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by xplor



# The Studio Owners Guide to Optimizing Your Customer Journey

# You only have seconds to capture your next customer's attention.

Your messaging must speak to the right person at the right time. Otherwise, it will fall flat, and you could lose out on revenue opportunities.

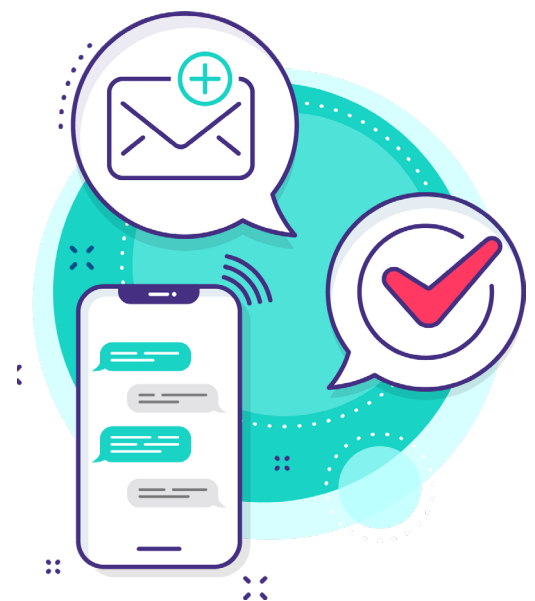
How do you better understand how you're communicating and where you might be missing the mark? You figure out your customer journey and where you need to optimize it. It seems complicated, but it's not; knowing what to optimize is easy when you have the right tools and the right data. With this in your arsenal, you'll be able to act on key engagement points and drive those conversions.

If someone visits your studio for the first time, you wouldn't let them just walk in without greeting them or saying hello to make them feel familiar. Your biggest mass messaging tools at your disposal are automated email and SMS messages, by using these you'll create a stronger communication system between you and your customers.

**Ready to revolutionize your customer journey process?** This guide covers 5 parts, including defining what a customer journey is, how to use SMS and email marketing in the journey, and how to unleash the power of Mariana Tek to power engagement:

1. Explaining the customer journey.
2. Building a map of your customer journey.
3. Using SMS and email marketing.
4. Optimizing your customer journey.
5. Mariana Tek's marketing automation.

**Let's get started.**



PART 1

# 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 lifecycle. 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.

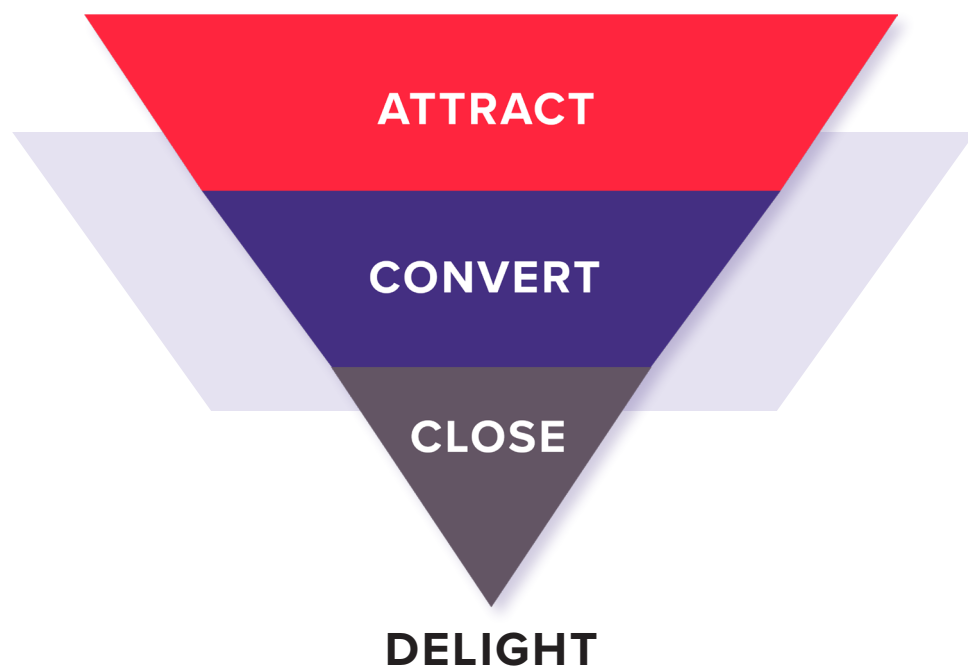


**“If you’re a fitness studio owner, you know that the customer journey is important. Whether it’s yoga, pilates, barre, HIIT or anything else fitness, the experience your customers have is crucial to retention — from the time they learn about your studio till the time they leave their first class you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

## PART 2

# 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	<i>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.</i>
Convert	Email, SMS	<i>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?</i>
Close	Email, SMS	<i>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.</i>
Delight	Instagram, Email, SMS	<i>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.</i>

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.

Automated messages will help you stay in touch with your community without needing to spend a significant amount of time on email and texting your contacts. There are two key ways to automatically broadcast your messages: **SMS** and **email**.

BENEFITS OF SMS	BENEFITS OF EMAIL
<ul style="list-style-type: none"><li>• More responsive</li><li>• Creates more personal relationships</li><li>• Direct, immediate messages to contacts</li></ul>	<ul style="list-style-type: none"><li>• Trigger messages based on actions</li><li>• Reach specific segmented groups</li><li>• Measured results with A/B testing</li></ul>



**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.

Nearly **105 billion** emails are sent every day—that's a lot of messages! To stand out against the rest of the inbox, test out enticing subject lines and dynamic content through your email builder.

*OptinMonster*



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.

**PRO TIP:** A good marketing automation solution for studios should integrate with your membership management software **AND** should come with ready-to-use templates so you can get up and running quickly.

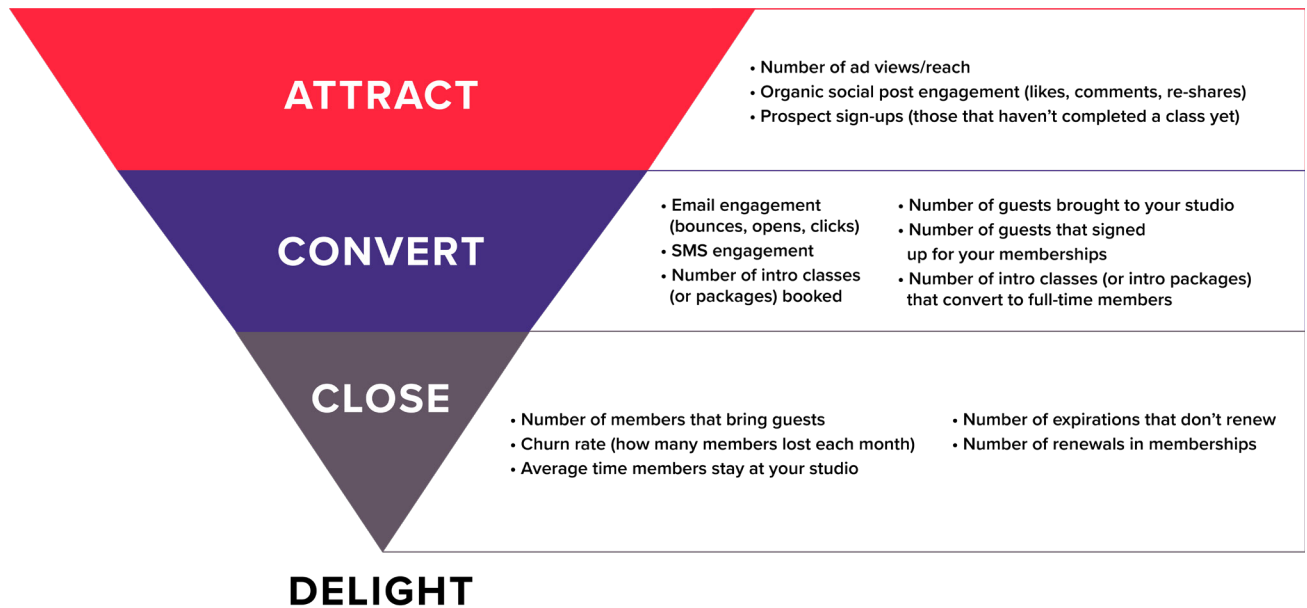
PART 4

# Optimizing your journey

So now that you have an idea of what your customer journey looks like, how can you tell what success looks like?

The first step is to create a baseline at each stage of the funnel – these are the metrics you will measure your changes against in the future. How many prospects do you have in each stage and how many of those on average convert to the next stage? For example, if you have 200 visitors that convert to 20 leads that would be a 10% conversion rate. By adding metrics to your stages, when you adjust the journey, you'll quickly be able to tell if it's working or failing.

To go even deeper into optimizing your journey, here are some **key metrics to review** at each stage:



**Data from Google shows that mobile queries for geo-targeting keywords like 'where to buy' + 'near me' have grown over 200% in recent years. Plus, more than half of shoppers surveyed use Google to find a new brand. Ensure your digital experience is optimized for mobile and never miss a prospect again.**

*Google*

Following Covid-19, many of us have fewer resources, not as much time, and things are moving quicker than ever before. If you need to close deals faster, for people to come back into your studio faster, then look to drive for that effort instead of waiting for it to happen.

**How do you supercharge these experiences?** Use the right platforms and tools available in-market to support your studio's growth.



PART 5

# Mariana Tek's marketing automation supercharges engagement

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.

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.

**LANDING PAGES**

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

**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.

Ready to revolutionize the way customers interact with your business? That's the Mariana Tek difference. Let's set up a time and we'll show you.

[Request a demo](#)

