



The holiday marketing playbook for wellness businesses

How to attract, convert, and keep more members



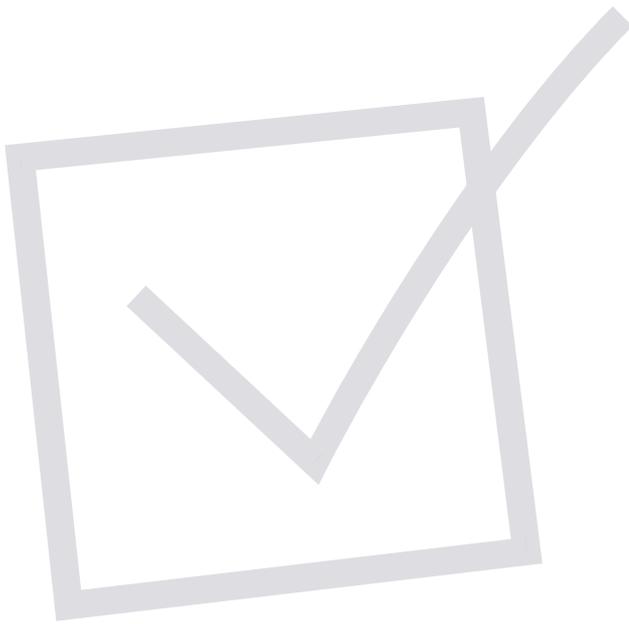
Make this your most profitable season yet

[71% of shoppers](#) say they're willing to pay more to support small businesses during the holiday season. **That means your community is already primed to buy — you just need a plan to capture that momentum and turn it into lasting growth.**

Whether you're planning flash sales, holiday bundles, or special intro offers, a thoughtful marketing plan helps you maximize results without draining your team or your budget.

This playbook will show you how to:

- Set intentional goals that fit your business
- Run campaigns that connect and convert
- Track what's working (and repeat it)
- Turn one-time buyers into long-term members



Set clear goals for your holiday campaign

Before you start planning, it's important to understand what success looks like for your business this season. The holidays move fast and without a tangible goal in mind, it's easy to spread your efforts (and budget) too thin.

Start with one or two key priorities. For example, you might want to:

- Bring in 30 new intro customers before the end of the year
- Re-engage past clients with a “welcome back” offer
- Or boost gift card and class pack sales ahead of January's rush

Clear goals help you focus your energy where it counts and make it easier to measure what worked and what didn't.



Choose the right offers and tactics

Once you've locked in your goals, it's time to build offers that align with them and determine which channels will drive the best results. Below are a few examples:

Example goal

Attract new customers

Re-engage past clients

Boost gifting sales

Example offer and tactic

Run Meta ads through Mومence Ads Manager to promote an intro offer or "first class free" deal.

Schedule a One-off message to send a personalized "holiday special" discount to anyone who hasn't visited in 30+ days.

Launch a "gift a package to a friend" campaign or and promote through email and

★ PRO TIP

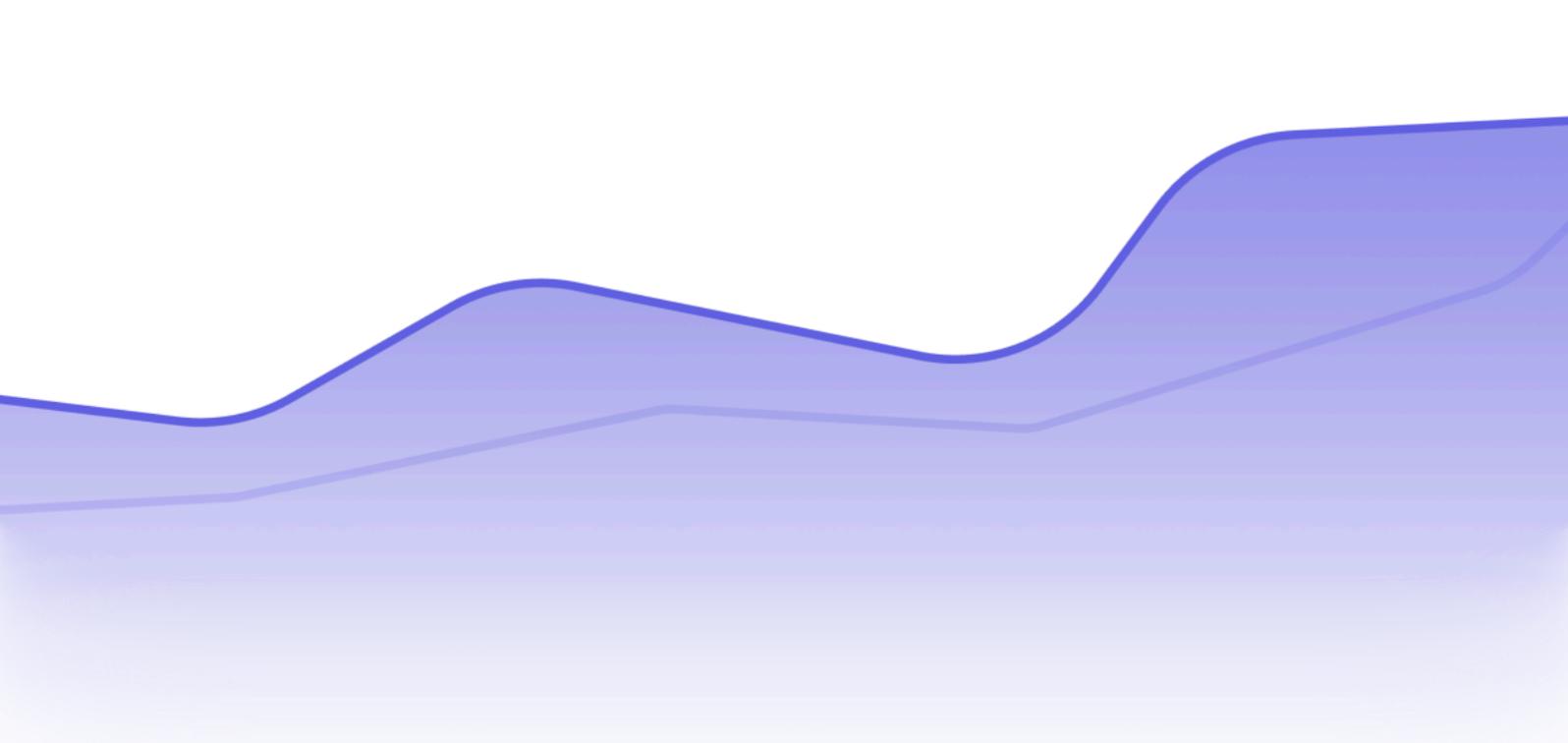
Keep your offers exclusive and time-bound. Scarcity drives urgency and urgency drives action.

Launch and optimize for impact

When it comes to launching your campaign, timing is everything. Focus on high-impact windows — for example, the first week of January, when customer motivation peaks.

Once the campaign is live, shift your focus to optimization to ensure that your marketing efforts are working as hard for you as possible:

- **Test different ad variations:** If you're running a Meta campaign, try using different ad set options to see what messaging and creative resonates best with your audience. For example, you might run one version that focuses on price savings and another that highlights the benefits that come from choosing your business. Compare which ad drives more clicks or purchases, then put more budget behind the top performer.
- **Double down on what's working:** Use the Leads dashboard in Mومence to see which channels bring in the most valuable conversions, not just the highest volume. High-quality leads are the ones who actually take the next step, like purchasing an intro offer, showing up to class, or converting to a membership.
- **Consider the entire journey:** With the Funnels feature in Mومence, you can visualize every step a customer takes once they've interacted with your business. This view highlights exactly where interest dips or momentum slows, allowing you to address those drop-off points before they affect your results. With these insights, you can make targeted adjustments, like shifting follow-up timing or adding an extra touchpoint, to keep customers moving forward and drive greater impact.
- **Mix digital and personal:** Combine digital tactics with in-person promotion, such as signage, in-class announcements, or a holiday event, to create a halo effect.
- **Send automated follow-ups:** Schedule one-off messages to deliver daily reminders during the sale, with an end-of-day countdown on the final day.



Measure your success

Tracking the right metrics will help you understand how your campaign performed and where to invest next. You'll want to set key performance indicators (KPIs) based on the initial goals you had in mind.

Here are some key metrics to consider, but what to track will vary depending on your specific goals and KPIs:

Lead volume: How many new people discovered your business.

★ Where to see this in Momenca: Analytics → Reports → Key performance indicators (KPIs) → New Leads & Customers by join date

Intro offer sales: A steady flow of intro offers sold is a sign that your pricing and promotions are attractive to potential members.

★ Analytics → Reports → Intro offers → Intro offer sales

Lead to intro conversion rate: This tells you how effectively you turn interest into a first-time visit. If the percentage is low, you may need to adjust your messaging or follow-up process.

★ Analytics → Funnels → Lead conversion funnels

★ How to calculate this percentage: $(\text{Number of leads converted to intro} / \text{Total number of leads}) \times 100$

With Momenca, you can track campaign performance in one place, helping you spot trends early, double down on what works, and make impactful adjustments. Simply head to **Analytics → Reports** to get started.

Keep the momentum going (even after the holidays)

The biggest mistake businesses make after launching a successful campaign? Letting the momentum fade. With Sequences in Mومence, you can keep that energy going, reinforcing your goals and deepening engagement long after the first touchpoint.

Use Sequences to:

- Turn new leads into paying customers by reaching them at the right time, with the right message, while your brand is still top of mind.
- Re-engage existing members by delivering consistent, thoughtful messages that inspire repeat visits and strengthen loyalty.

Head to **Marketing** → **Sequences** to to set up custom or templated workflows that match your goals or [check out our FAQ article here](#) to learn more.

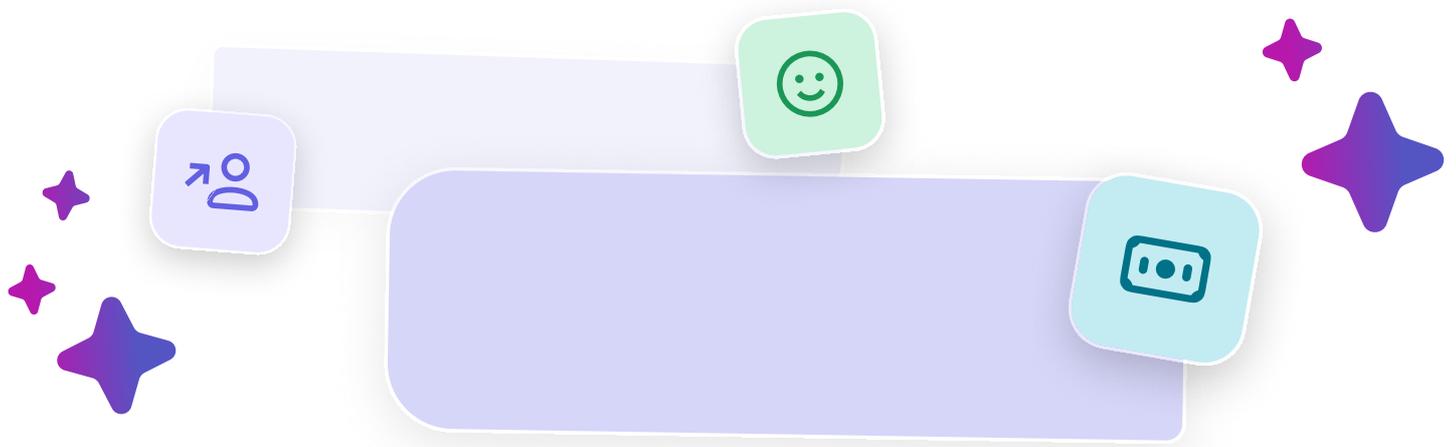
Once your Sequences are running, they do the heavy lifting automatically, so your marketing keeps working in the background while you focus on your community.

YOUNG & BLOOM SPA ADDED \$43K IN REVENUE USING LEADS

“We’re already planning more advanced automations and seasonal campaigns – things we simply couldn’t do before Mومence. The growth potential is exciting.”

Eric Strader, Co-owner, Young & Bloom Skin

[Read the case study](#) ↗



Let AI keep the conversation going

Feeling overwhelmed about setting up the right Sequences? Your follow-up efforts don't have to rely on Sequences alone.

Sequences are a great way to kickstart engagement, delivering the right messages at the right time to inspire action. But when new leads start responding, timing is everything. If no one answers right away, that excitement can fade fast.

That's where AI Inbox steps in. It provides 24/7, quality support that allows you to:

- Close the gaps in your sales process so fewer opportunities slip away.
- Follow up instantly and consistently with leads and intro buyers, so no one goes cold.
- Turn first visits into lasting memberships with timely, human-sounding prompts that encourage commitment.
- Engage and support your existing members to protect retention and recurring revenue.

And it's seamlessly integrated with Momence, so every interaction is smarter, more accurate, and easier to manage — with virtually no set up required.

“It feels like part of our team – friendly, on-brand, and ready to help whenever someone reaches out.”

Allison Zang, Owner, Absolute Pilates

[Read the case study ↗](#)

Ready to see how it works? [Book a 1:1 meeting](#) to learn how AI Inbox can help you convert more leads without adding more work.

Grow with confidence with Momence

Marketing doesn't have to be overwhelming. With clear goals, smarter optimizations, and tools like AI Inbox working behind the scenes, you can:

- Invest with confidence
- Maximize every opportunity
- Spend more time building your community

Now's the best time to start. Q4 is when client interest peaks and having the right systems in place today can set you up for your most successful season yet.

Book a meeting with our team of experts below and learn how we can help you turn holiday momentum into lasting growth.

Get started