

Activate Email Marketing and Increase Revenues



Janell Loving

Presented by
SpaBoom

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
 - Email bounces? Make sure you know what is happening with them, regardless the provider.
- 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

