

SL: Studio 9, Instagram Ideas (*I went with Prof. Arno's approach of keeping it simple*)

Hi Manon,

I visited Studio 9's Instagram and I have 2 ideas you could test out to increase the number of clients at your studio faster.

First, consider adding a link to your Instagram bio directing them to the "Trial Class" offer, this will make it easier and faster for clients new to your studio to book a class.

Secondly, I suggest writing captions using a specific strategy I like to call "Emo Boost" which utilizes the emotional drivers of the reader to inspire them to take action.

This strategy is very commonly used among renowned Pilates studios around the world in their captions, PLTS Reformer Pilates from Amsterdam has used this strategy in some of its most successful posts.

I have rewritten one of your post's captions using this strategy, you can find it below this email.

Have a look at it and let me know, does the caption match your studio's style of talking on Instagram?

Cheers,

Nooh