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Studio Case Study

The Sweat Shop

Location

Missoula, MT

Joined ClassPass

January 2018

Since Joining ClassPass in 2018

—
2.3k

*total number of
ClassPass reservations*

\$18.5k

*total incremental revenue
from ClassPass*

300

*total number of unique
ClassPass users*

Background

Bonnie Bell knows a thing or two about transformation – both personally and professionally. After losing 100 lbs. and falling in love with fitness, Bell launched The Sweat Shop in Missoula, Montana as a way to empower clients who didn't feel comfortable in a traditional gym setting. As Bell found her footing as a fitness instructor and entrepreneur, she knew a shift was needed on the business end. What began as a yoga studio morphed into a space for strength training and cycling. "It took a little while to find the appropriate Sweat Shop brand and how to fit that into Missoula," Bell recalls. Following her passion and tailoring her fitness offerings to attract her target audience – alongside the support from ClassPass – The Sweat Shop found its sweet spot.

Working with ClassPass

Warm and inviting, while also rugged and raw, The Sweat Shop's unique basement location sets the perfect atmosphere for their signature high-intensity, sweat-fueled cardio and bootcamp classes. While the space is ideal, exposure was an issue for the burgeoning brand in the beginning. "We had struggled with our entrance and brand awareness," says Bell. "ClassPass provided a unique opportunity to gain mass fitness exposure within the community. Where else can you target such a specific clientele that is already looking for what your business provides?"

In addition to exposure, Bell says the tools and resources available to ClassPass partners – from qualitative user reviews to the tips for small business owners provided in ClassPass' After Class blog –

ClassPass provided a unique opportunity to gain mass fitness exposure within the community.

– Bonnie Bell, owner of The Sweat Shop



have helped her business. “We find the reporting tools easy to navigate which provide us daily information about upcoming class attendance, processing requests and booking,” recounts Bell.

Since partnering with ClassPass, Bell says the main benefit she’s seen is pure growth. “It started slow, but the few people that came started to talk,” she explains. “We were soon filling multiple new classes, having so much fun with members and loving the feedback we were getting. ClassPass turned heads our direction and our brand awareness is crazy, largely due to our relationship and place on the ClassPass platform.”

Looking Ahead

“ClassPass has been an integral part of our growth and brand development over the past year; their team

and staff helped us hone our skills and do what we do really well,” Bell explains.

While Bell says The Sweat Shop is ever-changing and growing to accommodate the market, the needs of clients and staying current in the fitness industry, she knows one thing is for sure – whatever comes next will be exciting, loud and sweaty!

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Learn more about the benefits of becoming a ClassPass studio partner at partners.classpass.com