JANUARY 2020

Use Text Messages to Boost Business

28 Ways to Level Up with SMS

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THE POWER OF TEXT MESSAGING

47x

The average American checks his or her phone 47 times per day.

Text messages have an incredible 98% open rate, compared to an average open rate of 25% for email.

Texting isn't just for teenagers anymore — it's for businesses, too.

Text (SMS) messages are one of the most reliable ways to reach your customers. Most people read their texts within seconds of receiving them (compared to emails and paper mail, which often go unopened, or wind up in spam or in the garbage).

SMS is inexpensive, direct, and easy to personalize. It's one of the best ways to spread the word about a flash sale, to communicate with your employees, and to reconnect with stale or lost clients. You can even use texts internally to keep employees connected and aware of important orders of business.

Here are the three main categories of your business you'll be able to impact with text messaging:

- **Marketing and promotion.** Encourage customers to visit more and spend more. Create personalized marketing campaigns, launch them, and optimize them easily and inexpensively. Use text messages to get your offer through to your customers—every time!

- **Operational efficiency.** Ensure managers stay on top of critical issues with automatic text alerts on customer service issues, operations, or even theft.

- **Customer engagement.** Use automation to ramp up your customer service, without sacrificing a personal touch. Keep customers engaged throughout every stage of their buying cycle with automated text messages.

If text messages aren't part of your business communication strategy, it's time to add them in. In this guide, find 28 actionable examples across these three categories of how to use text messages to transform marketing, operations, and customer engagement for your business.

Promote your business

Reach your customers anywhere, anytime, with SMS campaigns. And better yet, when you use a fully-integrated marketing automation solution, you have the power to run virtually any promotion to encourage new business. With incredibly flexible segmentation tools, ensure the right message goes to the right customer with minimal effort. It's easy and drives real business results.

Here are some ideas for using text messages to promote your business:

PROMOTE SPECIAL HOLIDAYS AND GIFT CARDS WITH A DISCOUNT OR PROMOTION

"What's better than a box of chocolates on Valentine's Day? A salon gift card, of course! We're sweetening the deal with a 10% discount on gift cards this week."

"Celebrate Mother's Day together! Buy a $100 gift card for mom and you get a $25 gift card free."

BOOST TRAFFIC ON LOW-PERFORMING DAYS

If you have an empty schedule on a certain day, send out a campaign to guests who visited on the same day exactly 6 weeks ago, inviting them to come back in.

"Know what time it is? Haircut time! Come in for a haircut this Tuesday and receive 20% off your service!"

SELL RETAIL BY OFFERING A DISCOUNT OR PROMOTING A NEW LINE

"Is your skin-brightening cream running low? Don't worry, we have more at the spa! Come in this week to replenish your supply and receive 15% off."

Pro tip: Take it to the next level by including a link to your company's e-commerce site so they can place an order online.

UPSELL, CROSS-SELL, OR ADD-ON SERVICES

"Hi Michelle, we are looking forward to seeing you at the spa for a massage! If you'd like to add-on a pedicure, we're offering a 10% discount for both appointments - today only!"

ANNOUNCE EVENTS

"Sneak away for a special girls' night and come home looking years younger. Curious? Join us for a Botox party this Thursday night out our downtown location!"

REMIND GUESTS TO COME IN WHEN THEY HAVEN'T VISITED IN A WHILE

"Hi Susan! It's been awhile since you've come in for your regular spa facial. Since you're one of our favorite guests, we'd like to give you 10% off your next appointment. We hope to see you again soon."

"

Texting is ingrained in our daily lives--whether it's letting your friends know you're on the way, or confirming your hair appointment. Brands that make it easy to do business with them are the ones who enjoy repeat business--and texting is a way to ensure constant communication with your customers.

—

Sudheer Koneru
CEO, Zenoti

209%

SMS messages have a 209% higher response rate than phone, email, or Facebook.

90%

90% of SMS messages are read within three minutes.

Improve operational efficiency

It's essential to stay informed on the daily happenings in your business. But sometimes it's hard to keep up. With automated alerts, you can stay in the know with very little effort. Simply identify the areas you want to monitor and let texts take care of the rest. The best part about receiving text alerts internally is that managers can take action from their cell phones, right away.

Here are some examples of automated alerts you might set to improve operational efficiency:

REVENUE TARGETS

Set up an automation let you know if you're going to miss revenue targets for the day, so you can encourage upsells or send out a flash sale to get more customers in the door.

INVENTORY

Don't succumb to any surprises with inventory. Set notified when inventory is running low.

MISSED OPPORTUNITIES

It's easy to let leads fall through the cracks. Avoid missing out on potential conversions by getting notified when it's time to follow up with a lead.

SPA ROOM UTILIZATION

Observe spa room utilization in your business (or across multiple locations) to gauge how much revenue is being generated.
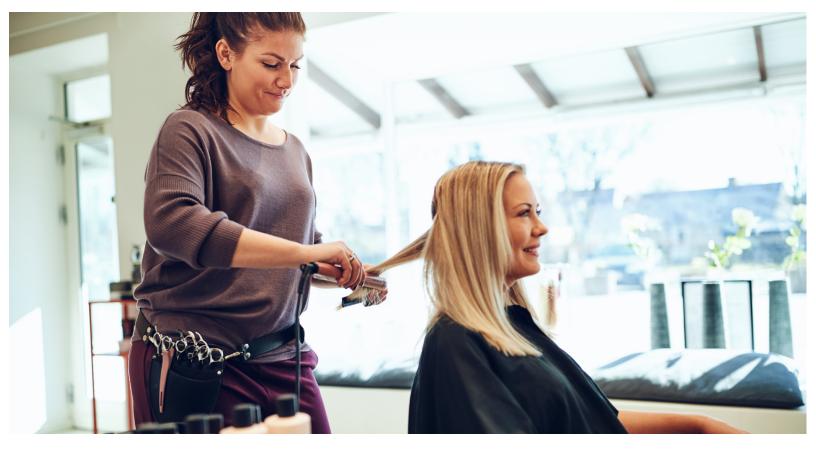
ONLINE BOOKING

Get an alert when the front desk forgets to verify an appointment that a customer booked online.

REGISTER ALERTS

Find out if your register was left open at the end of the day, and ensure it gets closed.

APPOINTMENT AND INVOICE DELETION

Avoid costly errors by getting notified if a high number of appointments or invoices are deleted in a short period of time.

Automate customer engagement

Customer engagement is often viewed as the "secret sauce" to business success. Highly engaged customers do more for your business: they book more often, spend more on retail, and refer more of their friends and family. Connecting with your customers over text message can be a great way to keep them engaged and make them feel valued.

Sending text messages to your customers is a simple act with powerful results. Here are a few examples of great customer engagement texts:

TWO-WAY CHAT WITH CUSTOMERS

"Hi Sarah! How was your first yoga class? Do you have any questions about the studio?"

LET CUSTOMERS KNOW WHEN THEIR PROVIDER WILL BE ABSENT FROM WORK

"Hi Katie, this is a friendly reminder that your stylist, Heidi, will be on maternity leave starting November 1st. Let us know if you would like to make an appointment for a cut and color before she leaves."

BIRTHDAY TEXTS

"Happy birthday to one of our favorite people! We hope it's a special day."

APPOINTMENT OR CLASS REMINDER

"Mark your calendar! Your spa pedicure is booked on Saturday morning at 9am."

5x

SMS open rates are nearly five times that of email.

10%

Only 10% of SMS marketing messages are spam, compared to nearly 50% of emails.

APPOINTMENT CONFIRMATION

"Hi Emma, we look forward to seeing you for your haircut tomorrow afternoon at 3pm. Please let us know if something has come up and you need to change it."

APPOINTMENT CANCELLATION

"Your appointment has been successfully cancelled. If this is an error, please let us know!"

APPOINTMENT OR CLASS FOLLOW-UP MESSAGE

"Hi Susan, it was great to meet you today. Since this was your first microdermabrasion service, remember to stay out of the sun and moisturize before bed."

ASK FOR RATING

"Hey Tina, I wish all my clients were like you! Can you help make that happen? All it takes is a quick review to let others know what you think of the salon."

APPOINTMENT REQUEST OR REJECTION

"Hi Nathan, thank you for your online booking request for a haircut with Heidi. I apologize, she doesn't have any openings this afternoon. Can you come in on Saturday?"

SCHEDULE CHANGES FROM PROVIDERS

"Your esthetician is running about 15 minutes late for your appointment today. Sorry for the inconvenience!"

ANNIVERSARY MESSAGE

"Happy anniversary, Carol! We wish you many more years of happiness."

BALANCE MESSAGE FOR GIFT CARDS OR STORE ACCOUNT

"A special gift for you: There is $23.57 remaining on your Mother's Day gift card."

VISITS REMAINING ON A SERIES PACKAGE

"It was wonderful to see you at spinning class today! You're a rock star for making it a third time this week. You have 7 more classes to go in this package. Keep rocking!"

MEMBERSHIP RENEWAL REMINDER

"Treat yourself today! Renew your massage membership before it expires at the end of the month."
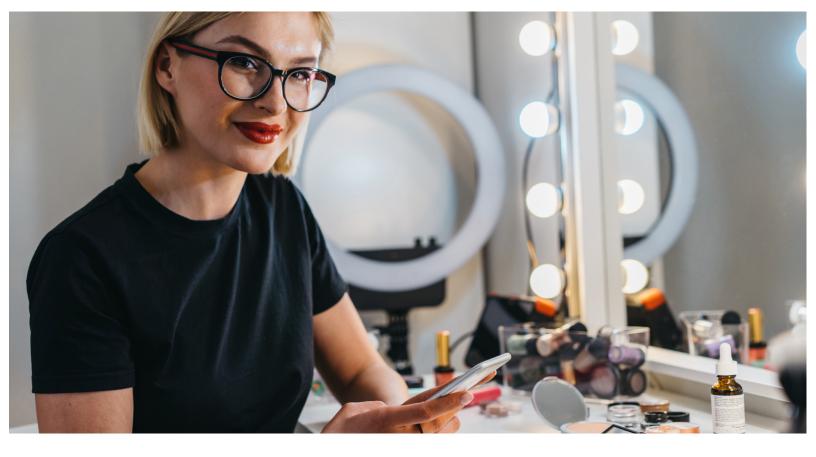
Stop vexing, start texting

As you can see, a simple message can do so much – from getting more customers in the door, to simplifying the way you do business. Add in the element of automation, and you can spend your valuable time working on other areas of the business while still moving toward your growth goals.

Where to start? Test drive a software suite like Zenoti to handle all of your operational needs in one single package. This allows everyone on your team, from the front desk, to center managers, to corporate staff, to work seamlessly together. A single dashboard of metrics informs the entire organization, and can be shared across locations to address business issues proactively.

Request a demo or contact us today!

Source for statistics: https://techjury.net/stats-about/sms-marketing-statistics/#gref

About Zenoti
Zenoti is the most advanced cloud-based, business software for spas, salons, and medi-spas. Trusted by 5000+ spas and salons across the world.

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