

# Proactive Email Marketing & Web-based Promotions



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# How Important Is Email Marketing?

In February 2008, Comscore Media Metrix released the following information on email usage:

- Microsoft webmail properties - 256.2M users
- Yahoo - 254.6M users
- Google - 91.6M users
- AOL webmail properties - 48.9M users

# Benefits of Email Marketing

- Cost effectiveness
  - ROI (return on investment)
- Develop client loyalty
  - 61% want email from favorite places
- Green
  - No dynos are harmed
- Exceptionally measurable results

So it's a good idea.....

Let's do it!

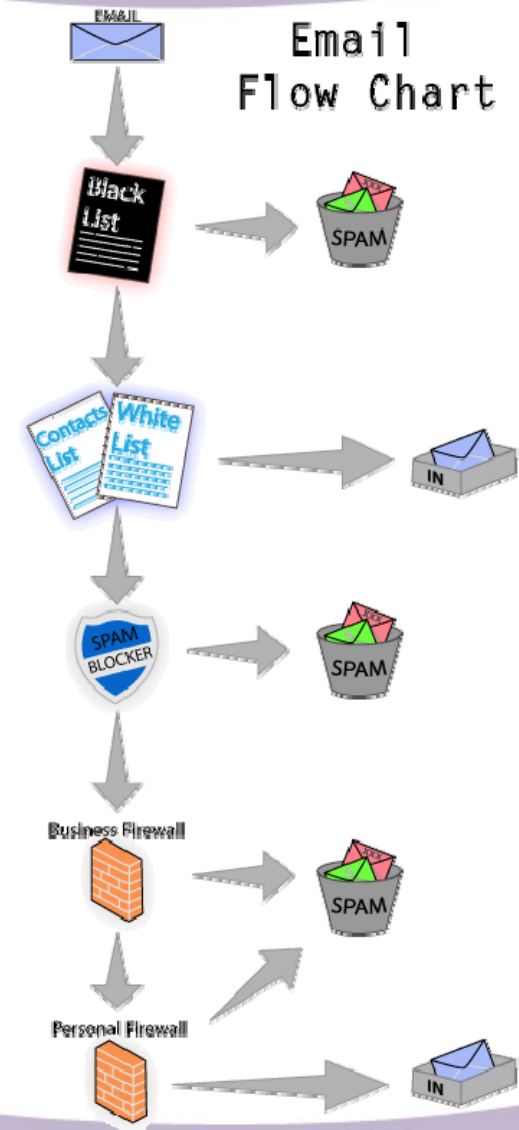
Not so fast

- Email is easy to send – hard to deliver
- Cost of doing it wrong is substantial
  - Can you taste the spam?



# The Long Road To The Inbox

In order to deliver your email, you must be able to pass through each gate



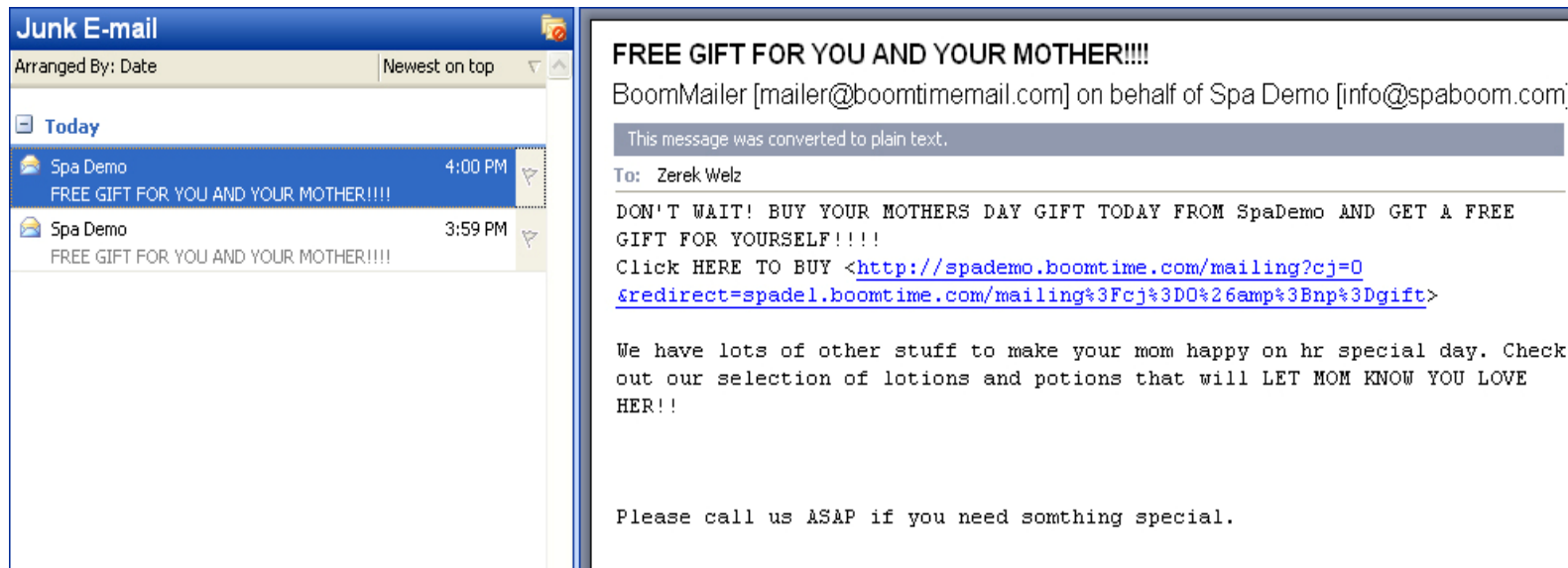
# Worst Practices

- Buy an email list
- Send an email without an 'unsubscribe' link at the bottom
- Ambush email
- Smother
- Use CAPS and !!!!!

*Doing any of the above will give you a life sentence to a Cyber Dungeon eating spam.*

# Worst Practices (cont'd)

If your email looks like this....

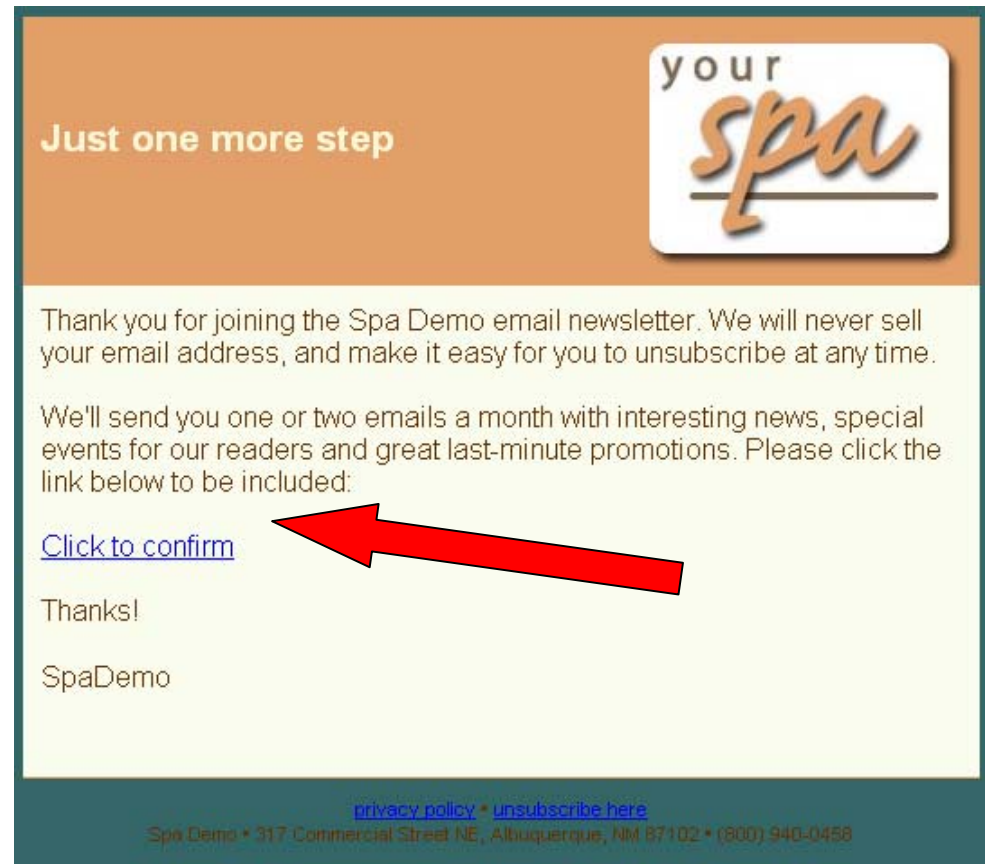


...don't send it

# A Good Double Opt-in

The *gold* standard of email etiquette

- Confirms email address
- Filters out malicious intent
- 20% of email addresses go bad every year





# Growing 'THE LIST'

- Opt in from your website
- Snail mail postcards to off-line names
- In-store sign up books
- Give them value (this is a relationship)

# Create A Relationship

- Court them
- Offer value
- Build on foundation

Our client list is special



At Spa Demo we are committed to our customers privacy and our planet. We would like to communicate about all the wonderful things going on at Spa Demo in an environmentally responsible way, and promise never to rent or sell our your email address. Furterhmore you and unsubscribe at any time.

Please confirm that you would like to receive e-mail communication and offers from Spa Demo by clicking on "Click to confirm" below.

By clicking "Click to confirm" you will receive a gorgeous certificate for 10% OFF your next spa visit.

[Click to confirm](#)

We'll send occasional emails detailing special promotions and news from Spa Demo.

Thank you and take care,

Pat and Terry Demo

[Visit our website](#)

# Effective Email Promotions Involve Simple Strategies

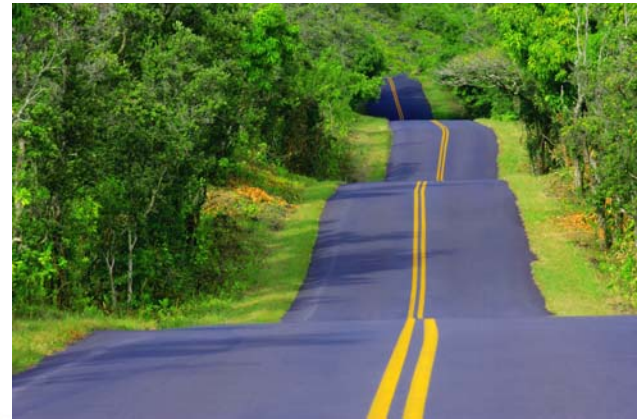
## Goals

- Relational emails – long term
  - frequency / type
- Transactional emails – short term
  - frequency / type

# Effective Email Promotions Involve Simple Strategies (cont'd)

## The Road to Mediocrity

Email campaigns that try to mix transactional and relational goals, going out once a month, create complacency in your target audience and do not set you apart



# Email Content

## Less is more

- Subject line and specifics – the shorter the subject line the better the response
- Personalization
- Branding – consistent and classy
- No blasting

# Reporting

## Response factors

- Subject line
- 'From'
- Day of week
- List size – click rate goes down as list size goes up



# Web-Based Yield Management

- What is yield management?
- How can it help with email marketing and web-based promotions?
- Yield management
  - Date specific
  - Time specific
  - Treatment specific

# Use Email For Promotions

Deep link to:

- Specific treatment/packages
- Specific product for sale
- Specific date (MOTHER'S DAY) for booking



# Make or Break Your Bottom Line

- Did you know that the *Day Spa Deals* section on SpaFinder.com is the most highly trafficked area?
- Over 44,000 page views every month!
- Post Day Spa Deals regularly. It's one of the most valuable benefits already included in your partnership.



# Simple Guide To Maximize Your Online Promotions

## Choose an offer that works

- Offer discounts on a package by including a retail product
- Offer savings on a specific treatment by extending the length of it or adding a mini treatment
- Offer savings on multiple treatment bookings or for groups

# Grab Their Attention

Short informative titles work best

- 60-minutes of Massage Heaven – Add 30 min free!
- Book Two or More Treatments – Save 20%!
- Girlfriends' Day Retreat – Book a facial and get a free manicure!
- Buy a skincare product and get a complimentary mini facial!

# Check List For Effective Special Offers

- The title of your deal includes the dollar amount of savings
- Deal details include the duration and a detailed description of the treatment offered
- Description includes the original price, the dollar amount of savings, and the final price of the service or package
- Update your special offer at least every 3 months

# Not-So-Hot Deal

Overview

Spa  
Services

Packages &  
Deals

Reviews

Location

## Special Chill Packages for SpaFinder Guests

**Promotion Dates:** Dec 05, 2007 - Apr 22, 2008

**Package includes:** Please call for this month's specials.

# Hot Deal!

- Overview
- Spa Services
- Packages & Deals**
- Reviews
- Location

## Father's Day Specials at Yelo! Save \$25 and More...

**Promotion Dates:** Jun 01, 2008 - Jun 30, 2008

**Package includes:** - De-stress Dad Yelo style! 60 minutes of reflexology or massage along with a stress eliminating Alpha Theta session. 60 minutes for \$150, save \$25!

- Dads need pampering too! Book any reflexology or massage session for Dad and he will leave with \$30 of award-winning men's grooming products from Billy Jealousy -30 minutes/\$80, 60 minutes/\$135, 90 minutes/\$185

- Buy a series of any five reflexology or massage sessions and the sixth one is on us!

## Summary

Proactive email marketing and web-based promotions provide cost effective opportunities to obtain new customers and retain existing clients, strengthen your brand and generate revenue for your business.

# Exclusive Offers

## SpaBoom - \$19 Instant Gift Certificate Sign Up – an \$80 savings

- 5% commission on Instant Gift Certificate sales
- Free email marketing with events
- Offer valid until May 2, 2009
- Use promo code EMWP
- [www.spaboom.com/signup](http://www.spaboom.com/signup)
- [info@spaboom.com](mailto:info@spaboom.com)
- Call 800.940.0458



## Exclusive Offers (cont'd)

SpaFinder – 2 months Free Enhanced Listing (w/new signup) - a \$140 savings

- [https://www.spafinder.com/sfpp/form\\_complete.jsp](https://www.spafinder.com/sfpp/form_complete.jsp)
- Offer valid until April 15, 2009
- Use promo code WEB2FREE
- Milana Knowles - [mknowles@spafinder.com](mailto:mknowles@spafinder.com) / 212.716.1196

## Exclusive Offers (cont'd)

### SpaBooker – \$199 Setup Fee – Save \$100

- [http://www.spa-booker.com/overview/sign\\_up\\_now.html](http://www.spa-booker.com/overview/sign_up_now.html) to sign up for a demo
- Please mention webinar offer in the notes field during sign up
- Contract must be executed by April 15, 2009 to receive discount
- Dan Chandre - [dan@spa-booker.com](mailto:dan@spa-booker.com) / 212.716.1193

Questions?