

Business Name: Bar Method Bernardsville **Location:** Bernardsville, New Jersey **Owners:** Gina Williams and Melissa Ramsey **Years open:** 5 years

Situation

Melissa and Gina own a successful Bar Method studio in New Jersey. After opening in 2010, they were very busy and made their investment back within a year of operation. They then added a second studio in the same location and added childcare in February 2013. Revenues at this time did not increase nor did attendance. When they contacted me for consulting in March 2014, they needed help attracting more new clients and increasing revenue and retention.

Solution

After running retention reports in MINDBODY, I knew immediately that their intro offer and pricing needed to be restructured to attract more new clients and reward high commitment. We reduced the intro offer to \$99 and created an auto pay membership with an upsell incentive that clients were given during their first month. We adjusted the other pricing packages to reward commitment. We implemented fresh marketing ideas including better signage, a targeted email campaign, new photos on the flyers with the intro offer, and rewrote the copy for the pricing page on their franchise website. They hired a “bar advisor” immediately who called and emailed new clients with the incentive.

Results

Within 1 month of changing pricing, they sold 39 intros resulting in \$4000.00 in revenue generated. Within the same month (13 days), they sold 40 auto pays which resulted in \$8800.00 per month. New clients increased substantially in less than 45 days, and retention of new clients increased up to 70%. Within 6 months, new clients continued to increase, auto pay revenue rose 15%, online sales increased, and attendance went way up. Intro

offer conversion to another package increased to 59% and intro offer conversion to auto pay skyrocketed from 10% to 46%!

Conclusion

By making the intro offer and auto pay membership more accessible, increasing effective marketing, and implementing a “bar advisor”, this business went from flat revenue and attendance to up to 24% growth year over year.