

How Mindbody Helps Studio Barre Automate Their Marketing

Studio Barre in Carmel Valley, California, is one of 18 Studio Barre franchise locations teaching a unique, ballet-inspired workout while also making a strong connection with clients and the local community.

Owner Melissa Chang's goal is to offer an effective and fun workout to her San Diego suburb, while getting to know each and every member and potential client who walks through the door.



Managing it all with Mindbody

"I'm very big on knowing everyone's story," Chang says. "Everyone is greeted with a smile, we know everyone's names, and we're very hands-on."

Chang relies on Mindbody's studio management and automated marketing software to support her daily operations and customer outreach. The main goal? Making sure her customers keep coming back to the studio.

Chang noted that her studio is all about sisterhood, the community, and making a true connection with everyone who comes to enjoy a barre class.

As a fitness fan herself, Chang understands how some studios can seem cold and unwelcoming—particularly to new clients—but that's the opposite of the environment within Studio Barre.

In order to get to know members and clients better, Chang and her staff leverage Mindbody software for nearly every aspect of daily operations. This includes supporting class schedules, enabling participants to sign up online, and training staff to utilize robust client profiles. Mindbody also provides the studio with payroll and admin software, and a point-of-sale system for its merchandise and membership sales.



“Without Mindbody, we wouldn't be able to function at all.”

Melissa Chang
Owner, Studio Barre Carmel Valley



Email marketing and customer outreach support

Studio Barre has is also leveraging Mindbody's automated marketing solution to streamline their client communication. By automating on-brand email campaigns and integrating their software to pull real-time customer data and reports, Chang now gains valuable insights that empower their team to personalize outreach.

"On the automation side, having that information available makes everything so much easier and allows me and my business to be more efficient in real-time."

The ability to connect with clients—not only at the studio but through email as well— has enabled Studio Barre to enhance client relationships beyond in-studio interactions. By streamlining communication and providing valuable insights, Studio Barre can now engage clients more efficiently and authentically. This seamless connection helps maintain the studio's warm, welcoming environment, ensuring clients feel valued both inside and outside of class.



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Time is money, and I don't have a ton of time to be pulling random reports and creating individual emails.

Melissa Chang
Owner, Studio Barre Carmel Valley

