

15 Ways to Generate More Leads at Your Fitness Business

HOW TO MAKE THE MOST OF YOUR MARKETING SUITE TOOLS

mindbody



Why lead generation matters to your fitness business

If you own a fitness business, you know clients come and go. They move, change jobs, take breaks—the list goes on. While retention should always be your top priority, maintaining a steady flow of new members is also important. Lead generation helps you sustain growth by converting prospects into clients.

Use these tips to engage and nurture potential clients, boost memberships, and expand your fitness business.

01 | Increase leads—and revenue—with ClassPass

Listing your business on [ClassPass](#) automatically connects your business with thousands of prospective customers. You'll meet new clients, fill spots that might otherwise go unfilled, and boost revenue.

02 | Promote your referral program

A referral program will help with acquiring new customers and retaining existing members. Offer incentives such as discounts, free sessions, or exclusive swag to encourage your community to spread the word about your business. Remember to promote your referral program as much as possible by highlighting it on your website, social media, email marketing, and at your front desk. Use automated campaigns in [Marketing Suite](#) to remind members on a regular basis.

Pro tip: If you're a Mindbody customer, you can [discount a member's monthly fees](#) for referring new clients to your business.

03 | Schedule a "bring a friend" day

Choose a specific day for current members to bring a friend for a free workout session or class to increase engagement and attract new members. Guests can try out a class or use the facility to see if it's a good fit. Ask guests to fill out a contact form or waiver when they arrive. This allows you to follow up with them after the event and provide them with limited-time offers to encourage them to become members.

Pro tip: [Use a lead management tool](#) to create prospect profiles and schedule follow-ups.





04 | Optimize your intro offer

The idea of offering an enticing [intro offer](#) is nothing new, but it's important to reiterate it again and again. An intro offer gives prospective customers a taste of what you offer and increases the chances of converting them into paying customers. Here are five considerations to make when [creating or revamping your intro offer](#).

Pro tip: Single-session offers may attract discount shoppers but don't build a routine practice that creates a loyal clientele. Consider offering multiple free sessions.

05 | Ask for reviews

Encourage satisfied clients to leave online reviews on Google My Business, Yelp, or directly on the Mindbody app right after their studio visit to enhance your reputation, boost SEO, and attract new customers.

Pro tip: Have your staff ask for reviews when members are the most satisfied, such as after completing a workout or achieving a milestone (e.g., attending 20 sessions).

06 | Lean into content marketing

Start a blog with valuable content, such as workout routines and healthy recipes. Optimize it with relevant keywords and [SEO best practices](#) to attract organic traffic and capture leads. Regularly providing fresh, valuable content can improve your website's visibility, rankings, and site traffic.

SEO is a long game. It takes time, thought, and consistency to create and maintain. That said, the results are well worth it.

07 | Get creative on social

Social media platforms like Instagram, TikTok, Facebook, and YouTube showcase your brand and expertise. Consistently share content, success stories, on-the-go workouts, form tips, and transformations to engage your audience. Offer exclusive promotions for social media followers, too.

Pro tip: Enhance your strategy with [paid social media ads](#). Set clear goals, create compelling content, and test different ad variations and targeting options to optimize results.





08 | Partner with local influencers and businesses

Use local influencers to promote your fitness business through sponsored posts, guest appearances, or joint events. This will help you tap into their follower base and gain exposure to potential leads.

Similarly, collaborate with complementary businesses, such as athletic apparel retailers, and health food stores to cross-promote services and provide exclusive offers to each other's customers.

09 | Develop corporate wellness partnerships

Corporate partnerships are a win-win: they open up your business to a broader audience and new clients, creating a constant lead generation pipeline. Additionally, these partnerships create the opportunity for on-site promotions, wellness events, and fitness challenges where you can promote your business's offerings.

10 | Get creative with challenges

Fitness challenges should encourage participation from prospective clients—not just existing members. Offer prizes or discounts for winners and promote these events through social media, at local events, and on your website.

11 | Host an event

Events allow you to showcase your facility and services to potential customers in a fun, social environment. Whether you host an **open house, pop-up event**, or workshop, collect attendee information and follow up with prospects afterward.

Pro tip: Develop an organized process to effectively **handle follow-ups**, nurture leads, and navigate lead management.

12 | Offer free fitness assessments

Free fitness assessments or consultations can attract potential clients who want to learn more about their current health and wellness status and get personalized recommendations from your staff. This allows you to showcase your business expertise and build trust, increasing the likelihood of securing a new client.





13 | Run a contest or giveaway

Use social media to host a contest or giveaway that requires participants to follow your page, share a post, or tag friends. This can boost your brand's visibility and attract new followers, potentially converting them into leads.

14 | Offer virtual services

Expanding your services to include virtual options can help you reach a wider audience and generate more leads. By [offering virtual classes](#) or training programs, you can provide convenience and flexibility to people from various locations and those with busy schedules who may not be able to visit your business in person.

15 | Use email marketing

[Email marketing](#) is an effective way to build and nurture relationships with prospects. Encourage potential clients to share their contact information and email via social media or your website in exchange for exclusive offers, such as a free class or a downloadable fitness challenge eBook.

Pro tip: Strengthen your relationship by regularly sharing content, business updates, and promotional offers to keep your business top of mind until they're ready to become a client.

By following the strategies outlined in this guide, you can create an effective plan to attract and engage potential clients. This will help you build strong relationships and expand your customer base. As you develop your strategy, regularly assess its effectiveness and stay flexible to ensure your fitness business thrives.

Use these strategies to improve your lead generation process and grow your business in the [Mindbody app](#).

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