Activate Email Marketing and Increase Revenues



Janell Loving

Presented by SpaBoom

spaboom.com www.spaboom.com 800.940.0458

Talking to Your Clients: Good Business

Email Marketing's Proven Benefits:

- Builds relationships growing client loyalty and trust
- Creates opportunities for communication and pleasurable experiences
- Cost effectiveness high return on investment (ROI)
- Green better for the environment
- Measurable results with reporting tools



Email Campaigns: Benefits

Why Start Today?

- Inexpensive
 - Only cost is your time, and/or some of your staff's
- Easy to Enable
 - A few clicks to send to your existing client list
- Easy to Customize
 - Add photos
 - Change the text
 - Attach your specials and news
 - Pick the time/day best for you





Email Campaigns: Easy Communicating

Two types of campaigns

- Info/News emails Long Term
- Promotion/Transaction emails Short Term





Long Term Strategy

Info and News Email Campaigns

- Build the relationship
- Regular intervals: monthly, quarterly, etc
- Be an expert to your clients
- Change your themes with the season, but don't change your *brand*



Short Term Strategy

Promotional or Transactional Email Campaigns

- Showcase a service, highlight a sale, say "Thanks!"
- Events like holidays or personal milestones (your anniversary, new services, your client's birthday, etc)
- Non-regular intervals: one or two monthly, as needed



Growing THE LIST

- Effective Email Campaigns start with a good client list
- Front Desk signup sheets your own, or Collateral right from your SpaBoom account
- Opt-in form on your website
- Your Gift Certificate sales each purchaser can join your list
- Import your current client list into your Email Campaign system or SpaBoom



Collateral Feature

What you need:

- 1. Printer
- 2. Front Desk or Lounge Area
- Just choose a collateral piece and print on standard (or fancy!) paper.
- Guide your staff to tell clients about your email list and the promotions you offer





Encourage Client Participation

Offers allow you to reward and say thank you while creating a deeper relationship





Types of Offers

- Signup
 - Thank your client for confirming their email
- Birthday
 - Wish them a happy day with a treat
- Anniversary
 - A couple's day, honored with a gift
- Other Occasions
 - Spontaneous offers for unique events



Offers (cont'd)

- Always attached to an email message
- Pre-made Defaults
 - At least 5 in each category to get started
- Easy Customization
 - Change the GC design, change the wording, change the offer amount itself
- See the Offers Sent, Offers Upcoming
 - Marketing Tab, Reports Tab
- Check Existing Offer/Promotional GCs & redemptions



Offers: Getting Started

- Marketing Tab Main View
 - "Turn On" Signup Offers
 - Select chosen Offer from defaults list
 - Change details if desired by clicking on "change offer"
 - Send a test email to yourself
 - SAVE, and your next newsletter subscriber will get your offer!
 - View your enabled offers on the Marketing Tab



Offers & Promotions

Offers

- Targeted at individuals or for one-time unique offers
- Email-driven

Promotions / Specials

- Increase sales through email campaigns and/or your Instant Gift Certificate page
- Perfect for plan-ahead seasonal features
- BOGO, Percentage Discount, Featured Services



Promotions: Showcase to Sell

- Targeted/timed email campaigns featuring Specials you've created in Events
- Event Specials are also available on your IGC page during the dates you specify
- Set your Event Type to "Specials", then choose:
 - Buy One, Get One
 - Percentage Discount
 - Featured Services

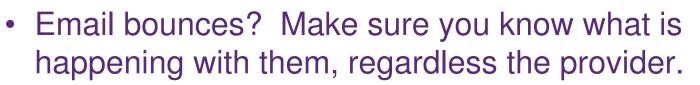




Email Campaigns: Effective Followup

After the Campaign:

- Check the number sent
- View your response rate in Reports
- Get feedback from clients



• Prepare for the next Campaign!





Using SpaBoom to Grow

Use your built-in SpaBoom features!

- E-mail Marketing
- Event Promotion
- Collateral to collect emails
- Offers for your Clients

Questions? Get in touch with us!

- support@spaboom.com
- 800.940.0458



