

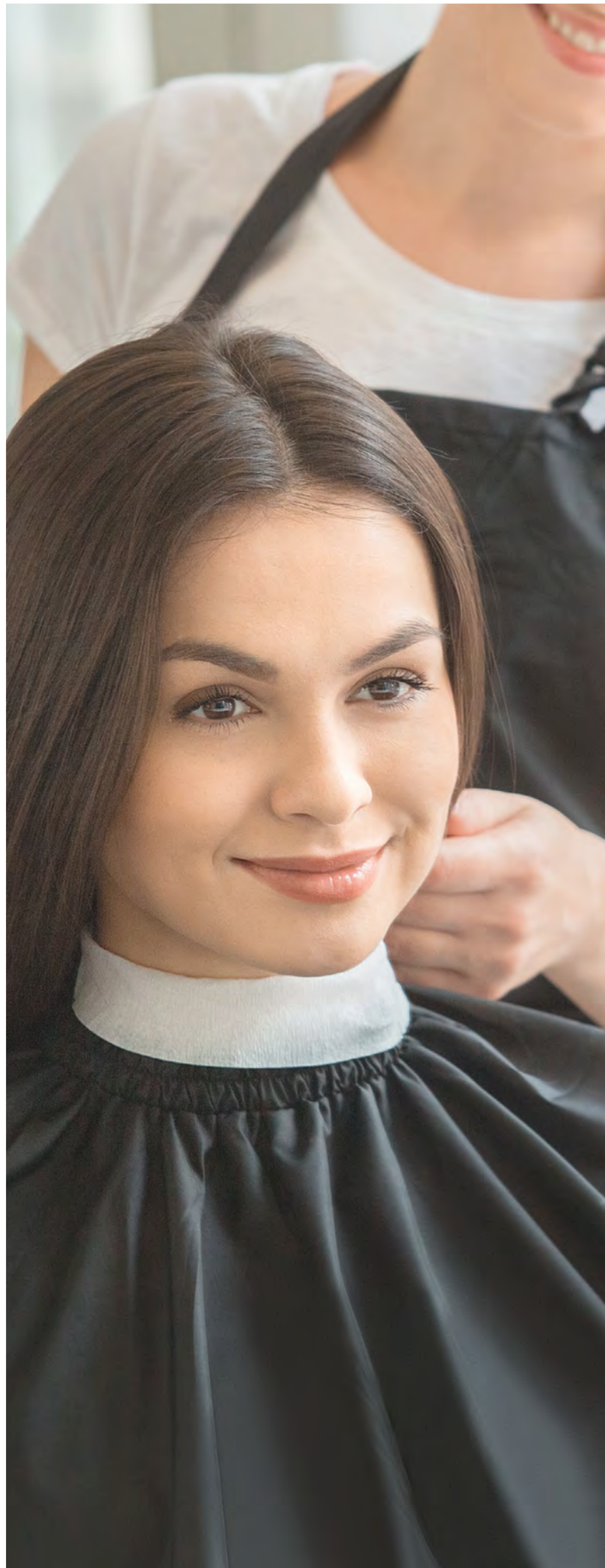


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# How to Supercharge Your Marketing for Your Salon or Spa

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## Table of Contents

03 How to supercharge your marketing

---

04 The power of social media

---

06 Build and protect your online reputation

---

07 Turn happy customers into your biggest allies

---

09 Tap into the power of apps

---

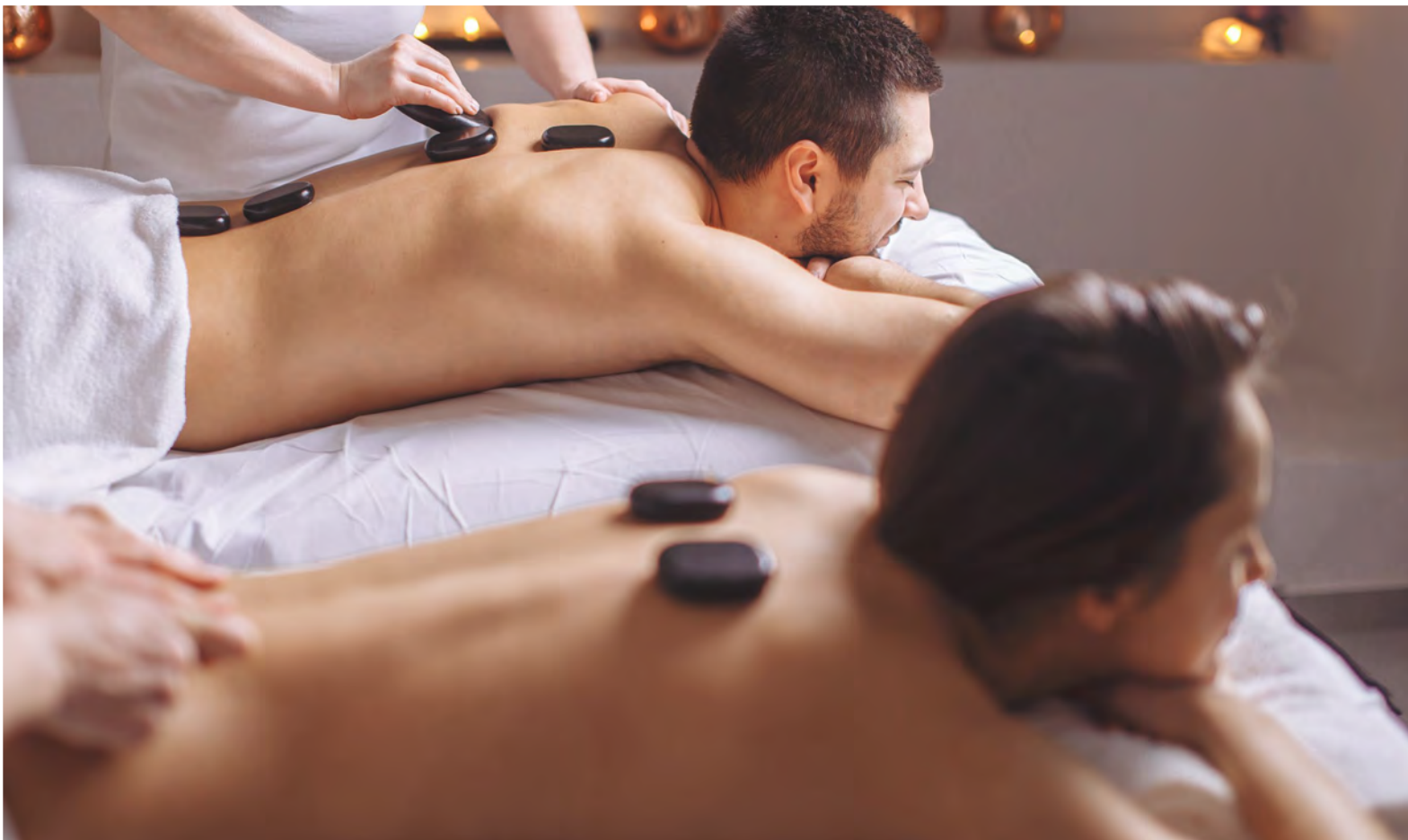
10 Keep clients coming back with a loyalty program

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11 Harness the power of referrals

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12 Supercharge your marketing today



## HOW TO SUPERCHARGE YOUR MARKETING FOR YOUR SALON AND SPA



136

Research shows people spend an average of 136 minutes a day on social media.

When it comes to your salon or spa, long-term relationships are the lifeblood of your business.

However, with the sheer number of salons, spas and medi spas out there, landing new customers – and keeping current ones – can feel overwhelming and time-consuming.

But with the right marketing tools, it doesn't have to be.

By adjusting your marketing with software and strategies that empower you to target new customers while nurturing your existing audience, you could enjoy [higher profits and an even better return on investment \(ROI\)](#).

So how can you find that marketing sweet spot that brings new clients through the door while fostering your relationship with current clients? Let's take a look at some tried-and true marketing tools and best practices to help you do just that.



## The Power of Social Media

As a wellness professional, social media deserves your attention now more than ever.

Research shows people spend [136 minutes a day](#) on social media platforms, so why not engage them? More engagement means more visibility for your website – and better rankings, according to a [2018 Hootsuite experiment](#).

And for salons, spas and medi spas, social media presents huge potential and incredible opportunities.

Wellness-related content is wildly popular across all social media platforms – from Facebook and Twitter to Instagram and Pinterest. And professionals who take the time to make social media a strategic part of their marketing mix can reap major rewards.

What's more, social media marketing can increase everything from your online presence and reputation to your business's foot traffic. One report from Social Media Examiner showed that [66% of the marketers surveyed](#) saw an increased amount of lead generation when they invested six or more hours a week in their social media efforts.

## Promote, Promote, Promote

In an industry as competitive as salons and spas, promoting your specials on social media is one of the best ways to grab customers' attention and to get some major foot traffic to your establishment. Think: discounts, loyalty point promotions, and cash back. It can all be shared on social media and used to entice customers to book their first (or next) appointment.



# 66%

66% of marketers surveyed saw an increased amount of lead generation when they invested six or more hours a week in social media efforts.



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By adjusting your marketing with software and strategies that empower you to target new customers while nurturing your existing audience, you could enjoy higher profits and an even better return on investment.



You can also post exclusive promotions and deals that are only for followers on that specific platform, whether that's Twitter, Instagram, Facebook, and so on.

### **Build and Protect Your Online Reputation**

In today's ultra-connected world, it's a given that people are talking about your business online.

Think about the last time you were looking for a new dentist, trying to find a great restaurant, or booking a hotel for your next trip. Did you simply go with the first result that popped up after clicking "search"?

Chances are you read through reviews, comments and posts about your options. Maybe you even browsed comments and information on multiple third-party review sites and social media platforms before making your final choice.

This is because browsing through what real people are saying about a particular business is one of the quickest ways to determine if their products and services are worth spending your hard-earned money on.

In fact, online reviews have become the gold standard for generating trust for businesses, with [86% of consumers](#) reading reviews for local businesses, and [66% of consumers](#) saying a greater number of online reviews makes a brand seem more trustworthy.

Therefore, being intentional about reputation management – and developing a strategy ahead of time – is one of the biggest favors you can do for yourself.

### **Tools for Managing Your Reputation Online**

Today's marketing tools allow you to get out in front of negative online reviews by using push notifications to collect feedback from customers immediately after their experience in your establishment – the good, the bad and the ugly.



# 66%

66% of consumers say a greater number of online reviews makes a brand seem more trustworthy.



86%

86% of consumers read online reviews for local businesses.

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50%

50% of consumers say that having a live person answer their questions while in the middle of their purchase decision is one of the most important features a brand.

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Capturing this data helps you paint a picture of what's working well and what isn't. And most importantly, it allows you to connect with unhappy customers to resolve any issues before they find a permanent home on the internet in the form of complaints about your business.

Plus, you can answer any less-than-favorable reviews that might get posted, or give a "thank you" to customers who post positive reviews.

You can even filter customer feedback based on ratings by provider, service and other feedback tags, or create organizational reports to help your business monitor and manage feedback on a larger scale.

In other words, if a customer has a less-than-satisfying experience, you don't have to sit and wonder what went wrong that caused them to take their business elsewhere. You can use feedback tools to take action in the areas where your business may be falling short – and in the areas your customers care the most about.

### Turn Happy Customers into Your Biggest Allies

On the flip side of the online review coin, it's always nice when a customer raves about your products and services. One of the best ways to harness and magnify that positive energy is to ask these satisfied customers to share the love online, where other current and prospective clients can see it.

Fortunately, there are solutions that allow you to reach out to satisfied clients quickly, and right where they're the most active: on their smartphones.

Integrating your review capability with a mobile application makes it easy for you to contact customers and guests you know had a good experience, and have them post a favorable review to sites like Yelp and Google while they're still feeling great about their appointment.

This makes it easier to consistently generate current and positive reviews, which will make your business look more appealing to prospective customers researching you online.

### Fuel Your Growth with Top-notch Marketing Tactics

Marketing is more than just advertising your specials and filling open appointments. Truly effective marketing helps your customers feel heard, seen and cared for in a way that keeps them coming back – and recommending you to their friends.

From text communication and online booking to branded apps and loyalty programs, there are tons of tools to grow your business, strengthen your bond with your customers, and attract new clients.

### Take Your Marketing to the Next Level with Text Communication

When was the last time you actually called a live person to book a flight or to order a pizza? It's likely you went straight to a self-service option to make your purchase because it's faster and easier.

And that's the beauty of today's technology. Automation has come so far that it's now easier to do these things online than anywhere else. And the fact is that your customers want this same level of efficiency from your business.

Unsurprisingly, today's customers like using social media and other text-based



methods to communicate with businesses. In fact, about [54% of customers](#) would rather receive customer assistance via social media channels than by phone or email.

What's more, in today's super-connected world, [a majority of customers would simply rather use text to communicate with you](#), because it allows them to multitask.



# 54%

54 percent of customers would rather receive customer assistance via social media than by phone or email.

So how can you adapt to your clients' changing preferences? There are a few ways you can do so with tailor-made tools that allow you to supplement your communication strategy with customers through two-way texting.

Two-way texting capabilities make it easy for your clients to get in touch with you, reschedule appointments, and more.

Of course, the last thing you want to do is ignore the client who's right in front of you in order to answer a barrage of texts about your business hours, services or other questions. This is where features like reusable scripts, auto-replies, and personalized macros make a huge difference.

Here's a quick breakdown of just what these powerful features do:

**Reusable scripts:** Introducing these into your marketing communication strategy allows you to create custom responses for common questions you'd get from customers via text, like business hours, services, products, etc. You or your receptionist can simply select the reply that applies to the question and send it without pausing your appointment to type out a full answer.

**Auto-replies:** What if a text comes in after hours? Auto-replies automatically send replies to your clients so they hear back quickly, no matter what time of day it is.

**Personalized macros:** Using automation doesn't mean your customers need to feel like they're talking to a robot. Personalized macros use data pulled from your client's file so



their name and other information is included in any automated messages that are sent out.

The above tools allow you to create and send answers for all of your most common questions in a fraction of the time, while ensuring your messages are warm, personalized and on-brand for your salon or spa. Plus, you can put them into a centralized system that's accessible to front desk workers or staff members who can read and answer incoming messages, or see a complete view of your clients' messaging histories.

Use these tools to send text messages automatically that:

- Remind them of their appointment
- Confirm their treatment or provider
- Provide other important information, like construction near your business, in case they need to take detours

This opens the door for your clients to communicate via the platforms they're most comfortable using – and provides customers with the flexibility they crave in their interactions with your business.

### Tap into the Power of Apps

From shopping and playing games to finding our way around town, we use our smartphones in just about every area of life. [Two out of every three minutes](#) spent online are on a mobile device – and [apps account for 89% of mobile media time](#).

Indeed, today's mobile marketing technology makes your customers' experience seamless and stress-free.

For instance, you can use mobile apps with geofencing technology to sense when your customers arrive and automatically check them in to your salon or spa right there on their phone. As soon as they arrive, the service provider is notified – no waiting in line or standing at the receptionist desk necessary. Once their appointment is over, they can also pay for their services and provide feedback about their visit – all from within the app.

Additionally, today's apps can be set up to automatically accept discount codes so you can create a limited-time promotion quickly and easily. For instance, if you want to offer a "buy one, get one free" (BOGO) deal on your salon's products, a holiday discount on a certain service, or 10% off a customer's next visit, you can set up a deal in a matter of minutes that reflects these offers.

Plus, apps can then pass this special promotion info to your point of sale (POS) system and track it in your marketing ROI reports, so that you have a start-to-finish overview of who took advantage of your promotion, and how successful it was – giving you room to tweak it (or ditch it) for future use.

You can even send personalized messages suggesting new services and products. This is a great way to use marketing to establish and personalize your relationships with your customers – and to keep them coming back for regular visits.

### Create an All-in-One Hub with Intelligent Integrations

In addition to giving your guests a one-stop shop to schedule appointments, check in and pay for their services, today's technology gives you the ability to add chair-side upgrades or retail products to guests' invoices within an app, allowing them to view and pay for



80%

Apps account for 89% of mobile media time.



2/3

Two out of every three minutes spent online are on a mobile device.



them with just the tap of their screens.

With attention spans thinning and schedules getting hectic, these capabilities provide the seamless experience your busy customers crave with an added level of convenience.

Plus, today's technology allows for intelligent integrations with well-known retailers like Shopify, so customers can buy your retail products with just the tap of a button in the same app they use to book and pay for their appointments.

### Keep Clients Coming Back with a Loyalty Program

Did you know it costs [five to 25 times as much money](#) to acquire a new customer as it does to keep a current one? Or that existing customers [spend up to 67% more](#) than new ones?

Loyalty programs are one of the best marketing tactics to use to generate repeat business at your salon or spa. After all, there's nothing better than getting rewarded with a free treat for being a loyal customer. Plus, loyal customers spend more with brands they're loyal to and tell others about those brands, which helps drive even more business to your establishment.

One of the simplest ways of setting up a loyalty program is with a points system that rewards repeat customers for purchasing products and services, referring a friend, sharing feedback and more.

These points systems can be set up in an easy-to-use app, making it easy for you and your clients to keep track of points. This gives customers incentive to not only spend, but to let you know how their experience was so you know where to improve.



# 67%

Existing customers  
spend up to 67% more  
than new customers.



## Harness the Power of Referrals

When it comes to marketing tactics that drive the greatest ROI, referrals top the list. Referrals are a huge sign of trust, which is the most important element in attracting new customers and developing long-lasting relationships with current customers.

[Research from Social Media Today](#) proves this is a marketing strategy every salon and spa should focus on, since referrals generate a higher volume of leads, have a lower cost per lead, and are the second-highest source of quality leads.

What's more, the lifetime value of referred customers is [16% higher than other customers](#) – and referred customers are 18% less likely to disappear after one visit.

So how do you start generating more word-of-mouth buzz about your business?

One of the quickest and smartest spa and salon marketing strategies is creating a refer-a-friend program. A refer-a-friend program incentivizes your current customers to recommend your spa or salon to their friends and families in exchange for a gift card, percentage off a service, or anything else that might entice your clients to spread the word about you.

Because when it comes down to it, people trust their friends and family more than anything else. A referral program is the perfect way to connect with new clients through happy clients you already know.

### “Set It and Forget It” with Marketing Automation

As busy as you are, you definitely don't have time to manually (or single-handedly) handle all of the responsibilities of marketing your business – like rejiggering promotions or sending thousands of emails to thousands of people on a marketing list, hoping they make it to the right people who will respond to your offer.

The good news? Automated technology has made it easy for you to create efficient, powerful campaigns and marketing actions that free you up to do what you do best: provide your customers with superior service.

Automated marketing makes it easy for you to set up your campaigns – everything from text message macros and promotions to emails – and then sit back and let the system send the right messages to the right people at the right time to nurture your customers through your sales funnel.

Plus, you can create email lists, target specific customer types, or customers who live in certain geographical areas, and create hyper-specific, impactful offers that will get your customers to take action. By pairing the right offer with the right audience, you greatly increase your chances of finding new clients that will turn into returning customers.

Moreover, with today's advanced artificial intelligence (AI) capabilities, you can use automation and AI to fill up your schedule if normal automation efforts fall short. AI solutions automatically comb your customer database through past appointments, treatments, services, appointment times and more to determine which clients haven't visited you in a while. Then, the system can send relevant deals and promotions to these customers to incentivize them to come back in and make an appointment.



# 16%

The lifetime value of referred customers is 16% higher than other customers.



# 18%

Referred customers are 18% less likely to disappear after one visit.

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**AUTOMATE YOUR  
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POWERFUL  
CAMPAIGNS  
AND MARKETING  
ACTIONS THAT FREE  
YOU UP TO RUN  
YOUR BUSINESS.**

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All of this is done on auto-pilot by your automated marketing tools, freeing you up to give your undivided attention to your clients, work on other business efforts, or try a new service offering.

And, you can use analytics from these actions to determine which promotions enticed the most customers to come in for a visit, and then use this information to help you to build bigger, better campaigns from there.

### **Supercharge Your Marketing Today**

Just as your clients enjoy changing up their looks or rejuvenating their bodies with top-notch services, it can be equally beneficial for you to take a fresh approach to your salon or spa's marketing strategies.

As a business owner, you can leverage an all-in-one marketing platform to:

Get out in front of negative online reviews by using push notifications to collect feedback from customers immediately after their experience.

Manage your online reputation by pinging satisfied customers and asking them to leave reviews about their experience.

Create loyalty programs, referral programs, promotions and specials that incentivize your customers to come back in the future – and to tell their friends.

Automate your marketing efforts to create efficient, powerful campaigns and marketing actions that free you up to run your business.

Whether it's through attracting new clients or fostering relationships with current ones, your spa's marketing strategy gives you the power to strengthen your connection with your customers and to elevate the wellness experience.

Put these powerful strategies into action, and watch your hard work turn into new customers, stronger relationships, and increased revenue.

#### **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.

[www.zenoti.com](http://www.zenoti.com)



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