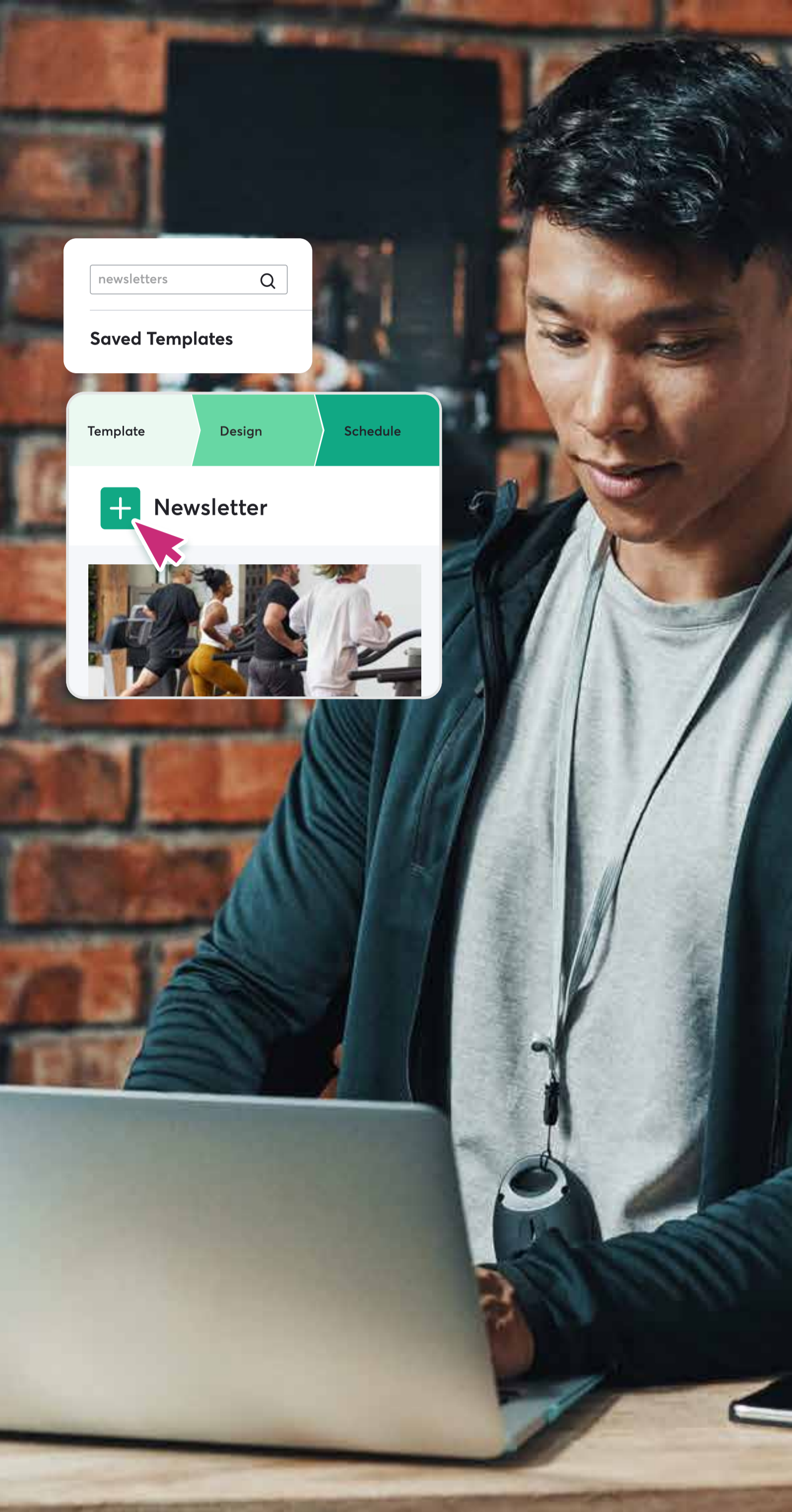


The Ultimate Guide to Wellness Business Marketing

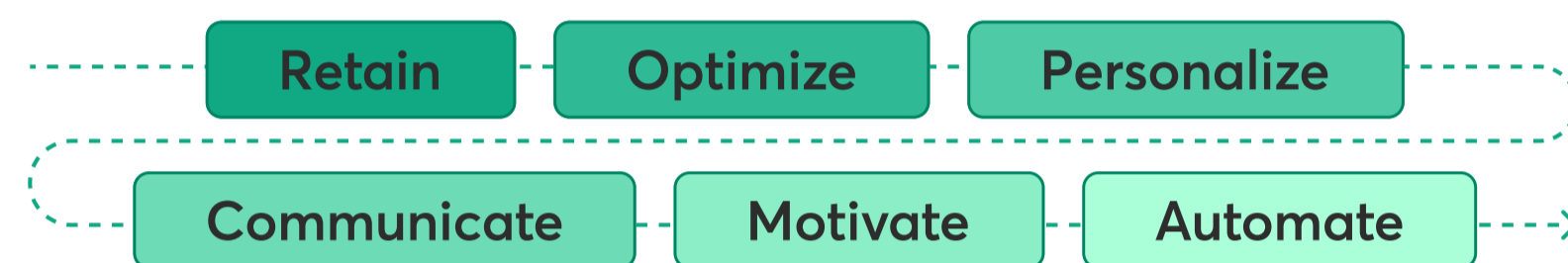
HOW TO MAKE THE MOST OF YOUR MARKETING SUITE TOOLS

mindbody



The key to getting noticed? Marketing

Growing and strengthening your brand is all about connecting with the right people and cutting through the clutter. From organized newsletters to authentic emails, perfectly timed texts, and more, these are six of the best ways to use Marketing Suite for strategies that lead to success.



01 | Retain

It costs 5x as much to acquire a new customer than to retain a current one. Keep them engaged with personalized marketing campaigns using our integrated email editor. No matter what you're communicating, make sure it feels genuine and true to your brand.

Try a template: Want to make a recurring newsletter? Our custom templates are easy to use, have consistent branding, and can be scheduled to be sent regularly.

Messages matter: Nearly 59% of consumers say email marketing regularly influences their purchases.

02 | Optimize

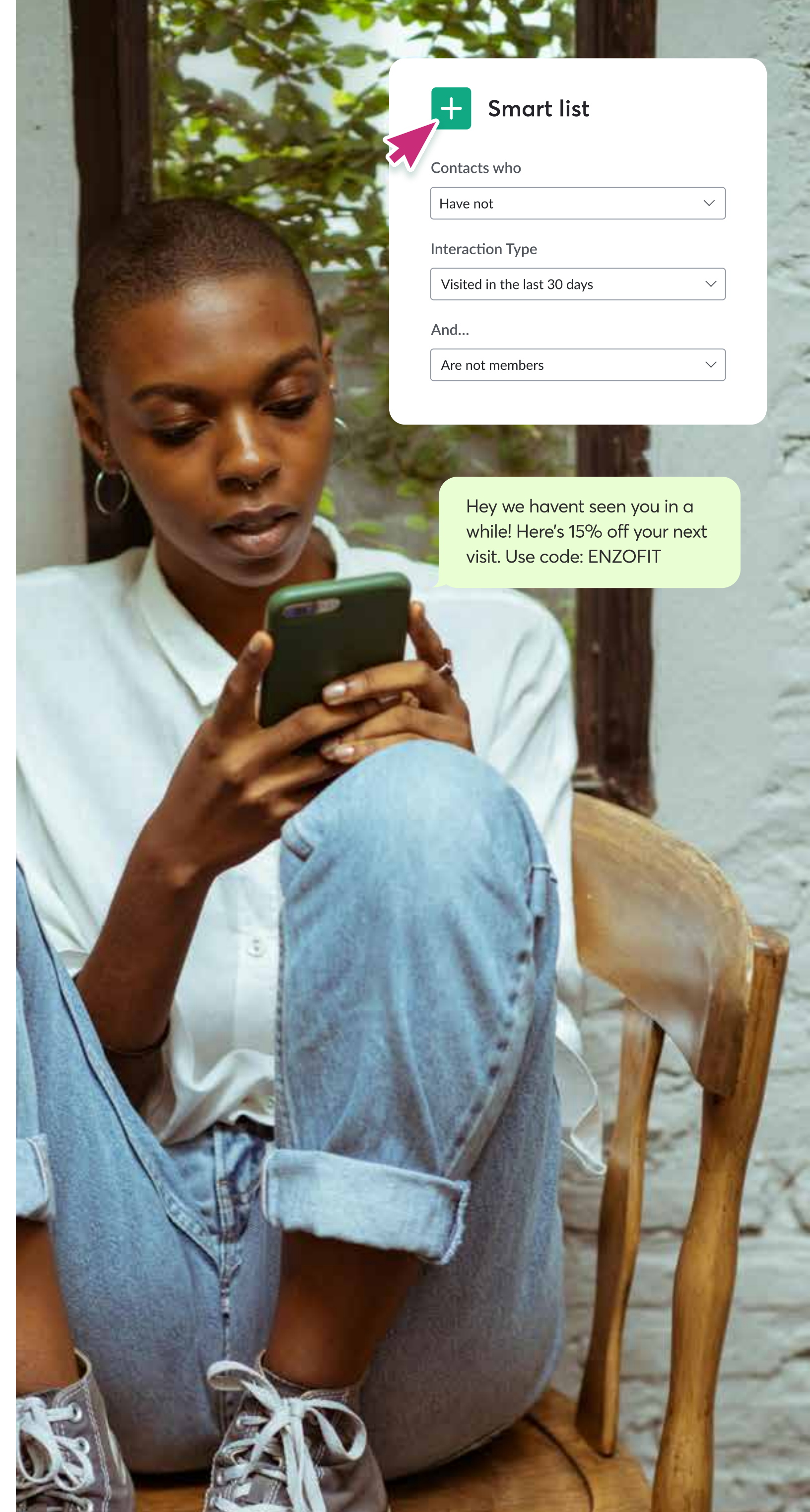
According to 76% of customers,* there's a right place and channel for certain messages. Automated emails and text campaigns can help you experiment and learn what to send and when. That way, you can find out what works best for your audiences and make the most of each channel.

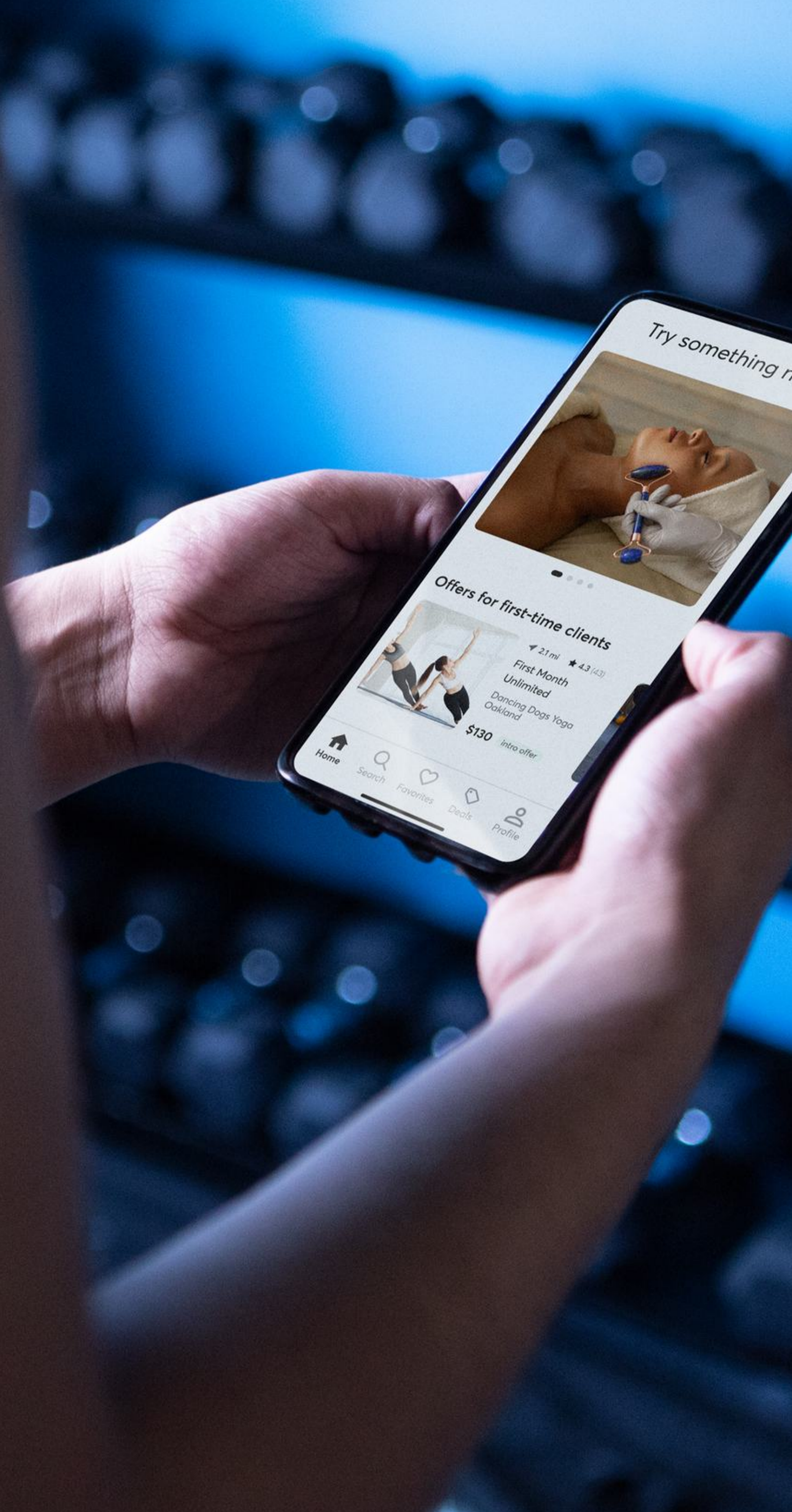
Know when to send: Generally, the highest open rates happen from 10-11AM on Tuesdays and Thursdays. Run tests to see what works best for your content.

03 | Personalize

Around 66% of customers expect companies to understand their unique needs.* Send emails to custom audiences by utilizing our smart lists feature. Smart lists make it easy to segment your members based on their profile info and behavior, so you can reach specific people at the right time with the right messaging.

See who's engaged: Take note of which clients have opened links you've sent via email in the past. Create a smart list with those who have shown interest—they could be a great source of revenue.





04 | Communicate

What you say and how you connect with your clients is important. Whether it's through your [website](#), [branded app](#), emails, social media, or push notifications, make sure what you're communicating is clear, clever, and concise. Keep subject lines to a minimum (4-7 words), make newsletters conversational, and avoid those spam trigger words (e.g. "free" or "call now").

Work smarter, not harder: Marketing Suite uses AI to suggest subject lines for your emails—messages sent using smart subject line suggestions have a 12% higher open rate.

05 | Motivate

Encourage your clients to engage with your business—from asking for reviews to joining a rewards program, exploring upcoming events and more. Motivate your customers with clear directions on what to do next using a call to action (CTA) in every email, newsletter, and text. Every CTA should inspire action or drive to learn more.

Showcase your promos: When you list your business on [the Mindbody app](#), you can spotlight intro offers that help you get discovered by new clients.

06 | Automate

We simply can't narrow down our favorite email automations—there are too many to love. Our [top five favorite messages](#) include first time visitor, happy birthday, we miss you, and more. We'd also recommend these [three must-have messages](#) for fitness businesses that focus on sending follow-up emails on memberships.

Stay on brand: You can still infuse personality into your automated messages! With 80% of consumers more likely to make a purchase when brands offer personalized experiences,* your emails should make your clients feel noticed and appreciated.

Visit mindbodyonline.com/marketing to see how your business can make the most of our Marketing Suite features.

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*Salesforce State of the Connected Customer: 4th Edition

