

mindbody

6x your ROI on client intro offers

Discover the top performing intro offer types for your business,
based on Mindbody data analysis of over 40,000+ businesses.

You can 6x your ROI by optimizing your client intro offer

A steady stream of clients will help you maintain your business, new clients help you grow it.

Getting new clients in the door, though, can feel like an endless grind. That is, unless you have an enticing offer to complement your unique offerings.

Intro offers are your ticket to a steady flow of interested potential clients and an important tactic to get new faces through your door.

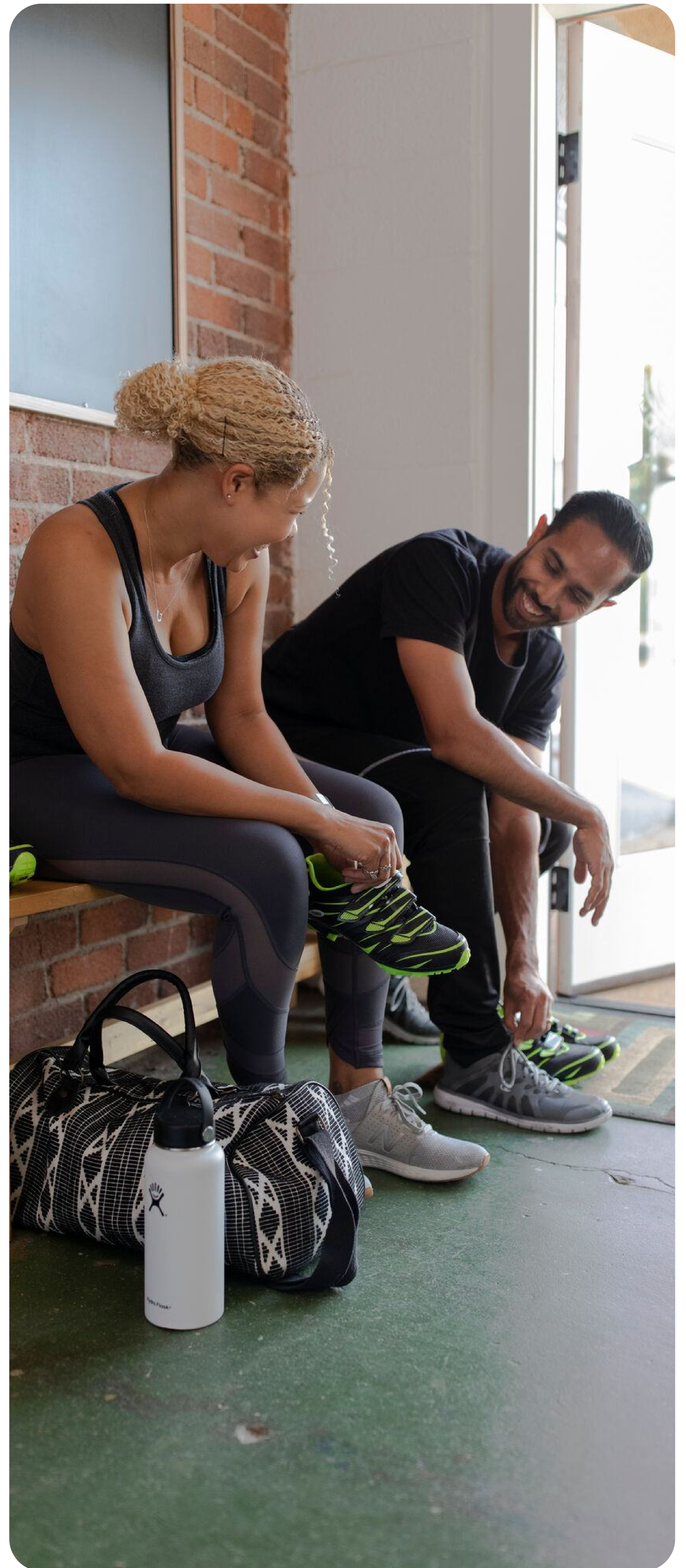
Intro offers can help grow your business

Discounts and promotional rates lower barriers to entry for your business, allowing you the opportunity to turn skeptical prospects into consistent clients. They give prospects the chance to test your offerings, sync with your community, and build a routine around your schedule—all critical parts of becoming a regular customer.

"You're selling habitual practice with promoted intro offers. You're getting prospects used to using your service."

- Terri Fry, Yoga Business Coach

This introductory phase also affords you time to nurture your prospects into a membership or package—rather than asking for a commitment upfront, you can pique their interest by demonstrating your value over time.



Types of intro offers

The intro offer you choose will depend on your business setup and the maturity of your sales process. Here are a few of the most popular options, but feel free to tailor your intro offer to best fit your business.

Standard intro offer: 30 days unlimited

Best for fitness businesses with smaller sales teams because it allows for a longer sales cycle and more follow-up time.

- ✓ Allows for a long sales cycle
- ✓ Creates a routine for the prospect
- ✓ Easy to sell the offer

Standard short intro offer: 1-2 weeks unlimited

Best for fitness businesses with automated sales processes because the shorter timeline requires nimbler outreach.

- ✓ Creates shorter timeline to upsell
- ✓ Decreases risk for your business and shows confidence in your offering

Standard long intro offer: 60-90 days unlimited

Best for fitness businesses with varied offerings since the timeline allows prospects to trial all your services.

- ✓ Increases the value of your offer
- ✓ Builds loyalty and a habitual practice

Limited intro offer: 3-5 classes in a limited time

Best for fitness businesses with limited capacity because the time to make a commitment is shorter.

- ✓ Increases the velocity of trials
- ✓ Shorter time to upsell



Top performing promoted offers by fitness studio type

An analysis of Mindbody customer data from 2022 to 2024 shows that businesses that align their promoted intro offer with their business type achieve 6X ROI in terms of lifetime customer value.

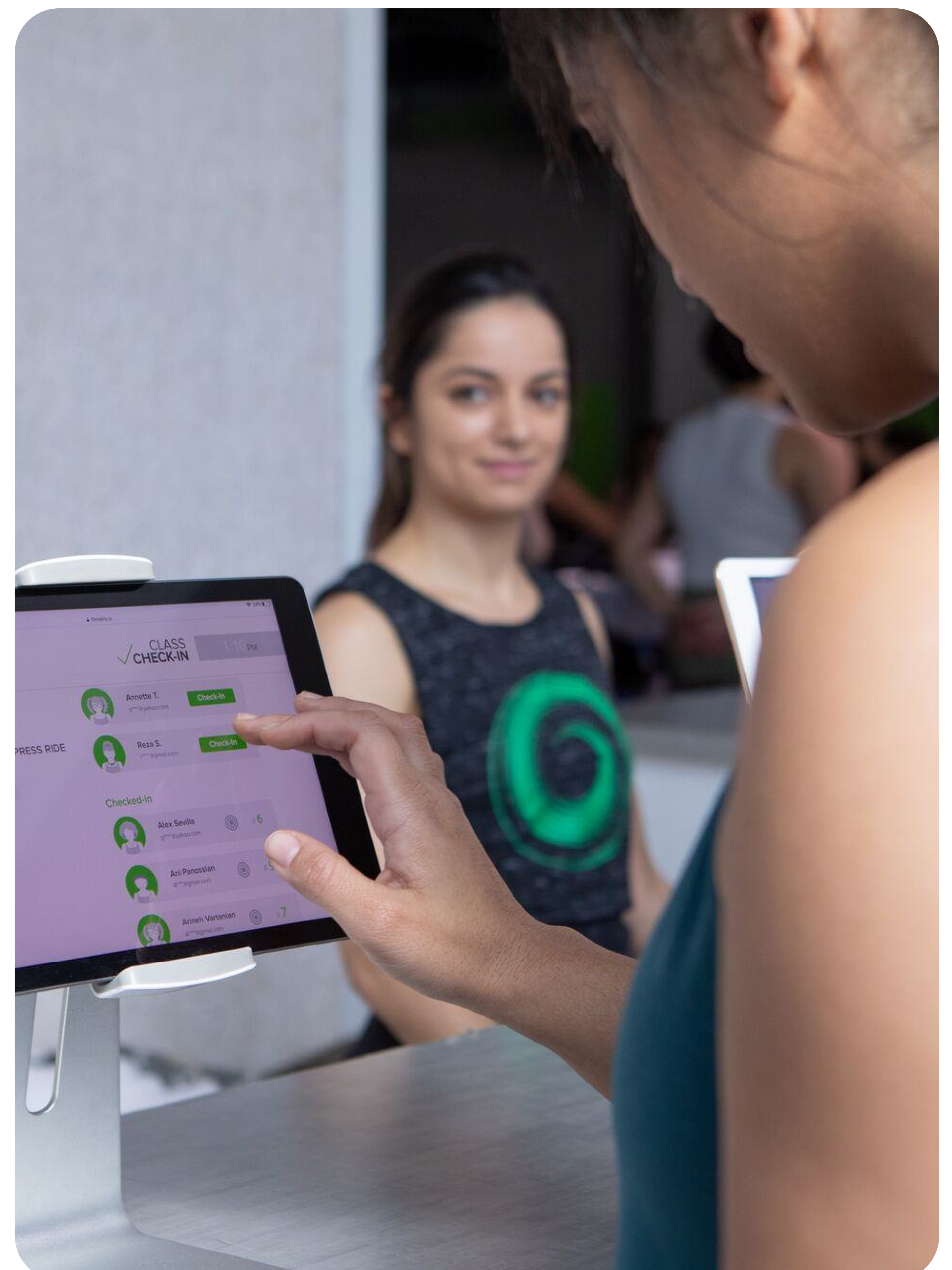
Business Type	Top performing promoted offers by fitness studio type
Yoga	Unlimited sessions for one month
Pilates	3 sessions in a month at a 35% discount
Personal Training	Unlimited sessions for a month
Barre	3 sessions in 15 days at a 45% discount
Boutique Group Fitness	3 sessions in a month at a 45% discount
Other Fitness Types	3 sessions in a month at a 30% discount

A good rule of thumb for all fitness businesses is to offer three sessions in a month at a 30-45% discount.

While these discounts might sound steep, remember that intro offers are just the first step in your client's journey.



Pro Tip: While you may be tempted to discount a single class as your introductory offer, consider that single session offers usually attract discount shoppers and don't create a routine practice that helps you build loyalty.



Promoted intro offers help your business long-term

Mindbody data also shows that clients obtained from promoted intro offers lead to higher retention and revenue for your business.

Promoted intro offers work:

The average conversion from promoted intro offer to client is 47% across the board for Mindbody customers.

Promoted intro offers increase revenue:

Post-offer spending for clients introduced via an intro offer is \$417 on average and can reach over \$1000 per year at top performing businesses.

Promoted intro offers improve retention:

90-day retention increases by 35% when clients purchase promoted intro offers.



Pro Tip: Remember that your offer gets new clients in the door, but their experience makes them stay. Treat them like VIPs and give them the best impression possible to improve your retention.

Intro offer best practices

Ready to give intro offers a chance? You'll need to do more than just provide a discount.

Value outweighs price and the best performing intro offers need to follow a few best practices to be successful:

- Provide exceptional customer service
- Give prospects more than they came for
- Offer a welcome kit once they sign up
- Build a connection before you ask for the sale
- Plan for outreach at least once every three days of a trial
- Be clear about how to sign up when the trial ends
- Ask for the sale

"Prospects come to you with a problem. You have the solution, and you can't sit on the secret."

- Kristin Abel, Yoga Business Coach

Introductory offers are a valuable tool to not only get people in the door, but also to keep them there. The Mindbody app makes it easy to promote your offer in front of 2.4M active users each month.

Use these tips to get more ROI from your promoted intro offers in the Mindbody app.

[Schedule a Demo](#)

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