

REVENUE REVEALED:

Unlock Hidden Profits in Your Fitness Studio

Effortless Revenue from Every Client Touchpoint

 **xplor**
mariana tek



That Moment When...

There are so many moments in a customer's journey that we don't think about as revenue opportunities—from viewing limited class capacity to receiving membership milestone alerts. Here, we'll zoom in on those small instances and reveal the **passive revenue** you could be earning by putting a few simple tools in place.

Ready to start increasing your bottom line?

It's time to create a seamless customer experience that drives revenue—without adding to your workload.

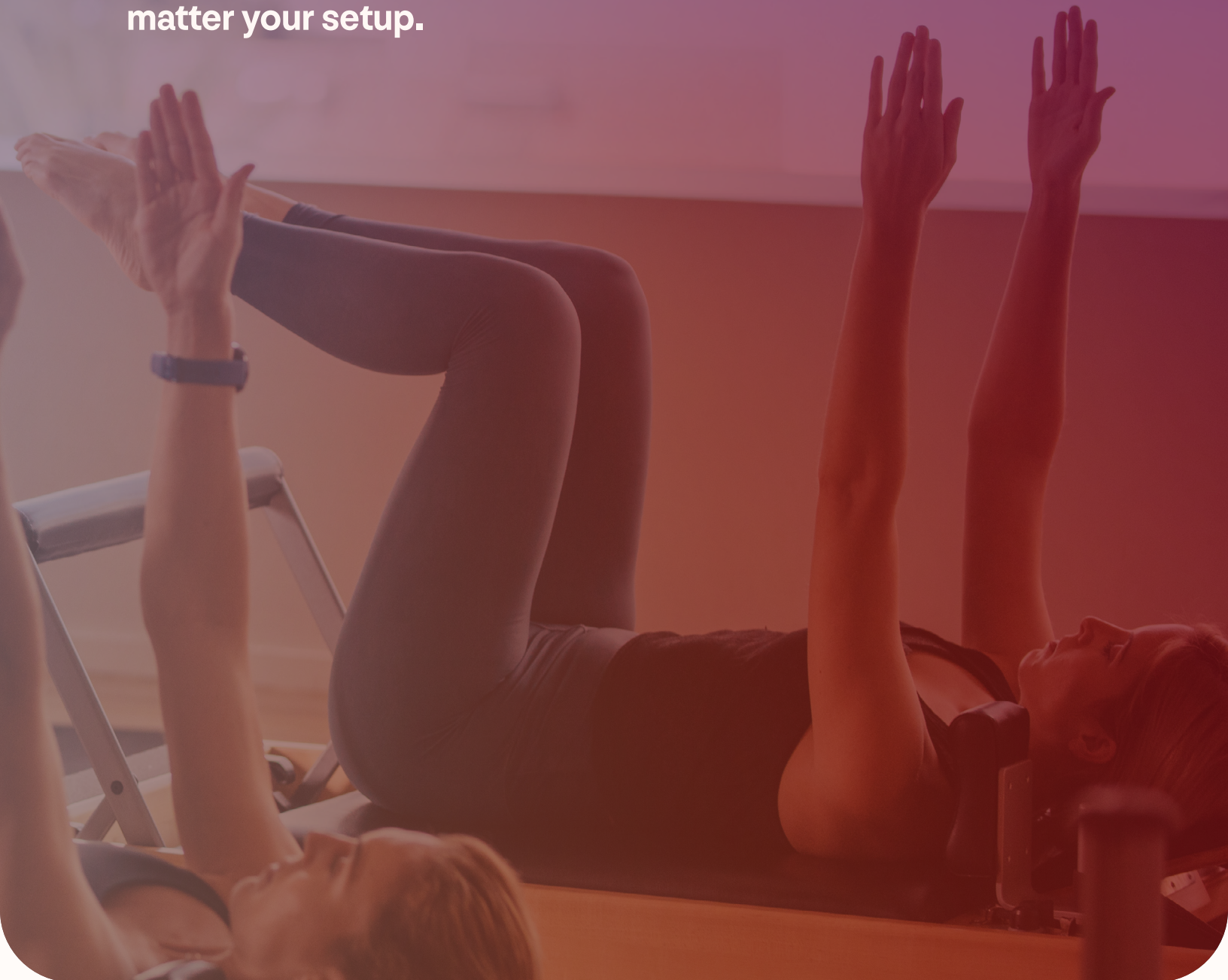


FIND OUT HOW SPIN UNLIMITED BOOSTED REVENUE AND CHECK-INS SIGNIFICANTLY BY SWITCHING TO MARIANA TEK AND GETTING VALUABLE INSIGHTS FROM OUR EXPERTS.

“In less than a year, we saw a 27.5% increase in revenue and a 30% rise in check-ins.”

Taylor Spaw
Co-Owner, Spin Unlimited

The fitness world is constantly changing, and studios like yours are finding creative ways to adapt and succeed. Whether you're running classes online, sticking with in-person sessions, or mixing both, there are plenty of effective strategies to keep your members engaged. This guide will show you some smart ways to tweak your business model and keep your cash flow healthy, no matter your setup.



OPPORTUNITY 1: RECLAIMING YOUR TIME

As a busy studio owner, you wear many hats. Mariana Tek makes those hats a bit lighter. Streamline your daily workflows with our advanced features, saving time and letting you focus on the heart of your business – delivering an exceptional client experience.

- **Your Studio at Your Fingertips:** The Biz app puts essential management tools in the palm of your hand. Review sales, access staff schedules, and manage reservations all at your fingertips. Empower team members to stay in sync through Biz, where they can see their schedules and connect with members.
- **Save Time at the Front Desk:** Members love choosing their favorite spot in advance with Mariana Tek's Pick-A-Spot functionality. This not only saves you time but also boosts member satisfaction by giving them control. Plus, easily reserve spots for guests! Early bookings mean happy clients and smooth class management.
- **Ditch Generic Emails – Target the Right Clients:** Mariana Tek's integrated marketing and CRM tools help you personalize communications based on member behavior. Utilize automations and workflows to effortlessly drive retention and attract new clients. Stop sending one-off emails; set and forget targeted campaigns that resonate with specific needs and interests.
- **Marketing and CRM Integration:** Boost your studio's outreach with Mariana Tek's CRM and marketing automation. Tailor communications with targeted SMS and email campaigns, and manage client interactions seamlessly with customizable forms.

[BOOK A DEMO](#)





OPPORTUNITY 2: GUESTS = BIG REVENUE

Bringing a guest can be motivating and fun for your members—maybe even a way to start a new habit. But most importantly: it can be a huge revenue driver you're missing out on.

9%

of class revenue per location across Mariana Tek clients can be attributed to the guest framework

40%

of average extra monthly income per location was reported by Mariana Tek users from using our guest framework alone

Using our guest framework, Mariana Tek users earned an average of

\$1000 extra monthly income

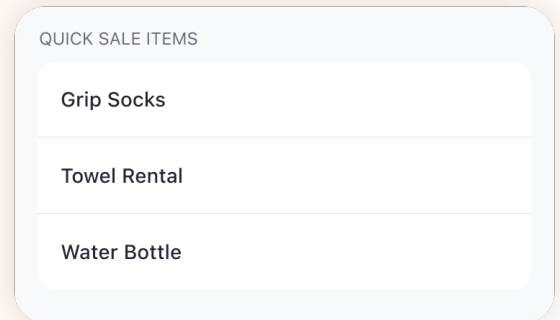
OPPORTUNITY 3: SELL SMARTER, EARN MORE

Does your staff have the right insight to know when to upsell memberships to class pack holders?

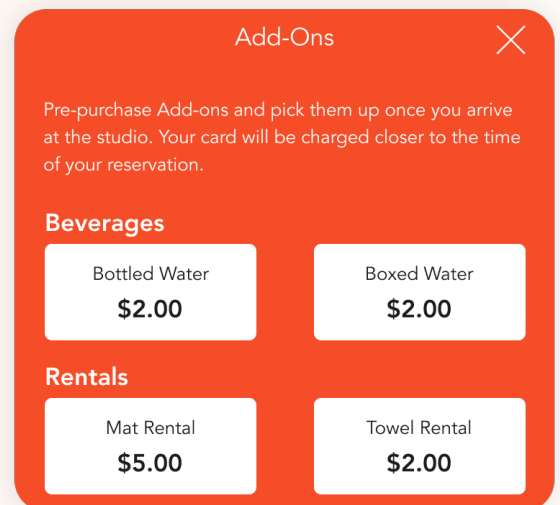
With Mariana Tek, your staff and instructors can become your best sales reps. Empower your staff to turn everyday client interactions into quick and easy revenue-boosting opportunities.

- Effortlessly sell retail and rentals with just two clicks during check-in
- Identify renewal and new membership sales opportunities in your class list
- Promote and sell add-ons like pre-workout or mat rentals in the client booking flow

Is it easy for your clients to purchase water, mat rentals, or buy grip socks they may need before class? Make it super simple and drive more revenue by enabling clients to get what they need for class when they book in your custom app. Together, these features can create an extra 3.5% increase in revenue per year.



Biz app quick sale



Consumer app add-ons

Tired of manually calculating penalty fees and applying them retroactively to your clients? In 2023, our clients made \$18 Million in penalty fees! Never miss penalties and fees by automating the process with Mariana Tek.

- Configure and automate fees for no-shows or late cancellations
- Make fee collection easy with integrated merchant processing
- Keep staff and clients informed with transactional and triggered emails

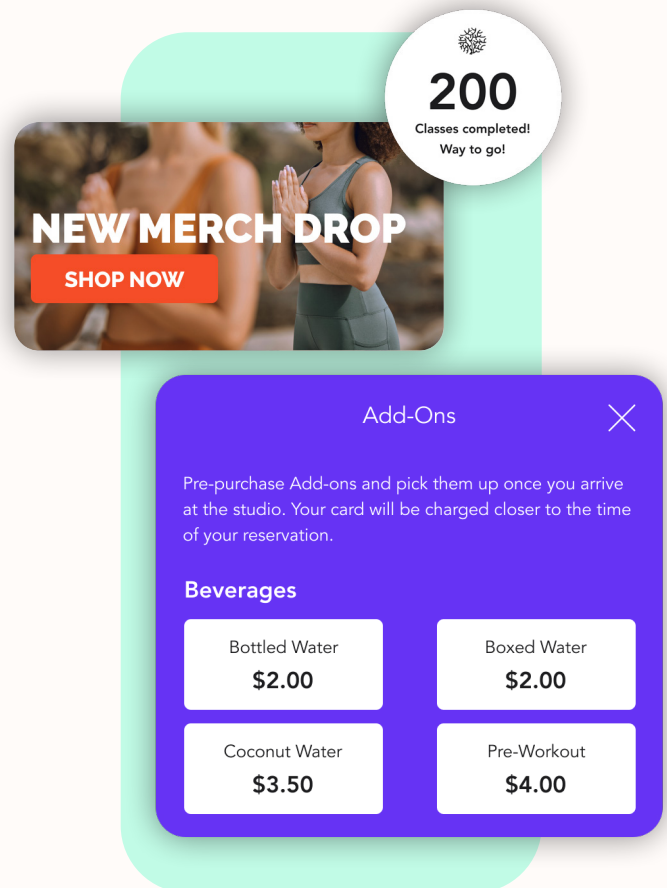
OPPORTUNITY 4: MOBILE EXPERIENCE

Did you know Mariana Tek mobile apps drive 30-40% of revenue and 60-70% of bookings. Ready to unlock the hidden revenue potential in your mobile app right now? Let's dive in!

THE POWER IN YOUR MEMBERS' POCKET While a mobile app for your studio not only gives your members the tools they need to reach their fitness goals wherever they are, it also offers them the ability to make purchasing decisions on the fly. Check out some ways in which going mobile can open up more revenue opportunities.

THE BENEFITS OF A BRANDED STUDIO APP

- **Promotional Banners:** Custom in-app ad banners capture attention quickly and enable your studio to promote e-commerce shops, exclusive campaigns, and new classes, making it easier to book or purchase in just a few taps.
- **Last Minute Purchase Decisions:** Did a member forget their water bottle or yoga mat? They can easily purchase one on the app when they're on their way to class.
- **Enhance Your Brand:** Your brand deserves the spotlight. With Mariana Tek's custom-branded apps, deliver a seamless, premium experience that reflects your unique identity – putting your studio front and center for your clients.
- **Book Again with Favorite Instructors:** Members can view instructor profile pages, see their upcoming classes, and book again.
- **Share Social Stats:** Members love showcasing their fitness triumphs! They can easily share class stats, milestones, and their personalized Year in Motion recap on social media.

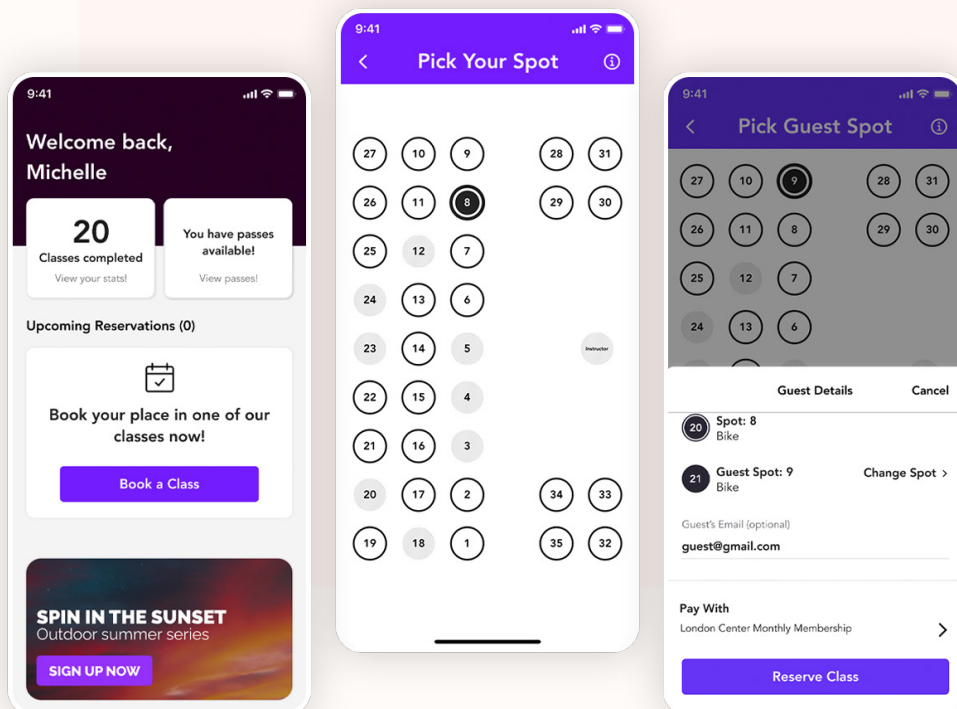


SOURCES OF FRICTION WITH OTHER PLATFORMS

- ✗ **Too Many Disjointed Steps:** Members have to tell friends to meet them at the studio for a specific class, hope there is a spot, and pay for them at the front desk.
- ✗ **Registration Barrier:** Sometimes, you have to create an account under your friend's name and use your credit card; other times, they have to create an account — it can be clunky enough to not attend class.
- ✗ **No Guarantees Beyond** the fact that studios don't always pick up the phone, you have to call to hold a spot for a friend—but the class might already be full.

MARIANA TEK FEATURES THAT BETTER YOUR GUEST FRAMEWORK

- **Simple guest signup:** Customers can book their friends quickly in advance without needing to call the studio.
- **Select spots in advance:** Members can use our native pick-a-spot to select spots next to each other.
- **Easily target guests:** Customers can book their friends without needing to create an account for them. Plus, you still get access to the guests' contact information, allowing you to retarget them with follow-up materials, offers, and other customer appreciation touchpoints so they can fall in love with your studio as well.

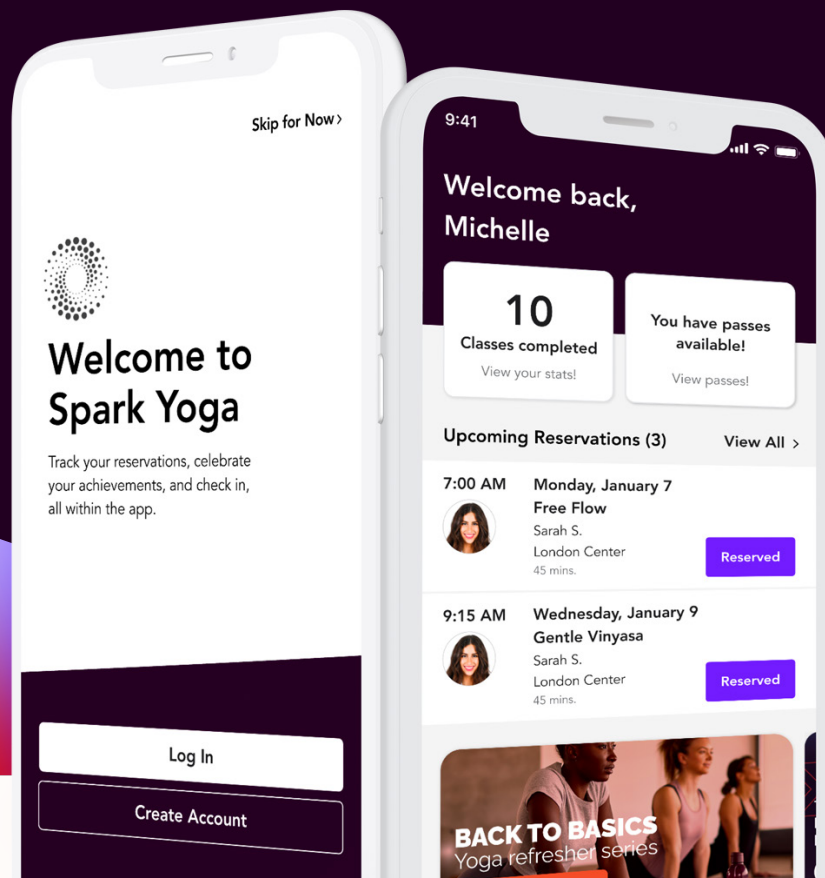


GET THESE
FEATURES ADDED
TO YOUR BOOKING
FRAMEWORK NOW.

BOOK A DEMO

WITH MARIANA TEK'S MOBILE-FIRST EXPERIENCE, YOU'LL:

- Create a mobile-friendly experience on your site that's branded to your studio's look and feel.
- Capture users who might not want to download your app, and still give them a great experience.
- Book everything in one place—no clunky third-party sites necessary.



Get the branded mobile experience you've always wanted, so members can book with ease—and unlock access to tools that guarantee quick revenue.

BOOK A DEMO