

Cool Links to blog posts, videos and webinars for SpaBoom organizations.

## Marketing

Marketing Guide:

<http://www.spaboom.com/online-spa-marketing>

Marketing Resources:

<http://www.spaboom.com/online-spa-marketing-resources>

<http://www.spaboomblog.com/2010/your-marketing-campaign-webinar-video-slideshow>

<http://www.spaboomblog.com/2011/webinar-content-for-3-number-challenge-is-ready>

<http://www.spaboomblog.com/2011/roundtable-webinar-downloads-available>

<http://www.spaboomblog.com/2012/3-trends-in-2012-webinar-downloads>

Fast and Easy Marketing Set-up:

[https://fuse.boomtime.com/help.php?1=one\\_page\\_bliss&f=1&f=1](https://fuse.boomtime.com/help.php?1=one_page_bliss&f=1&f=1)

Marketing Webinars specifically for Salons:

<http://www.spaboomblog.com/2012/a-makeover-just-for-salons-webinar-available>

<http://www.spaboomblog.com/2011/salon-marketing-supercharged-webinar-downloads>

Promotions:

<http://www.spaboomblog.com/2011/webinar-downloads-available-for-creating-strategic-promotions>

<http://www.spaboomblog.com/2012/webinar-available-create-loyalty-in-your-clients>

<http://www.spaboomblog.com/2011/three-success-stories-webinar-downloads>

Aveda Specific:

<http://www.spaboom.com/aveda>

<http://www.spaboomblog.com/2012/webinar-available-aveda-marketing-in-easy-steps>

<http://www.spaboomblog.com/2012/webinar-download-ready-aveda-marketing-for-everyone>

Webinars about Holiday Promotions:

<http://www.spaboomblog.com/2011/mothers-day-sales-webinar-downloads-ready-for-you>

<http://www.spaboomblog.com/2010/double-your-december-webinar-downloads>

<http://www.spaboomblog.com/2010/new-year-new-revenue-webinar>

<http://www.spaboomblog.com/2011/webinar-content-addicted-to-love>

<http://www.spaboomblog.com/2011/webinar-downloads-execute-holiday-campaigns-2011>

<http://www.spaboomblog.com/2012/webinar-presentation-available-market-the-love-for-valentines-day>

<http://www.spaboomblog.com/2011/webinar-downloads-ignite-your-2011-holiday-revenue>

<http://www.spaboomblog.com/2011/hot-and-fast-gcs-webinar-downloads-available>

<http://www.spaboomblog.com/2011/double-your-summer-webinar-download-available>

<http://www.spaboomblog.com/2010/webinar-downloads-are-you-where-you-need-to-be>

<http://www.spaboomblog.com/2010/webinar-video-create-love-for-your-spa-or-salon>

## **How To's**

Website Design:

<http://www.spaboom.com/spa-website-design>

<http://www.spaboomblog.com/2011/top-5-salon-website-disasters-download-our-webinar>

<http://www.spaboomblog.com/2011/secrets-of-successful-websites-downloads-from-webinar>

Are you just "Integrated"? Adding links to your website:

<https://fuse.boomtime.com/help.php?1=linked&f=1>

Search Engine Optimization:

<http://www.spaboomblog.com/2010/secrets-of-seo-webinar-download-the-presentation>

Instant Gift Certificates:

<http://www.spaboom.com/spa-gift-certificate>

Email Marketing:

<http://www.spaboomblog.com/2009/activate-email-marketing-intro-why-talking-to-your-clients-is-good-business>

<http://www.spaboomblog.com/2009/activate-email-marketing-step-1-gathering-client-information>

<http://www.spaboomblog.com/2009/activate-email-marketing-step-2-featured-services-and-promotions-bring-buyers>

<http://www.spaboomblog.com/2009/activate-email-marketing-step-3-automatic-and-customized-email-campaigns>

<http://www.spaboomblog.com/2009/webinar-video-activate-email-marketing-and-increase-revenues>

<http://www.spaboomblog.com/2011/downloads-available-for-email-marketing-success-or-failure-webinar>

Facebook Integration and Sweepstakes:

<http://www.spaboomblog.com/2012/facebook-timeline-goes-live-today>

[http://www.spaboom.com/sweepstakes\\_guide](http://www.spaboom.com/sweepstakes_guide)

[http://www.spaboom.com/sweepstakes\\_guide#video](http://www.spaboom.com/sweepstakes_guide#video)

<http://www.spaboomblog.com/2011/create-your-own-sweepstakes-on-facebook-webinar-downloads-ready-for-you-2>

Rewards:

<http://www.spaboomblog.com/2012/reward-those-repeat-customers-you-love-and-appreciate>

<http://www.spaboomblog.com/2012/webinar-available-thank-you-for-being-a-friend>

Daily Deals:

[http://www.spaboom.com/groupon\\_deal\\_calculator](http://www.spaboom.com/groupon_deal_calculator)

<http://www.spaboom.com/group-deals-for-spas>

<http://www.spaboomblog.com/2010/roll-your-own-groupon-webinar-downloads>

<http://www.spaboomblog.com/2011/ready-to-run-your-own-group-deal-download-our-webinar>

<http://www.spaboomblog.com/2010/intelligent-discounting>

Text Messaging:

<http://www.spaboomblog.com/2011/text-messaging-webinar-files-ready-to-download>

How to compete with Message Envy:

<http://www.spaboomblog.com/2010/how-to-compete-with-message-envy-part-1>

<http://www.spaboomblog.com/2010/how-to-compete-with-message-envy-part-2>

<http://www.spaboomblog.com/2010/compete-with-message-envy>

### **Fine Print Links**

The Gift Card Act rules:

<http://www.spaboom.com/spa-gift-card-act>

<http://www.boomtime.com/credit-card-act>

<http://www.spaboomblog.com/2010/the-new-gift-card-law-how-it-affects-your-spa>

<http://www.spaboomblog.com/2010/gift-card-law-your-marketing-campaign-webinar-downloads-galore>

Financial Wellness for your Spa:

<http://www.spaboomblog.com/2009/view-the-6-numbers-you-need-to-run-your-business>

Credit Card Processing:

<http://www.spaboomblog.com/2011/download-our-webinar-what-credit-card-processors-dont-want-you-to-know>

