telomere®

Everything you need to know about Telomere, in one place

We speak your language:

boutique fitness.



Telomere is a business consultancy and full-service marketing agency designed exclusively for boutique fitness and wellness studios. Our team is made up of former studio owners, industry experts and marketing specialists who know the industry inside and out because they have run this kind of business themselves instead of only studying it from the outside.

We know what it takes to succeed and what a profitable studio that's true to its mission looks like, because we have build them.



Founded in 2016, Telomere has worked with hundreds of boutique fitness and wellness studios across the globe.

Much like our name, which comes from the cellular structures that protect healthy growth and allow cells to regenerate and thrive over time, **we exist to protect what makes your studio special and build the foundation for growth that lasts.**

We help studios *build communities* that matter and *scale* with intention.



“Telomere’s commitment to understanding our goals and adapting their strategies to fit our vision has made a huge impact on our growth. From strategic planning to hands-on assistance with marketing and operations, their expertise has truly elevated our brand.”

-Brooke Alexandra,
Owner of Reforming Foundations

REFORMING FOUNDATIONS
PILATES & WELLNESS™



BUSINESS CONSULTING

The roadmap your studio has been waiting for.

Studionomics is our signature 1:1 consulting service. We work across tracks tied to the stage of your ownership journey, so the strategy we build fits your studio.

We go deep into your numbers, identify your biggest opportunities, and build a custom roadmap across operations, sales, marketing, and culture.

We're here to deliver outcomes.

MARKETING SERVICES

Built on strategy, not guesswork.

We offer a full suite of marketing services based on your studio's data, market, strategy, and goals. Services are a-la-carte:

- Social media management
- Paid advertising
- Email and SMS
- Newsletters
- Web design
- Brand strategy

Every service is built directly in the platforms you already use, so nothing gets lost along the way.





Telomere is for studios that are *ready.*

We partner exclusively with boutique fitness and wellness studio owners who are ready to open profitably, ready to scale without losing what made them great, and ready to build a business that thrives.

We specialize in working with studios **across diverse modalities**, including but not limited to:

- Pilates
- Yoga
- HIIT
- Bootcamp
- Barre
- Spin/Cycling
- Personal Training
- Pole Dancing
- Martial Arts



“Loved working with the Telomere team. They did a great job of understanding my brand, capturing our message, and delivering really high-quality work in a short time frame. I was absolutely amazed at the number of content pieces they created. I highly recommend this team to anyone looking for help with their overall marketing strategy and email marketing sequences.”

-Dane Miklaus,
WORK Training Studio

Passion doesn't fill classes on its own.



Studio owners are some of the most driven, community-minded business owners out there, but without the right strategy, systems, and support, even the hardest-working owner hits a ceiling they cannot break through alone. Closing the gap between passion and business acumen is what Telomere was built to do.

More than a business, your studio is your legacy, and it deserves to be treated that way.