

Partner Case Study

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MINDBODY—Constant Contact Integration Supports Sound Business Philosophy: Be the Best at What You Do

MINDBODY provides business management solutions for the health and wellness industry through its powerful and cost-effective online platform. Its services include web scheduling, online payment options, automated billing and contracts, client profiling and marketing tools. Founded in 2001 and headquartered in San Luis Obispo, California with locations across the globe, MINDBODY serves a variety of martial arts studios, salons, and health clubs totaling 4,300 clients in more than 50 countries.

In 2005, the company migrated its business management capabilities to a flexible and scaleable web-based platform, and business accelerated rapidly. To better accommodate the company’s growing customer base, Robert Murphy, CSMO-CFO, looked to Constant Contact. “In 2005, we didn’t have much of a marketing team, so I had been using Constant Contact for much of MINDBODY’s own marketing efforts. It was working well for us, and I realized ‘Hey, this would be a great tool for our customers,’” he explains.

MINDBODY has been offering Constant Contact to its clients for the past three years. Murphy and his clients are pleased with its seamless, integrated email marketing solutions.

Challenge: To Be the Best, You Must Offer the Best

With a corporate philosophy of always striving to be the best at what you do, MINDBODY works hard to simplify the details of business operations so clients can focus on their craft—health, fitness, and wellness. From the start, MINDBODY’s clients were savvy and knew that email marketing was the most efficient and effective way to reach their customers; they looked to MINDBODY to provide them with an email marketing solution that would work in conjunction with the other online services MINDBODY already provided.

Murphy knew he wanted to offer his clients the best, and Constant Contact rose to the top of the list of email marketing providers. “MINDBODY knows its strengths and we are not trying to be



Partner at a Glance

Company: MINDBODY

Location:
San Luis Obispo, California

Services Provided: Management solutions for the health and wellness industry

In Business: Since 2001

Employees: 92

More Information:
www.mindbodyonline.com

Business Partner Since: 2007

Constant Contact Accounts:
400+



Constant Contact[®]
Connect. Inform. Grow.

MINDBODY

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everything to everybody,” Murphy says. “We didn’t want to build our own email marketing system. We wanted to pick the leader—and that was clearly Constant Contact.” Partnering with Constant Contact allows MINDBODY to focus on its core business of business management software, while Constant Contact complements that with their leading email marketing technology.

Business Partner Program Advantages: Integrated Email Marketing Responds to Clients’ Needs

Murphy felt that Constant Contact offered the best solutions for two key reasons: it was one of the few companies that offered business partnership options, and it was very responsive to MINDBODY’s clients. “Constant Contact took the time to understand how we operate and what our clients want from email marketing,” Murphy says.

Constant Contact’s integrated email marketing solution for MINDBODY offers features that allow clients to seamlessly download their data into Constant Contact directly from their MINDBODY software. “Clients can easily go into the MINDBODY system, tag a certain group of members or customers, and seamlessly send that data to Constant Contact. They then create and send their email marketing campaigns, whether it’s a newsletter, email blast, or a simple reminder,” Murphy says.

Similarly, changes in member information made in the MINDBODY system are automatically updated in Constant Contact in real time; MINDBODY clients no longer have to export lists of data, then import that content into Constant Contact. “Our clients love it because it makes their lives easier,” Murphy says.

Murphy calls Constant Contact a “one stop email solution.” In three steps—signing in, creating an email, and sending it out—MINDBODY clients can reach many people in a very short time.

Results: A Strategic Partnership, a Total Solution

With integrated email marketing from Constant Contact, MINDBODY is fulfilling its goal of providing a total solution for the small business owner. As an integral piece of MINDBODY’s full marketing solutions—which also include lectures and webinars—email marketing with Constant Contact is working well for MINDBODY’s clients. Since implementing its marketing solutions, MINDBODY clients have reported an increase in their businesses of up to 30%.

According to Murphy, “From a business partner viewpoint, the revenue share Constant Contact provides is very generous. Since we can’t ‘do it all,’ strategic partners like Constant Contact help us achieve our mission.”