

A Guide to Boutique Fitness Email & SMS Marketing with Ready-to-Use Templates

In today's fast-paced world, boutique fitness studios are becoming more popular than ever before.

With increasing competition, it's essential to have a solid marketing strategy in place to reach your target audience and keep them engaged.

This e-book will provide you with all the tools you need to create effective email and SMS marketing campaigns that will help your boutique fitness studio stand out from the crowd. From understanding where to use email & SMS in the customer journey to designing eye-catching templates, **this guide is packed with tips, tricks, and ready-to-use templates to make your marketing efforts a success.** So, whether you're a seasoned marketer or just starting out, this e-book is for you.

This guide covers 5 parts, including defining what a customer journey is, how to use SMS and email marketing in the journey, how to unleash the power of Mariana Tek to power engagement, and templates to captivate and convert your audience.

Part 1. Explaining the customer journey.

Part 2. Building a map of your customer journey.

Part 3. Using SMS and email marketing.

Part 4. Ready-to-Use Email & SMS templates.

Part 5. Boost engagement with Mariana Tek's Marketing Automation.

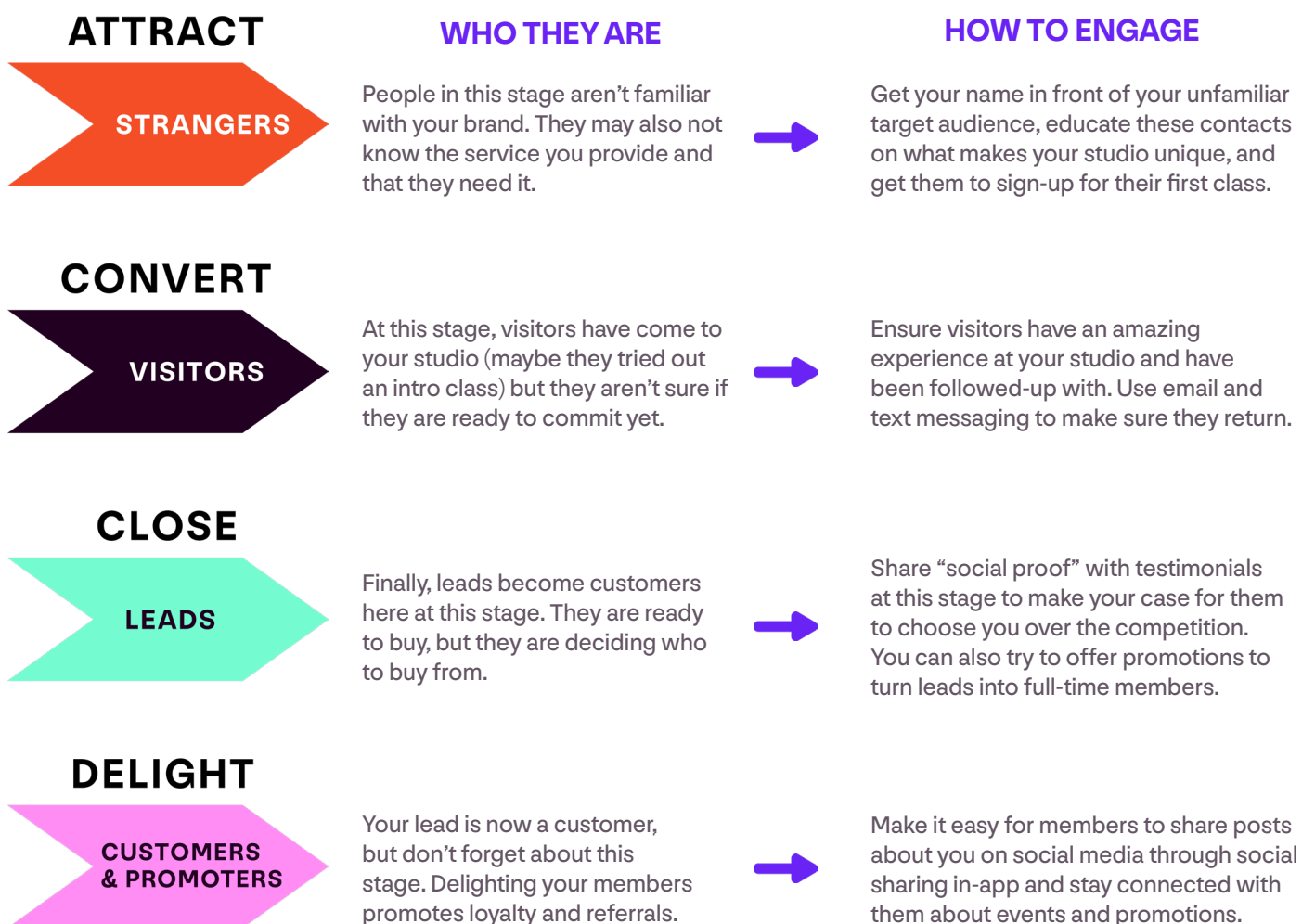
Let's get started!



What is a customer journey?

The customer journey is the series of stages that push a stranger to become a customer and then a promoter. These stages define how familiar any given lead is with your product or service, but more importantly, it defines how ready they are to make a purchase.

Take the basic framework provided below and tailor it to your own business's customer life cycle. For example, you may need to add in an extra step from 'Visitor' to 'Lead' depending on how you structure intro packages or add a stage between lead and customer for those that buy class packs vs. a monthly membership.



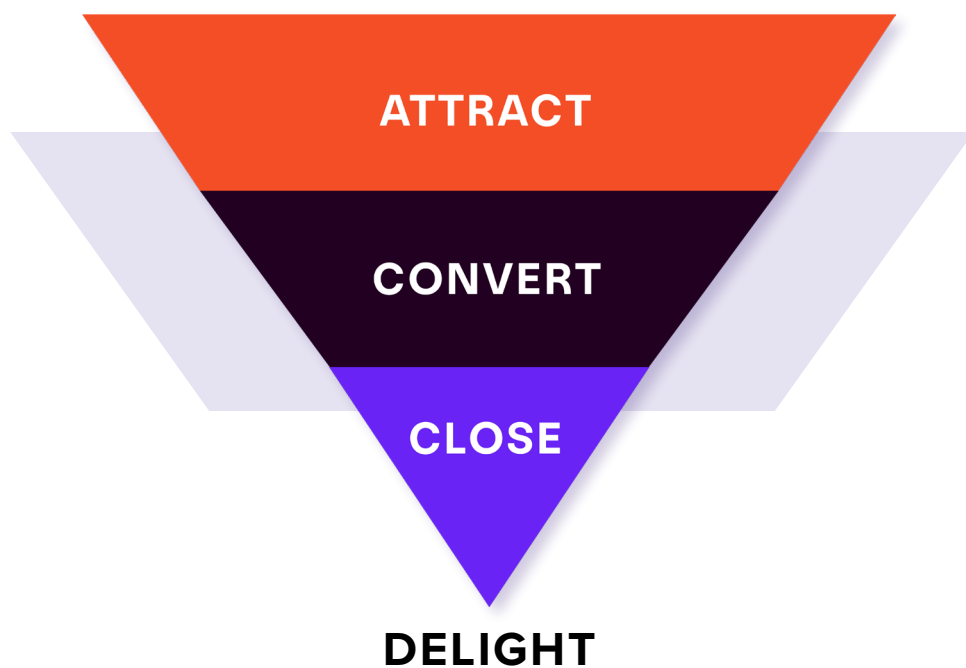
Understanding your customer journey will help you improve the experience of interacting with your studio. When better experiences are had by leads and customers, you'll find better outcomes for your business.

“If you’re a fitness studio owner, you know that the customer journey is important. Whether it’s yoga, pilates, barre, HIIT or anything else fitness, the experience your customers have is crucial to retention — from the time they learn about your studio till the time they leave their first class you need to make sure your clients have a positive experience in your studio.”

Telomere Consulting



You may think that people move through this journey on their own, at their own pace, **but many need gentle and pro-active messaging to guide them through.** There will also be some that aren’t ready to go to the next step at the time you engage, which is natural and part of the process.



If it helps, imagine this journey as a funnel, with the widest part at the top. Your community goes in through the top of the funnel, and when they aren’t ready to proceed to the next step, they simply go back in the beginning until they are ready for the middle and bottom stages of the funnel.

Building a messaging map for your customer journey.

Now that you know what a customer journey is, what does it look like in action? The next step is to map out the customer journey in your studio and your engagement points at each stage. You will need to take a step back and look at customer needs and perceptions through their relationship with your business.

To speak to contacts at the right stage in their journey, ask yourself about their:

MOTIVATIONS

- What drives them to make decisions or purchases?
- What emotions are they feeling?
- What are they trying to achieve?

BARRIERS

- What prevents them from making decisions or purchases?
- Are there structures, processes, or costs that are keeping them from buying?

INFLUENCES

- Where do they get the latest information?
- Who or what is shaping their experience?
- Why do they look at these sources/figures?

Gear your message to the motivations, barriers, and influences, and they will effortlessly travel through to the next stage of the customer journey. Different stages in the customer journey will mean that you offer different products or value to your prospects, as seen below.

JOURNEY STAGE	ENGAGEMENT TYPE EXAMPLES	MESSAGING EXAMPLE
Attract	Facebook Ads, Instagram videos	Get stronger, make new friends, and join a community just like you. With classes that work around your schedule, learn more about our barre studio.
Convert	Email, SMS	Want to give spin a try? The first 3 classes are on us! Use code FREE3 on your next booking—why not save a spot and see if we're a good fit?
Close	Email, SMS	Have you bought a HIIT membership yet? Our members get access to exclusive perks walk-ins don't. You know what they say: you never regret investing in your health.
Delight	Instagram, Email, SMS	Friends don't let friends work out alone. Invite your friends to come along with you through our referral program. They get a class for free, and you get a class for free.

See how these messages all target different concerns or motivations different customers have? The messaging at the Attract stages doesn't try to sell to the reader. Instead, it aims to educate and inform the reader instead of driving them away with aggressive selling.

Once they have learned more, they can engage with messaging offering trials or intro discounts. But successfully taking someone from a lead to a customer requires more than putting a membership in front of them and expecting them to buy. This messaging shows the benefits of buying a membership (for example, exclusive perks).

Finally, the specifically **tailored messaging doesn't end** once you close the deal. Engaging with your current members drives a strong revenue stream: **referrals**.



Nearly 60% of studio owners named referral programs as their most effective lead drivers.

ClubOS State of the Industry: Fitness Trends & Statistics for 2022

PART 3

Using SMS and email marketing.

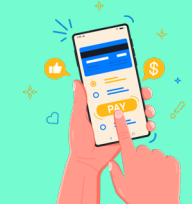
In your customer's journey, automated messages will help you engage and convert your leads without needing to spend a significant amount of time individually emailing and texting your contacts. Both SMS and email are effective tools, each with their own benefits:

Benefits of Email Marketing:

- ➔ According to research, email marketing is one of the most effective marketing channels available today in terms of ROI. On average, businesses can expect **a return of \$42 for every \$1 spent** on email marketing.
- ➔ In fact, email marketing is **40 times more effective** at acquiring customers than Facebook and Twitter combined. This makes it an essential tool for boutique fitness studios looking to attract new customers and grow their business.
- ➔ Research also shows that **59% of consumers** have been influenced by marketing emails when making a purchase — highlighting the effectiveness of email marketing in influencing consumer behavior and driving revenue for businesses.

Benefits of SMS / Text Marketing:

- ➔ A survey by Openmarket revealed that a significant majority of millennials - 83% - open a text message within two minutes of receiving it. Furthermore, 60% of this demographic prefer to receive updates from businesses via SMS marketing. However, nearly **20% of millennials** report that they do not receive text messages from businesses, highlighting the need for businesses to ensure that their marketing strategies are effective.
- ➔ Due to their short-form nature and the ability for users to reply without signing in, SMS messages tend to elicit higher response rates than other forms of communication. This is further supported by the fact that clickable links shared in SMS messages boast a **click-through rate of 19%**, compared to just 2% for emails.



It pays to know your community and their buying habits. When surveyed, 20% of Gen Z customers said they will likely make purchases directly through text messages from companies they trust.

SimpleTexting

Wondering which way is best to send out your message?

TYPE OF MESSAGE	SMS	EMAIL	IDEAS
Referral campaign	✓	✓	Refer a friend, get a discount or piece of merch.
Exclusive offers	✓	✓	Send members exclusive deals or limited-time offers.
Safety Information	✓	✓	Instantly send members key safety or emergency information that they should be aware of ASAP.
Newsletter	✗	✓	Create a weekly or monthly newsletter that features studio updates, blog posts, new classes, testimonials, instructor profiles or offers.
Onboarding	✗	✓	Create an onboarding series of emails that's sent to members during their first week of membership.
Engaging new leads	✓	✓	Did a non-member/guest attend a class? With email and text, you can engage them with new member discounts and promotions.

Automation should work in combination with how you are connecting with people at your studio. It doesn't replace people; it replaces processes. Automated workflows enhance the experiences that instructors and teachers can offer because they can lean on these tools while making real human connections.

Ready-to-Use Email & SMS Templates

Crafting the perfect email or SMS message can be time-consuming and challenging, even for the most experienced marketer. That's why we've created a section in our e-book that focuses on ready-to-use email and SMS templates specifically designed for boutique fitness marketing.

These templates will save you time and effort while still effectively communicating your message to your target audience. Here's some tips on using the templates effectively:

Branding your templates:



To start, ensure that your email templates are **consistent with your brand guidelines**. Use your brand's color palette, fonts, and logos in your templates to create a cohesive look and feel that aligns with your website and social media channels.



Additionally, make sure that your email templates **include a clear call-to-action** (CTA) that aligns with your marketing goals. Whether it's driving class sign-ups or promoting a new product or service, your CTA should be prominently displayed and easy to understand.



Finally, **consider personalizing your email templates with merge tags** that pull in the recipient's name or other relevant information. Just personalizing your subject lines can lead to an increase of 26% in open rates. This will help create a more personal connection with your audience and increase engagement.





Best times and days to send emails & SMS to maximize open rates and engagement:

Sending emails and SMS messages at the right time is crucial to the success of any marketing campaign. For boutique fitness studios, understanding the best times and days to send emails can help increase open rates and engagement, ultimately leading to more conversions.

- ➔ Research shows that the best days to **send emails are Tuesdays, Wednesdays, and Thursdays**. These days tend to have higher open rates and click-through rates compared to other days of the week. On the other hand, Mondays and Fridays tend to have lower open rates, likely due to people being busy with work or planning their weekend.
- ➔ As for the best time of day to send emails, it varies depending on your target audience. For boutique fitness studios, sending emails in the **early morning or late afternoon tends to be effective**, as people often check their phones before or after work.
- ➔ When it comes to SMS marketing, it is best to **send texts during regular business hours**. Avoid sending messages late at night or early in the morning, as this can be seen as intrusive and may lead to unsubscribes.

Overall, it is important to test different sending times and analyze the results to determine what works best for your audience. By using data-driven insights to inform your email and SMS marketing strategy, you can improve engagement and drive more business to your boutique fitness studio.

With these tips in mind and the templates in hand, you'll be able to take your boutique fitness marketing to the next level and see real results!

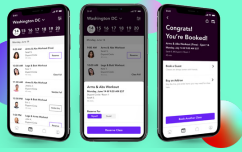
Templates We Built for Studio Owners and Marketers Like You:

- 1) **Intro Offer Email & SMS Series**
- 2) **Win-Back Email Series**
- 3) **Retention Email & SMS Series**
- 4) **Referral Email Series**

[DOWNLOAD EMAIL & SMS TEMPLATES](#)

Boost engagement with Mariana Tek's Marketing Automation

What's your next step? With Mariana Tek, action meets information. Mariana Tek integrates our best-in-class studio software with engagement tools to help you act on key moments in the customer journey. This helps you to deliver the right message to the right person, at the right time.



Clients who use Mariana Tek's Marketing Automation convert 26% more first timers on average.

Marketing automation is relationship management and nurturing. Our integrated marketing automation machine—formerly known as BrandBot—offers:

AUTOMATED EMAIL MARKETING

Create an auto campaign that has email touchpoints based on their purchases and visits.

WIN-BACK CAMPAIGNS

Recoup 25 to 50% when you just ask for them to come back. Sweeten the deal the further a client gets in the process.

TWO-WAY SMS

Create messaging that is tailored to how they truly wish to communicate.

FORMS

Gather information and use it in follow-up campaigns and emails.

CLIENT SEGMENTATION

Target based on purchasing habits, email interactions and visit history.

CUSTOMIZATIONS

Create something from scratch, completely tailored to your studio's brand.

AUTO TASKS

Create follow-up tasks for staff to simplify and streamline operations.

LIVESTREAM MANAGER

Automatically send links to livestream classes all while keeping the messaging on-brand.

LANDING PAGES

Track purchases and send follow-up correspondence to those that "abandon their cart" without making a purchase.

INTEGRATIONS

Enjoy easy integration with industry-leading software partners, including MailChimp, Vimeo, Classpass, Gympass, Perkville, and more.

BOUTIQUE FITNESS EMAIL & SMS TEMPLATES

Intro Offer Email & SMS Series	
Audience	For new clients that just purchased an intro offer
Step 1: Email (Send right after they purchase the intro offer)	<p>Hey [CLIENT FIRST NAME],</p> <p>Welcome to the [STUDIO NAME] family! Thanks for signing up for our intro offer, we're excited to have you on board.</p> <p>Get started by booking your first class [CLASS SCHEDULE LINK]. You can find our class timetable, opening times, and any updates on our [WEBSITE LINK].</p> <p>If you have any questions, please don't hesitate to reach out to our team. You can either reply to this email or give us a call on [NUMBER].</p> <p>We can't wait to see what you're going to achieve!</p> <p>[YOUR NAME]</p>
Step 2: SMS (Send after first class)	<p>Hey [CLIENT FIRST NAME], I just wanted to reach out and see how your first class went! Was it as awesome as you expected? I know first classes can sometimes be challenging, let me know if you have any questions!</p>
Step 3: Email (Send before the last class in their intro package)	<p>Hi [CLIENT FIRST NAME],</p> <p>How have you been enjoying [STUDIO NAME]?</p> <p>I wanted to let you know you only have one class left in your intro package! Come say hi at the front desk after your class to check out our class pack and membership options – we've got lots of different choices to suit pretty much everyone!</p> <p>Looking forward to chatting soon,</p> <p>[YOUR NAME]</p>

<p>Step 4: SMS <i>(Send 2 hours after their last class - if they did not purchase a class pack or membership)</i></p>	<p>Hey [CLIENT FIRST NAME]! I just wanted to check in and see how your experience at [STUDIO NAME] was? Let me know if you have 5 mins to chat about how you can continue rockin' it at our studio!</p>
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<h2 style="text-align: center; background-color: #4a4a9a; color: white; padding: 5px;">Win-Back Email Series</h2>	
<p>Audience</p>	<p>For anyone who signed up for an intro offer or first class but didn't purchase a class pack or membership</p>
<p>Step 1: Email</p>	<p>Hi [CLIENT FIRST NAME], we miss you!</p> <p>Since your last visit to [STUDIO NAME], we've added [INSERT ANY NEW CLASSES, INSTRUCTORS OR OFFERINGS AT YOUR STUDIO].</p> <p>We also wanted to let you know that for a limited time only, we can offer you an exclusive of [EX: REDUCED PRICE CLASS PACK].</p> <p>But, you have to hurry – this offer is only available until [DATE – RECOMMEND LESS THAN 2 WEEKS]!</p> <p>Reply to this email or click [INSERT LINK] to get your offer!</p> <p>Looking forward to seeing you back at [STUDIO NAME],</p> <p>[YOUR NAME]</p>
<p>Step 2: EMAIL</p>	<p>Hi [CLIENT FIRST NAME],</p> <p>It's [YOUR NAME] from [STUDIO NAME], wanted to see if you got my last email?</p> <p>For one more week you can get [OFFER LIKE REDUCED PRICE CLASS PACK]. Interested?</p> <p>Reply to this email or click [INSERT LINK] to get your offer!</p> <p>[YOUR NAME]</p>
<p>Step 3: Email</p>	<p>Hi [CLIENT FIRST NAME],</p>

	<p>There's only 2 days remaining to take advantage of [OFFER LIKE REDUCED PRICE CLASS PACK]!</p> <p>I'd really love to see you back in the studio, give me a call at [INSERT NUMBER] or shoot me back an email so we can chat about getting you back in!</p> <p>Talk soon,</p> <p>[YOUR NAME]</p>
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Retention Email & SMS Series

Audience	For clients who reduced their attendance, and you want to retain their business.
Step 1: SMS (Send after they attend one class)	Hey [CLIENT NAME], just wanted to say it was great seeing you in class again! [INSTRUCTOR NAME] leads an awesome class, don't they? Want to book heir class again? Simply reply YES
Step 2: EMAIL	<p>Hi [CLIENT NAME],</p> <p>We really appreciate hearing feedback from our clients – would you be open to taking a quick survey and letting us know how we're doing?</p> <p>[INSERT SURVEY LINK]</p> <p>Or, if you prefer you can give us a call during business hours at [PHONE NUMBER].</p> <p>We look forward to hearing from you,</p> <p>[YOUR NAME]</p>
Step 3: SMS	Hey [CLIENT NAME], there's no better way to enjoy a class at [STUDIO NAME] than doing it with a bestie! We've got a free guest pass for you to invite a friend – reply YES to get your guest pass!

Referral Email Series

Audience	For clients who have been at your studio for more than 3 months and have a high NPS score.
Step 1: EMAIL	<p>Hey [CLIENT NAME],</p> <p>We are so happy to have you at [STUDIO NAME] we want to help you share the experience with a free guest pass!</p> <p>[Click Here] to give a friend a free class 😊</p> <p>Can't wait to see you and your bestie soon!</p> <p>[YOUR NAME]</p>
Step 2: SMS	Hi [CLIENT NAME], just wanted to make sure you saw my email – you have a free guest pass waiting for you! If you don't want to dig through your inbox, reply YES to sign up a friend for a free class!
Step 3: EMAIL	<p>Hi [CLIENT NAME],</p> <p>Don't gate-keep the best fitness experience in [YOUR CITY] and share the love by bringing a friend!</p> <p>[Click Here] to sign up for a free class with your bestie <3</p> <p>See you soon!</p> <p>[YOUR NAME}</p>

Ready to Make Engaging & Converting Clients Easier?
[Learn More About Mariana Tek's Marketing Automation](https://marianatek.com)