



MINDBODY eGuide

Marketing Your Fitness Business on Mobile and Online in 2018

By Amanda Patterson, Vice President of Corporate and Brand Marketing, MINDBODY

Your future fitness clients have to find you before they can love you. This guide explains how to make your fitness business easy to find on mobile and online, which—like it or not—is where most services get shared and discovered.

From your future clients' perspective, if your business can't be found, understood, enjoyed, and booked while they wait for their smoothie, are they supposed to look harder for you? No. They couldn't possibly know any better than to choose whatever competitor shows up before their ginger-kale-chia-banana blend does.

This guide covers the three critical online and mobile platforms where your future clients will find you. Luckily, Google, social media, and phone apps are making it easier than ever for you to show up. If you can use these platforms as a consumer, we can walk you through the basics of using them as a business. Ready?

01 Google My Business

Thirty percent of mobile Google searches are for something local¹. That's a big deal, so let me say it again: **Almost a third of people who use Google on their phones are looking for something local—like your business—and they're nearby.** Google has created a platform called Google My Business in order to provide local searchers with the information they want, and that information will get them to your door. Here's how to use Google My Business to show up on Google:

- Go to www.google.com/business/
- Complete your profile and add your best pictures, noting that the write-ups and images may show up in search results.
- Verify your page and claim your web address.
- Add a "Google+ badge" so that your clients and potential clients can click on that badge in order to rate, like, and share your business.
- Link your Google My Business profile to your YouTube and social media pages (more on these in a moment).

At this point, the discerning reader might have some questions...

This looks technical. Why should I do all this?

Because your business can become the first thing your potential client sees on Google, and the additional information you put into Google My Business helps potential clients interact with your business immediately.

Why is there a map at the top of the search results?

Recall that many Google searches (especially those done on phones) are for something local. Google puts a map at the top of its search results because 76% of people who find a local business on their smartphones will visit within a dayⁱⁱ.

The screenshot shows a Google search for "zumba instructors orlando". At the top, there is a search bar with the text "zumba instructors orlando" and a microphone icon. Below the search bar are tabs for "All", "News", "Videos", "Images", "Maps", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 35,600 results (0.70 seconds)".

A map of Orlando, Florida, is displayed, showing several red location pins. The pins are labeled: "RhythmX", "Youfit Orlando - Orange Avenue", and "Zumba with Gisselle".

Below the map, there are three business listings:

- Zumba with Gisselle**
3.7 ★★★★★ (6) · Aerobics Instructor
Orlando, FL · (407) 443-9500
Opens at 6:30 PM
Buttons: WEBSITE, DIRECTIONS
- RhythmX**
5.0 ★★★★★ (35) · Dance School
Orlando, FL · (407) 412-6976
Opens at 5:00 PM
Buttons: WEBSITE, DIRECTIONS
- Youfit Orlando - Orange Avenue**
4.1 ★★★★★ (60) · Health Club
Market at Southside
Orlando, FL · (407) 757-1275
"Mon-Thurs, with a few decent classes. Always crowded unless youre..."
Buttons: WEBSITE, DIRECTIONS

Below the listings is a link: [More places](#)

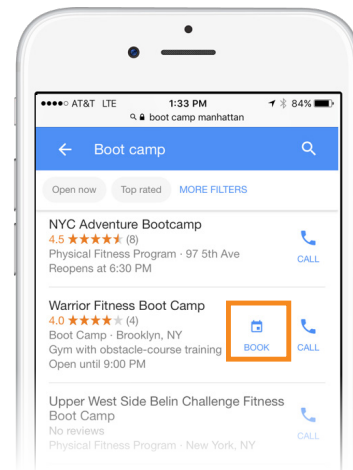
Below the map and listings, there are three organic search results:

- Zumba® Instructor Convention 2018 | Orlando, FL**
<https://convention.zumba.com/>
The most fun industry event is back! Experience the 2018 Zumba® Instructor Convention this July 27 - 30. Learn from world-class instructors in 200 of the most fun Zumba® sessions available! Register now at zumba.com/convention.
Presenter Bios · Schedule · FAQs · Log In to Register
- LA Fitness, 12700 S Orange Blossom Trail, Orlando ... - Zumba Fitness**
<https://www.zumba.com/.../party?...Orlando%2C...Orlando%2C...>
Zumba combines Latin and International music with a fun and effective workout system. With classes and instructors worldwide, anyone can Join the Party!
- Best Zumba classes in Orlando, FL - Yelp**
https://www.yelp.com/search?find_desc=Zumba+Classes&find_loc=Orlando%2C...
Reviews on Zumba classes in Orlando, FL - RhythmX, Salsa Heat Dance Studio, Jazzercise Orlando Mills 50 Fitness Center, Allure Dance, Anytime Fitness, Orlando YMCA, The Bar Method, Studio K, Breakin' Sweat Fitness Studio, Orange County Orlando...
- RhythmX - Zumba in Orlando | Getting fit while having fun dancing!**
www.zumbaorlando.net/
... Hop Events · Past Hip Hop Workshops · Contact Us · Dance & Fitness Instructors ... Lose weight fast! Click here if you have tried everything to lose weight fast, live in Orlando and love to have fun - featured2 ... Thanks to our students' support, RhythmX dance & fitness studio is ranked #1 in Orlando. RHYTHMX. 5 8 Positive ...

Two orange arrows point to the search results. One arrow labeled "GOOGLE +" points to the map and business listings. Another arrow labeled "ORGANIC" points to the organic search results below.

Does that say "BOOK"?

Yes. Google users can book fitness classes straight through Google if the fitness business uses MINDBODY software. This makes it even easier for potential clients to get what they want from your business while they wait for that smoothie.

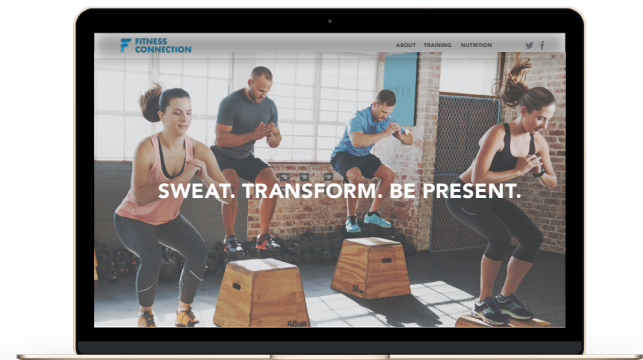


What if I allow ratings on Google My Business and I get a bad rating?

You will. We all will. You can't make everybody happy all the time. But as you encourage happy clients to rate you, your rating will improve. Marketing is about putting yourself out there, and lots of ratings will help you rank higher on Google, help you improve your services, and help the right people find you.

What if I'd rather use my own website?

That's fine. You can still use your own website. Google My Business will complement and promote it—think of it as a sign you're putting out on the sidewalk of the internet. Google My Business helps people find you.



02 Social Media

Social media is a hub of connections and impressions for the fitness industry. Businesses build remote relationships. Audiences select and interact with brands they're interested in, then purchase with a tap. Businesses track content and gain insights. Happy clients promote businesses to their friends. Businesses, clients, and audiences all create and share pictures and content organically, and the best stuff bubbles to the top. We know social media won't reach everyone, but **69% of American adults and 86% of American adults under 30 use social media**ⁱⁱⁱ, so let's look at the strengths of four important social media platforms:



Facebook

Over 1.3 billion Facebook users visit their feeds daily for inspirational quotes, quizzes, education, and just to see what's happening in the lives of people they care about. If you're just getting going on social media, use Facebook—in particular—to promote events and special offers. These do well on Facebook because every person who signs up, or likes the event or offer, causes your post to appear for their friends. Facebook is also a great place to post video, as Facebook's algorithm favors videos over photos or text. Finally, if you're feeling ambitious, MINDBODY recorded a free [webinar](#) on some advanced Facebook marketing features, including following up with paid ads and targeting precise demographics using Facebook Pixel and Custom Audiences.



Twitter

Twitter is all about shoutouts and what's happening now. If you're up on the latest news, stories, and humor relevant to your tribe, simply retweeting that content—or expressing an occasional opinion—can help your business get found. Moreover, Twitter is a great place to recognize others and give a shoutout to someone you respect and want to pull into your tribe. Make sure you're using hashtags that are relevant and trending to increase exposure.



Instagram

Instagram users are more likely to engage with (or "like") content than users of any of the other social media platforms listed here^{iv}. Instagram is, of course, highly visual, so it allows your audience to get a solid idea of what goes on at your business. If you're not into snapping pictures, you can still stay active. Just get an account going and encourage anyone taking pictures at your venue to "@ your business."



YouTube

YouTube is used for more searches than Bing, Yahoo, Ask, and AOL combined, making it the world's second-largest search engine (after Google)^{vi}. One-third of all internet time is spent watching videos^{vi}. Phones and tablets are used for over half of all YouTube views^{vi}, and since mobile searches lead to real-world clients...well...you'll want to have some videos.

Making videos sounds intimidating, but with the right content and a few technical tricks, most modern phones do a pretty good job. The key is to give something away as a good-willed expert, with an authentic and open style. Put yourself out there, then watch what happens and learn from what works and what doesn't. If you enable comments on your videos, pretty soon your audience will ask you to create the exact content they want to see.

Content tips to help you rock YouTube:

Pick a niche. What value will you give your audience?

- Tips from your day-to-day expertise?
- A short clip of a fitness class to get potential clients over their fear of showing up?
- A workout or some movements they can try at home?
- Injury-prevention tips from your fitness practice?

Title videos using "search phrases."

- Using common search increases the likelihood of your video being found. For instance, "how to do a perfect squat" will be searched more often than "a stupendous squat scholastic to get you swol." You can also put relevant keywords or search terms—or even a transcript—in the description.

Link your YouTube account to your Google My Business account.

- Connecting your accounts will improve your search ranking.





Try something new and daring by livestreaming.

- Livestreaming can be done on YouTube or Facebook, and the average viewing session for livestreaming is 34.5 minutes, which beats the average viewing session of 2.6 minutes for regular video-on-demand. Livestreaming is still the Wild West of social media, and that's why it's hot. If you want to give it a shot, just be real, get some practice in front of the camera, and see what you can learn.

Production tips for clear videos:

- Ensure the light sources are behind the camera. You want more light than you initially think you need. Natural light from a window is often a great option. Overcast days make for great, even lighting (no shadows).
- Test the sound. An advanced tip on sound is to use one device as a mic so it can be closer, and another as the camera. This means you'll have to merge the tracks using downloadable video-editing software.
- Prop the phone or camera at head level in order to keep it stable. Be careful not to block the mic, which is often located on the bottom of the phone.
- Make your brand visible with a sign or logo in your videos.

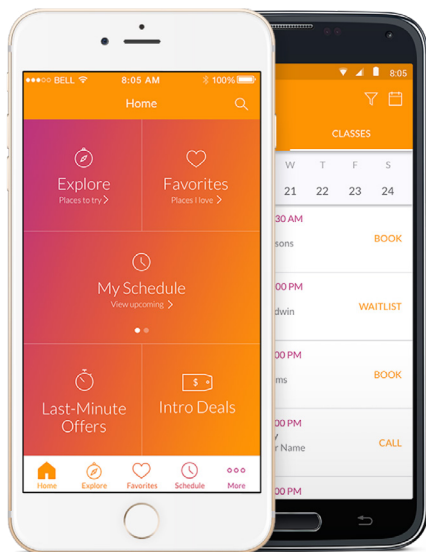
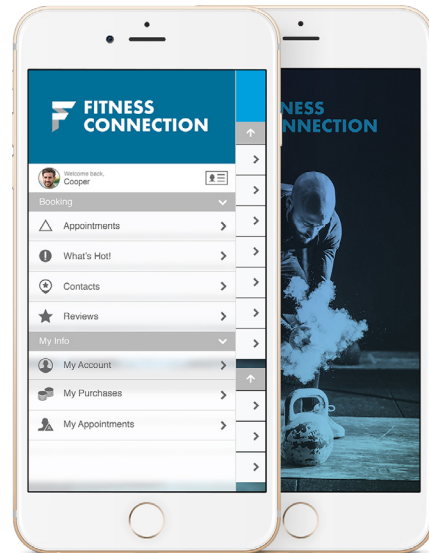
Social media cheat sheet:

Social media platform	 Twitter	 Facebook	 Instagram	 YouTube
When to post	Mondays and Thursdays from 1:00 PM – 3:00 PM ^{viii}	Weekdays from 1:00 PM – 4:00 PM ^{viii}	Tuesday, Wednesday, and Thursday at 5:00 PM ^{ix}	Weekday afternoons, so your video will be live at 2:00 PM ^x
Average age	38 ^{xi}	42 ^{xi}	33 ^{xi}	33 ^{xii}
Female versus male	50% female 50% male ^{xiii}	50% female 50% male ^{xiii}	58% female 42% male ^{xiii}	Females and males are on YouTube equally, but males watch more ^{xiv}
% of adults on the platform	21% ^{xv}	68% ^{xv}	28% ^{xv}	73% ^{xv}

03 Apps

The average American checks their phone 47 times every day, and younger people check much more often^{xvi}. You might have noticed this while bumping into them on the sidewalk. If your business has an app or is listed in an app, your services can be right in front of your clients for the four hours each day that the average American spends on their phone^{xvii}.

A MINDBODY branded app is a phone app for your business that allows your clients to book, pay, and receive notifications. It's surprisingly easy to set up. You send us some pictures and colors you like, and we design the app using your services, schedule, prices, and brand. You review it and tell us if it needs anything else (including links to your awesome social media accounts) before it goes live in the app stores.



The MINDBODY app is a phone app for all MINDBODY wellness businesses, and it's where millions of customers already book and buy fitness, integrative health, salon, and spa services. It's the largest network of its kind, and it puts your services in front of people who are looking for them. Every MINDBODY customer gets a free listing in the MINDBODY app, with fee-based options to promote intro deals and last-minute offers to maximize revenue.

You can have both of these apps as a MINDBODY customer. The branded app is just for your business, helps you engage and retain your current clients, and costs extra, while the MINDBODY app is free and drives new clients to your door.

We hope this was helpful to you. For more educational resources, including webinars, whitepapers, conference presentations, and online courses, visit www.mindbodyonline.com/education.

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.



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Her 16 years of experience includes both B2B and consumer advertising agency work for a wide array of industries. She oversees all MINDBODY corporate and brand marketing initiatives, including public relations, social media, content marketing, events, and global brand.



ⁱ <https://www.thinkwithgoogle.com/consumer-insights/mobile-search-trends-consumers-to-stores/>

ⁱⁱ Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016.

ⁱⁱⁱ <http://www.pewinternet.org/fact-sheet/social-media/>

^{iv} <https://www.forbes.com/sites/jaysondemers/2017/03/28/why-instagram-is-the-top-social-platform-for-engagement-and-how-to-use-it/#fbf5bae36bdc>

^v <https://newsroom.fb.com/company-info/>

^{vi} <https://medium.com/@robertoblake/why-youtube-will-be-the-most-important-marketing-platform-of-2017-29f0517ef5b6>

^{vii} <https://blog.hubspot.com/marketing/video-marketing-statistics#sm.0000v9ogkep2rcuztro2fh1zq0te5>

^{viii} <http://www.fastcompany.com/3036184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph>

^{ix} <https://www.expertcity.com/the-best-times-to-post-on-instagram/>

^x <https://www.entrepreneur.com/article/241764>

^{xi} <http://www.pewinternet.org/fact-sheet/social-media/>

^{xii} <https://fortunelords.com/youtube-statistics/>

^{xiii} <http://www.pewinternet.org/fact-sheet/social-media/>

^{xvi} <http://mediakix.com/2017/03/youtube-user-statistics-demographics-for-marketers/#gs.7pQDoIQ>

^{xv} <http://www.pewinternet.org/2011/07/26/71-of-online-adults-now-use-video-sharing-sites/>

^{xvi} <https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/global-mobile-consumer-survey-us-edition.html>

^{xvii} <https://hackernoon.com/how-much-time-do-people-spend-on-their-mobile-phones-in-2017-e5f90a0b10a6>