



Holiday Promos That Actually Benefit Your Clients

Hi there,

The holiday season is approaching, and yes, it's a time when promos and specials are expected. But for studio owners, the real question isn't *what* the offer is; it's *how* it supports your clients and your community.

Done well, a holiday promotion can drive both connection and growth.

Done hastily, it can attract deal-seekers who disappear in January.

Here's how to make sure your next promotion works for you and your clients.

Why the “right” holiday promo matters

- Roughly **70% of businesses struggle to retain the customers they gain during the holiday rush.** ([Socpub, 2024](#))
- Campaigns that build emotional connection outperform those focused on discounts or urgency. ([Retail TouchPoints, 2024](#))
- For service-based businesses like Pilates studios, effective holiday marketing is about **value and belonging**, not just sales volume.

Holiday promo ideas built for Pilates studios

1. “Gift the Experience” vouchers

Sell gift cards for classes, packages, or sessions... with the option to include a “bring a friend” add-on. The focus is on sharing wellness, not offering a discount.

2. Member-only upgrades or bonuses

Reward loyalty with early access to a new class series, a complimentary add-on, or an exclusive small-group session. Show long-term clients they're appreciated.

3. Limited-edition series

Create a short, purposeful series such as “Year-End Reset” or “Holiday Strength + Stretch.” Emphasize outcomes like stress relief or improved focus to align with the season.

4. Bundle with a purpose

Pair your offer with impact. For example, "Buy 5 Classes and gift one to a friend," or "Each package purchased donates a class to a local organization." Meaningful action builds connection.

5. Referral with gratitude

Encourage clients to bring a friend to a holiday session, then follow up with a handwritten thank-you or small perk. Gratitude-driven referrals create loyal advocates.

A simple rollout plan

1. Choose one promo that feels authentic to your brand and capacity.
2. Set a clear time frame (for example, November 22–December 22) and stick to it.
3. Communicate the value clearly. Focus on how it benefits your clients.
4. Promote it consistently in-studio, through email, and on social media.
5. Follow up in January with a welcome offer or class invitation for new participants.

Common pitfalls to avoid

- **Deep discounts that devalue your brand.** Heavy price cuts attract short-term traffic but hurt perceived value. ([Beyond Fifteen, 2024](#))
- **No follow-up strategy.** Bringing in new clients means little if you don't have a system to retain them. ([Appinio, 2024](#))
- **Offers that feel disconnected.** If a promotion doesn't align with your studio's values, it can confuse or alienate your core clients.
- **Launching too late.** Many clients make holiday purchases earlier each year; getting your offer out by mid- to late-November positions

you ahead of the rush.

Your next step

Decide on one holiday offer that feels both generous and sustainable. Craft a short message about how it helps clients stay active, consistent, and connected during a busy season and schedule it to go live next week.

Holiday marketing doesn't need to feel gimmicky. The best promotions support your clients' wellbeing while strengthening your studio's community.

With appreciation,
The PEI Team



At PEI, our mission is to increase the number of highly-qualified Pilates instructors across the world by empowering you, the Pilates studio owner, to build and implement a Pilates teacher training program. We provide the curriculum and resources, and you train your own instructors - and keep the profits!



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