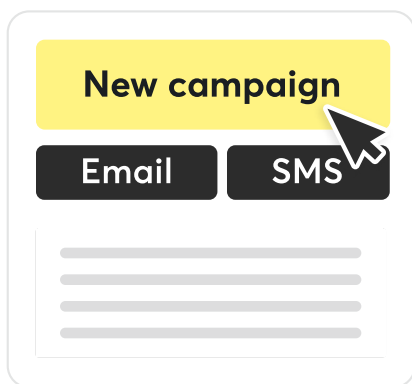
With Mindbody + Attentive, you get clear, real-time dashboards so you can track performance at a glance and improve quickly.



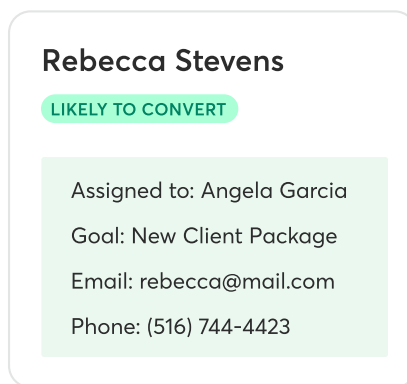
Meet Attentive SMS & Email

Attentive is a next-generation campaign platform designed for fitness, wellness, and beauty businesses. It's fully integrated with Mindbody software and makes multichannel marketing easier than ever.

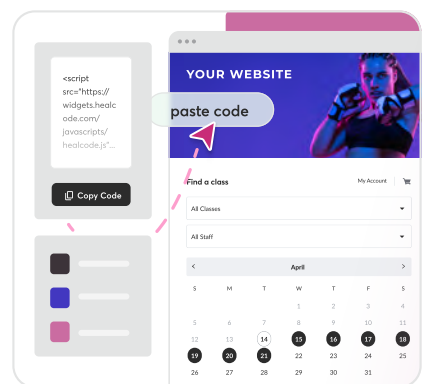
Here's what makes Attentive different



All-in-one builder:
Send a text and email as part of one seamless campaign



Advanced targeting:
Use your Mindbody client data for message personalization



Branded opt-in tools:
Build beautiful signup forms, mobile modals, and landing pages

If you're serious about scaling your marketing communications without burning out, Attentive is the answer.

mindbody

Start growing with email + SMS

Whether you're just getting started or ready to level up, Mindbody + Attentive give you the tools to launch smarter campaigns, reach more clients, and drive real results—automatically.

[EXPLORE ATTENTIVE SMS & EMAIL](#)