

Joy of Spa and Instant Gift Certificates

Joy of Spa is a network of 3,000 spas, salons and massage therapists around the country that are featured on the Joy of Spa website, selling Instant Gift Certificates and accepting the Joy of Spa gift certificate.

Instant Gift Certificates

Spas can sell their own Instant Gift Certificates through their website and on Joy of Spa. The cost is the same: 5% commission and 2.9%+\$0.30 credit card processing through Stripe.

Joy of Spa Gift Certificates

Consumers bring Joy of Spa GCs into a local spa, bringing them a new client. Their **first redemption is at no charge**, encouraging them to call us and get signed up.

Subsequent redemptions are 9% for spas that sell our Instant Gift Certificates or have the full boomtime bundle. Other monthly fee products without IGCs don't qualify for this lower rate. This means that for IGCs orgs, whether they sell their own GC or accept a Joy of Spa GC, the cost is essentially the same: 7.9% (our 5% commission plus 2.9% for Stripe) vs. 9%.

For everyone else, we charge 15% redemption. The primary competition, SpaFinder, charges 18%.

Redemptions are paid within 15 days.

Stripe

To sell Instant Gift Certificates or get paid for a redemption, spas setup a Stripe account. This is a very simple process, and support will walk them through it. There is no charge to setup the account and no monthly fees. When selling their own IGCs, Stripe charges 2.9% for credit card processing. Sometimes, a small business owner will say that they only pay 1.5% or 2% for credit card processing, and 2.9% is way too high. The difference is that this is for only credit card processing, which costs more, and it's a flat 2.9%, covering Discover, American Express, expensive reward cards, etc. It's the best rate available for online credit card processing.

There is no fee from Stripe for receiving Joy of Spa redemptions.

History

There are grandfathered IGC orgs at other commission rates. The most common is a sliding scale, where they pay 5% for the first \$1,000 in sales in the month, and then 4% for the next \$1,000 and so on down to 1%. Orgs get to keep their current IGC commission structure.

Instant Gift Certificates

We're the market leader in Instant Gift Certificates with \$300M in sales – most of which is revenue the spa wouldn't have otherwise gotten. It's like found money: you add IGCs to your website, and you suddenly make more money. There are a lot of people (men) that wait until the last minute. Our biggest selling days are December 24th, Valentine's Day and the day before Mother's Day (which happens to be coming up!).

Instant Gift Certificates:

- Mobile optimized
- Can sell on their website or Facebook Business page
- Can create special offers including BOGOs
- Can create Referral Codes
- Can add gratuities
- 100+ designs, plus create your own custom designs
- Automatic email marketing to drive more IGC sales. They can include their email list, or send just to IGC purchasers.
- We do all the work for them – we put the page together (make it match their existing website), provide them with the link, and we can even help them put it on their site if they need help and provide us with their login information (support does this).
- Example IGC pages:
 - [A Glo Spa & Salon Co.](#)
 - [The Salons at Tuscan Square](#)
 - [Envision Acne & Skin Care Center](#)
 - [Strada Personal Spa \(on Facebook\)](#)

FAQ

<http://www.spaboom.com/frequently-asked-questions/>

IGCs

<http://www.spaboom.com/instant-gift-certificates/>

Pricing Summary

There is no cost to join the Joy of Spa network. First Joy of Spa redemption is free. Subsequent redemptions are 9% for IGC/boomtime bundle orgs and 15% for everyone else.

IGCs normally have a \$99 setup fee, but we're running a promotion for spas that join Joy of Spa for only a \$25 setup fee. You must use the JoyOfSpa referral code to receive the discount. 5% commission plus 2.9%+\$0.30 credit card processing from Stripe. There is no contract, you can cancel at anytime.

Sign up for Joy of Spa and/or IGCs, with referral code included:

<https://spaboom.boomtime.com/signup?promo=joyofspa>

Mother's Day Marketing Campaign

We're doing a massive marketing campaign targeting 1M consumers for Mother's Day to bring them to the brand new Joy of Spa website, driving gift certificate sales: both Joy of Spa and spas own Instant Gift Certificates.

We're using both email marketing (for spas on our marketing platform, don't worry, no we're not using your emails) and Facebook to put Joy of Spa in front of targeted consumers that purchase health and beauty products online for themselves or as gifts.

Competition

On SpaFinder, when you go look for a spa in Mom's hometown, you're going to get an onslaught of low ball deals from national chain competitors. On Joy of Spa, we promote local, independent spas, salons and massage therapists. If you're not on Booker (their POS system), then it's going to be tough to find you. They only highlight spas from which they can take a commission for online booking or selling a deal.

SpaFinder sells their GCs at Costco for a 20% discount, so you can stop by the warehouse on the way to the spa, causing the spa to pay 18% redemption fee on a client they would have gotten anyway.