




SPA MARKETING

THE ULTIMATE
E-GUIDE
TO GROWING YOUR
SPA BUSINESS



WELCOME



This e-book was created to support and help spa owners on a global level.

We have spent the last few years connecting with thousands of spa owners, and came to find that most of them were struggling with all-things marketing.

When you spend the majority of your time with clients or managing your spa, you don't have time to really invest in marketing. It's key to take the open time you do have to be proactive with your marketing and do what's most effective; generating real results by bringing in more clientele.

This course fits the marketing needs of any type of spa: Day Spa, MedSpa, Laser clinics, Resort Spa and even the self-employed aesthetician. If you are a self-employed professional, you will find tools that you will be able to utilize yourself.

There are plenty of things that can be done in your free time that will drive clients to your spa.

If you are a spa owner, you will learn new opportunities for your business to grow. Some areas might require more of your time and attention, but in other areas you'll be able to confidently delegate because you will know exactly which tasks they have to do and which are most important to be involved in.

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WHY IS MARKETING SO IMPORTANT?

The #1 rule of marketing is to create an ideal scenario for prospects in which you present them with the perfect time, place, and offer. You'll find that today, the majority of your clients can be found online: scrolling through social media, reading blogs and news articles, or searching online for just about anything that they might need.

Digital marketing places you in those same channels, so that your potential clients can stumble across your business, learn more about it, and even ask questions to learn more about what you have to offer.

Digital marketing is the key to growing a successful business in today's world!

What We Will Learn

Throughout the following chapters, you will learn how to use:

- Tools to build your website and a system for appointments
- Content creating
- Social Media
- Paid ads on Facebook & Instagram
- Paid Google ads
- Email marketing
- Direct mail marketing
- Online business catalogs

Take the time to dedicate yourself and implement what you learn from this E-book.

We know you will see growth in your business!



Outline and Objectives

The goal of this course is to provide you with the knowledge you need to implement a successful and effective digital marketing strategy within your business.

In order to successfully achieve your goals, use these guided steps and it is important to implement each of these lessons at least partially. What you need is a step by step guidance that explains the latest and proven Marketing techniques and enables you to use them properly to get maximum benefits.

If you don't know where you're going, you'll never arrive, which is why you need a strategy to direct your digital marketing decisions. That's where we come in.

We will provide you with a step-by-step guide to creating your own digital marketing strategy, to keep you on the right track towards engaging and retaining your most valuable customers online.

By the end of the course, you will:

- understand digital marketing and the opportunities it presents for online business
- know the different forms of marketing
- have email marketing campaigns working for your business
- tons of content
- measurements and analytics
- great social media accounts
- advertisement on Google, Facebook, Instagram

Knowledge is power! Our goal is to educate you on how to successfully market your business.



CHAPTER I



THE BASICS OF SPA MARKETING



WHY IS IT IMPORTANT TO USE SOCIAL MEDIA?

Every day, hundreds of millions of people are actively using and engaging in any given social media platform. That's hundreds of millions of people that you could be reaching out to.

SMM

Different people use different platforms to interact; the majority are on Instagram, then there is Facebook messenger, and then the younger audience is active on TikTok and Snapchat.

To effectively communicate with all of your audience, you need to be present on each platform.

Multi-channel communications and marketing is a trend that started a few years ago. Using social media is the easiest way to build your brand and develop that relationship with your clients - both existing and new.

When a customer comes to your brand, no matter what platform they access you through, you are active

Whichever platform the customer decides to use to interact with you sends updates and automatically responds to the customer.

Multi-channel marketing is when the brand extends their marketing message across every channel where their customer is present. Which should include (but is not limited to) the following platforms:

- Instagram
- Facebook
- Twitter
- LinkedIn
- TikTok
- Snapchat
- Youtube
- Pinterest

It is very important to understand your demographic on each platform as they differ from one social media channel to the next, but we will learn more about that in another chapter more in-depth.



ALWAYS CREATE CONTENT

Your clients are your best models

Always create content with your clients!

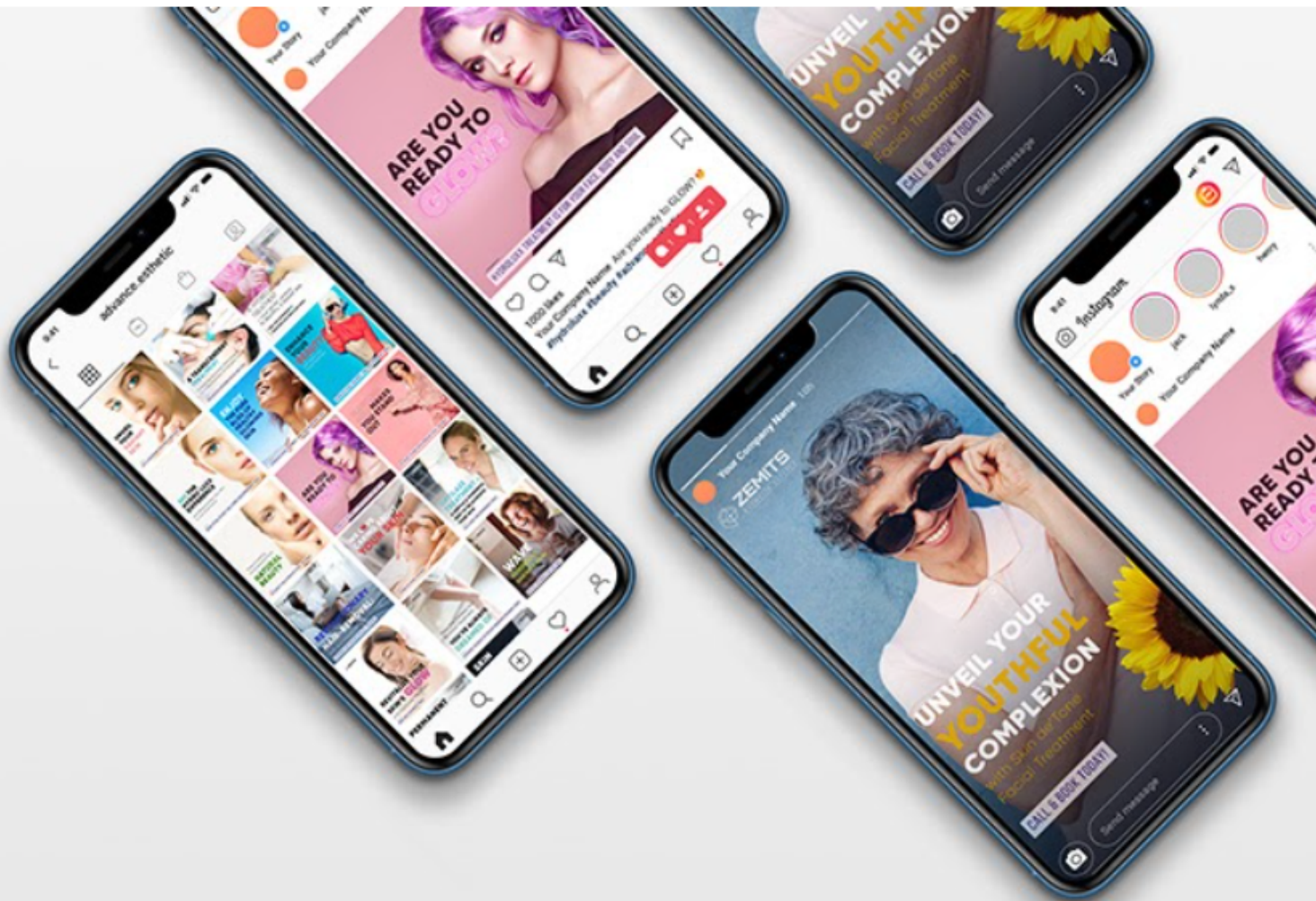
Do not be afraid to create branded content for all of your social media platforms - the more the better! You should generate as much creative content as you can.

Be sure to always make your content unique. Different posts with consistently new faces and real people with real results will be one of your most important tools in generating new clientele for your business.

Always be sure to ask your clients if they are comfortable with being recorded and/or photographed. You may even want to consider offering them some benefits such as free add-ons to their treatment for doing you the favor. Make sure you tag your clients so that they can repost to their profiles and more of their friends can see your post.

Personal Branding is extremely important as you can generate several new clients through "word of mouth".

Your staff, spa, logos, banners, etc. should be consistent throughout the videos so your followers will recognize your place and personnel. This creates a stronger sense of trust between you and the client (or potential client) and the more trust and loyalty your clients feel, the more likely they are to keep coming back.



SERVICES AND TOOLS

MOST IMPORTANT TO KNOW

These are all tools and services that we will learn throughout this course.

If you don't want to wait, feel free to go ahead and start using something or testing it out for your business.

We have gathered the following services during the last 4 years. After testing hundreds of different services and advertising systems, we've narrowed it down to the ones that have proven most effective.

There are two of the most important things that need to be done to move ahead:

1. If you don't have a website, create it.

Your website is important. This is where your clients can refer to in order to learn all about your products, services, and your company as a whole. Clients are more likely to contact you if you have a clean and resourceful website.

2. If you aren't yet using a system to schedule appointments, start using it today.

Where should you start?

1. Have a website

2. Have a scheduling system

3. Be represented on Google maps, Apple maps, Yelp and other online catalogs.

4. Create places for clients to leave a review and start collecting reviews on Google, Facebook, Yelp, etc.

5. Find the team that you need to create content, articles, website or do it by yourself.

6. Create a list of tasks for marketing team to be prepared for future activities.

7. Use online tools and apps to create content images and videos by yourself.



CREATING AN IDEAL WEBSITE

Today, everyone is using online resources to find products and services that they need. Having a website makes you more of a credible and trustworthy institute for clients to come to. If you don't have a website, you don't have a business.

Not only does a website allow you to connect with hundreds of thousands of people searching for services near them, but it is a creative channel for you to elaborate more on what makes your business unique.

Be sure to include client testimonials, before and afters, as well as an "about us" tab with more information on your company.

All of these things will make you a more attractive brand and, in turn, generate more clientele.

Where to purchase a domain name?

Google Domains

Here are a few website builders specially for the spa industry:

1. www.salonbuilder.com - **Pricing**

Features: easy to use, templates, appointment system, email campaigns, sms

2. www.vagaro.com - **Pricing from \$25**

Features: CRM, appointments, payroll, payments, calendars, templates, email campaigns, SMS, app

Easy to set up, less expensive:

1. www.tilda.cc - **Pricing**

2. www.wix.com - **Pricing**

Free and easy to set up, but much less features

Google Website Builder

Features to pay attention to when looking for a website builder:

Appointments

Automated emails

SMS reminders

Payments processing

Build-in CRM

Integration options, Zapier connection

From our experience and the website builders that we have used, Vagaro should be your first option in trying an all-in-one website builder system.

Give us your feedback once you've created your website.

What website building platform do you use?

Did you try one of the suggestions from our list?

CRM



CUSTOMER
RELATIONSHIP
MANAGEMENT

UNDERSTANDING CRM

CRM is a system for managing relationships with your customers. CRM systems help business stay connected to customers, manage processes, and improve profitability.

5 Ways that the CRM tools can be Beneficial to your Spa:

1. Grow sales by knowing your customer better
2. Customer segmentation for marketing
3. Make better decisions with reports
4. Use your contact data to send emails, SMS.
5. Track marketing channels
6. Send triggered email, SMS
7. Track your client purchase history

Website Builders with CRM:

www.vagaro.com

www.wix.com

www.simplybook.me

If you already have a website, but don't have CRM, check this list.

CRM system designed for Spa business:

www.zenoti.com

www.wellnessliving.com

www.shedul.com

www.vcita.com

www.rosysalonsoftware.com

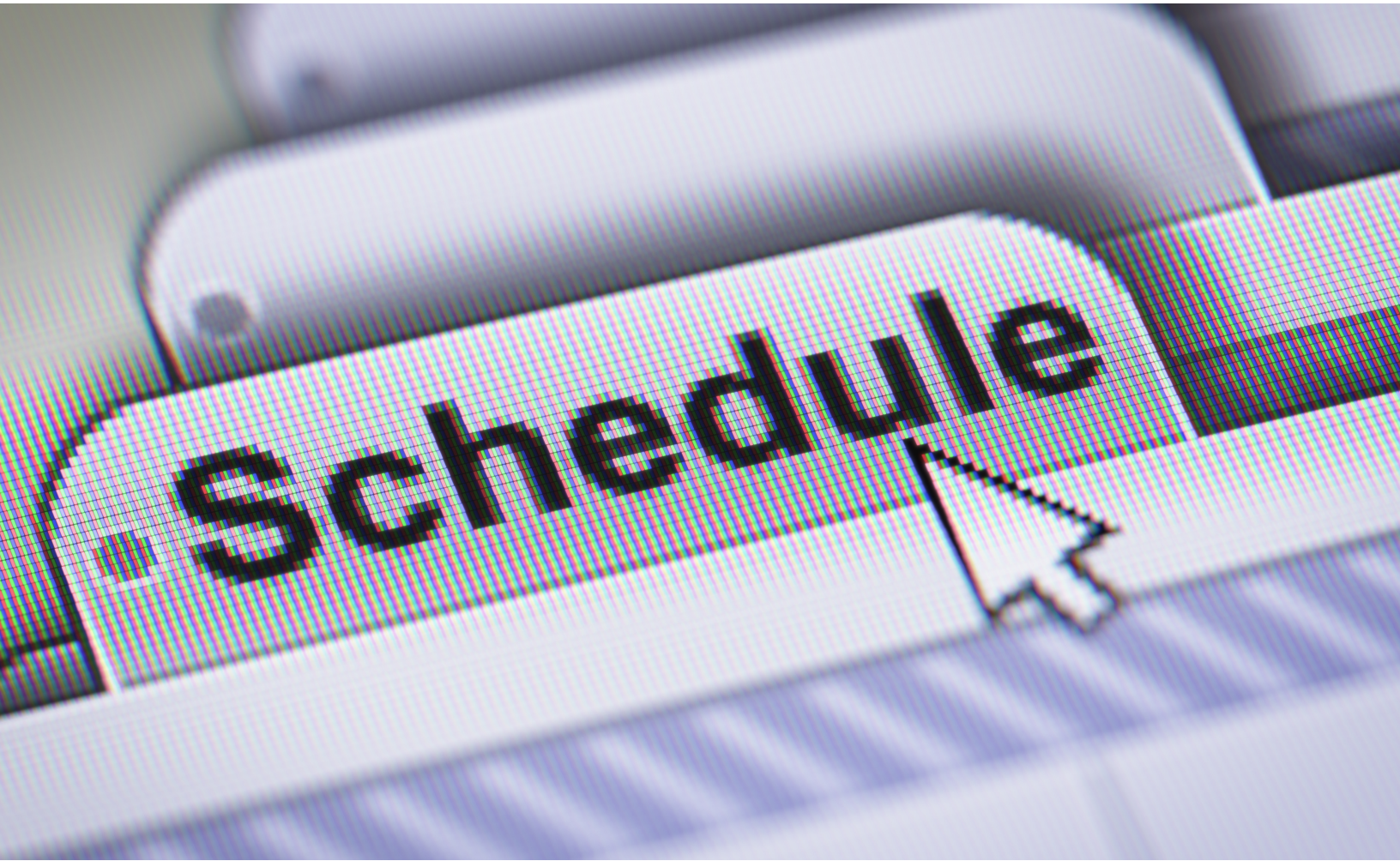
When choosing CRM, pay attention to these important features:

Must-Haves:

- Appointment management
- Automated emails
- Payment collection

Nice-to-Haves:

- Integration with Google Calendar
- Zapier (service for business automation)
- SMS



SCHEDULING SERVICES



SCHEDULING SERVICES FOR YOUR SPA BUSINESS

Having a system to schedule your services is absolutely needed for professionals on any level. Whether you are a self-employed starter business or a multi-facility business with 50+ employees, a scheduling system allows you to keep yourself and/or your team organized. We live in a digital era where pen and paper calendars are not ideal anymore.

When so many clients find you through your website or social media platform, it is important for them to have the ability to book with you through the convenience of their smartphone, tablet or computer. This is why implementing a system such as Vagaro to combine a website with scheduling and other features is so important.

In case you've decided not to build a website, or don't have time to wait, start using one of these services that we found are the best options for scheduling:

For an independent self-employed professional:

www.calendly.com


For larger teams:

www.acuityscheduling.com

www.setmore.com



FORMS OF PAYMENT



FORMS OF PAYMENT

As we've discussed in the last few chapters, we live in a digital era. This includes payment transactions. The easier and more convenient the process is for your clients, the better. This is why your business should have an active account to take payments online.

Three most popular payment options with no monthly payment to keep accounts active:

www.paypal.com - [Register](#)

www.stripe.com - [Register](#)

www.squareup.com - [Register](#)

We suggest you register on each site. This way, if you have glitches or errors while using one of them, you always have back up plans.

You need only your business and personal information:

- Business name
- Address of the business and personal address
- EIN (business tax ID), SSN
- Contact information



EMAIL MARKETING

Email marketing is a very important part of your business. This tool allows you to constantly update your clients with upcoming events, new services or treatments available, or even just friendly reminders that you haven't seen them in a few weeks and it may be time for a next service. Integrating this tool into your service is sure to drive more clientele to your business.

There are 3 types of emails we can do:

- **Triggered emails:**

Triggered emails are an automated email which marketers send to inform customers after they've performed an action which triggers it to send.

These emails are successful because they are timely and highly relevant to the recipient. They can trigger when a new contact is added to CRM, when a new appointment is scheduled, Birthday invitation, or after time has passed since their last visit. These features used to be in CRM systems, and part of it can be in Scheduling systems.

- **Email sequences:**

An email sequence is a series of emails sent based on pre-set time intervals or trigger-based automations.

Special Email services will provide you the option to set up monthly, weekly emails campaigns for your clients.

- **Promotional Emails:**

Promotional emails are a simple, yet powerful way to spread the word about your services. The objective of promotional emails is to increase spa visits, generate revenue or improve customer retention/loyalty. Promotional emails are an essential part of any effective email marketing strategy.

For email sequences and promotional emails we recommend:

1. **www.mailchimp.com - Pricing**

More simple, great pricing.

2. **www.getresponse.com - Pricing**

More complex, pricing competitive but not the same as Mailchimp.



SOCIAL MEDIA PLATFORMS



SOCIAL MEDIA PLATFORMS

Did you know that there are more than 100 different social media platforms?

Social Media should be and will become your best friend and tool in terms of marketing your business and services. With over 3 Billion Social Media Users (Yes - 3 Billion) across all social media platforms today, we now have more access to potential clients than ever before. As long as you have the knowledge and tools to properly market yourself.

The main thing we have to do is put our service list into the account description (bio), add a website link, contact information such as phone number/email, and a link to the appointment scheduling system.

After that is done, we need to post creative and original content: images and videos with fun and informative text plus correct hashtags. We say correct hashtags because they should be targeted and specific.

Ineffective examples of a hashtag are: #skin, #beauty, #facial because they are so broad.

- Effective examples of a hashtag should include your businesses location such as: #facialsmiami #estheticianmiami #medicalspamiami or #miamimedicalspa

Here, we have created a list of the best Social Media platforms today and what can work best for your business:

1. Instagram

Create an account and switch it to a business profile. You can convert any personal account to a business account. This unlocks several features on the app.

2. Facebook

Create a Page for your business. Choose the correct type of your business and build your profile.

3. Youtube

Create a channel with your Gmail account.

4. TikTok Website iPhone Android

Install the app, create account.

5. Snapchat Website iPhone Android

Install the app, create an account.

6. LinkedIn

Create a personal page if you don't have one yet, then create a business page.

7. Pinterest

Create an account, switch it to a business account.

8. Twitter

Create an account.



DIRECT MAIL MARKETING

Grow your local clientele.

Direct mail campaigning is the perfect tool to make your local community know you and your Spa business. As you want to cover all demographics of clientele, you want to ensure you are also sending physical mail to your local clients.

You can send postcards to addresses from your CRM, contact list or even choose a point on a map and send postcards within a 2-5 mile radius from your Spa.

We recommend these services:

1. www.everydoordirectmail.com - [Pricing](#)

Tool to choose area on the map for postcard campaigning - Every Door Direct Mail®.

2. www.postcardmania.com

Direct mail + digital advertising services.

3. www.amazingmail.com - [Pricing](#)

Every Door Direct Mail®

4. www.growmail.com

Every Door Direct Mail®

Their interesting feature: [New Movers in Your Area](#).



HOW TO
ADVERTISE ONLINE

Digital marketing is the fastest way to elevate your business.

During our course we will learn the most popular forms of digital marketing.

Places where you can run ads:

1. Google Ads. Google Search and partnering websites.

What are the benefits:

Search Ads for people looking for an exact treatment. Example, hydrodermabrasion near me, oxygen facial Miami.

Search Ads for people looking for something in general. Example, facials near me, day spa Miami, esthetician near me.

Remarketing Ads for people who have visited your website. Copy special code from Google to your website to track your visitors. Example, you can show image ads or video ads for people on different websites during 7 days after they visited your website. Google allows us to keep your visitors up to 540 days in the list and you can show ads for all these people. Also your ads will appear in Gmail as text version.

2. Facebook Business. Ads on Facebook & Instagram.

What are the benefits:

Remarketing Ads. Show ads to people who have visited your website on Facebook and Instagram.

Custom Audience. Upload your list of clients emails, phone numbers and the system will match them. Start to show your ads to this audience.

People who liked your business page.

People who liked or commented on your post on Facebook and Instagram.

Local audience. Ad campaigns for people who have never heard about your business before. Target people 2-5 miles radius from your address, female or male, depending on who your target audience is. Choose age range to narrow your audience. You can even choose additional interest of these people, such as skincare.

3. Bing Ads. Ads in Bing&Yahoo Search.

What are the benefits:

Search Ads for people looking for an exact treatment. Example, hydrodermabrasion near me, oxygen facial Miami.

Search Ads for people looking for something in general. Example, facials near me, day spa Miami, esthetician near me.

4. Youtube Ads. Video ads on Youtube.

What are the benefits:

Video ads. Show your video ads to people who visited your website.

5. SnapChat Business. Ads in SnapChat feed.

What are the benefits:

Remarketing. Show your ads to people who visited your website. Cheapest way for remarketing from all options.

Email list. Advertise for clients from your list, upload Excel list and show them ads.

6. LinkedIn Ads. Ads in LinkedIn feed, promoted messages.

What are the benefits:

Remarketing. Send Promoted message "In-Mail" for people who visited your website.

Email list. Send Promoted message "In-Mail" for clients from your list, upload Excel list and show them ads.

All of these services offer many options to run ads, we are sharing our best working strategies with you.

After you've started these strategies, you can begin testing a few other marketing techniques.



ONLINE BUSINESS CATALOGS

Online catalogs are a great option to get free clients.

There are also some professional catalogs for aesthetic businesses with different price ranges to suit your needs.

Business Catalogs:

1. [Google My Business](#) and Map

List your business with Google. Clients will be able to find you in search by your business name. You will also be listed on Google Maps.

2. [Bing Map](#)

List your business with Bing.

3. [Yelp Business](#)

You can use it for free. From our experience, advertising on Yelp is the most expensive compared to other tools.

4. [Apple Map](#)

Add your business on Apple Map for iPhone users.

5. [Waze Website](#) [Android](#) [iPhone](#)

Download an App and add your location.

6. [www.elocal.com](#)

Local business catalog

7. [www.citysquares.com](#)

Local business catalog

8. [www.find-open.com](#)

Local business catalog

9. www.foursquare.com

Local business catalog

10. www.local.com

Local business catalog

11. www.showmelocal.com

Local business catalog

Free&Paid Aesthetic Industry Catalogs:

1. www.beautyprosnearme.com

2. www.spafinder.com

3. www.realself.com

4. www.thumbtack.com

We recommend that you use keywords in your business name such as facials, MedSpa, DaySpa, esthetician, Laser Spa, etc. This will help you to generate more clients who look for such services on the map.

Also ensure to place as much information about your services as you're able to the description.



**CREATING
EFFECTIVE CONTENT**



EFFECTIVE CONTENT

When creating content for your social media platforms, you need to be creative and original. If you post a photo, it should be very interesting and/or informative for the client. If you post a video, the first 3 seconds need to be the most interesting. Here, we will give you some of the best tools that our own Social Media team uses daily.

For creating banners, postcards, editing photos and creating videos online, we find these apps and websites to be the best and most user-friendly tools.

For images:

www.canva.com

For videos:

1. [VideoRama App](#)

Create videos on a phone, works only on iPhone

2. [Swish App](#)

Create videos on a phone and add SM friendly music, works only on iPhone

3. [Powtoon.com](#)

Create videos on a PC

4. [Magisto.com](#)

Create videos on a PC

Even if you don't have your own pictures or videos to begin creating content, stock images and videos are always a great option.

Content Stock:

1. www.canva.com

Images stock.

2. www.istockphoto.com

Images stock.

3. www.shutterstock.com

Images&Video stock.



WORKING WITH FREELANCERS

FREELANCERS

When you're working on marketing for your business, some parts of it can be delegated in order to make your life just a bit easier. Instead of paying high ticket bills from local marketing agencies, hire freelancers and connect online through the following platforms:

1. www.fiverr.com

Examples : [Logo Design](#), [Mailchimp Newsletter](#)

Fiverr main benefits: low prices, easy to use.

2. www.freelancer.com

More complicated system, you'll need to create and post your project first.

3. www.upwork.com

Examples: [Designers](#)

More expensive compared to Fiverr, you pay per hour.

4. www.guru.com

Good prices, different options of payments (per hour, per task).

The beauty of these platforms is that you can hire a wide variety of independent professionals such as graphic designers, video and photography editors, language translation, and many more all at a fraction of the price of large marketing agencies. Fiverr has proven to be the easiest and fastest platform to use and we recommend it for you as well.

Customer Reviews



CUSTOMER REVIEWS



REVIEWS

The reason why reviews are so important is the fact that they help boost customer loyalty and trust towards a brand.

ZenDesk report says that 88% of customers read reviews when making a decision.

Positive reviews made by consumers on websites like Google, Facebook, Trip Advisor, Yelp and more significantly better your business.

As a business owner, you really want to find time to read customers' reviews. This can give you an idea on how to improve the quality of your services and better your clients' experiences with your business.

When your audience notices that you have consistently positive reviews, you stand out compared to your competitors.

Reviews give credibility to the business, and the volume of reviews is a signal that the users can trust you.

1. Facebook

When you do activities on Social media or ads on Facebook, it is good to have some reviews there. Even one review every week or biweekly is great.

2. Google My Business

Google Maps has been sending push notifications to those who have their location turned on and visited your location. Google them to leave a review.

Getting reviews on Google is very important. It helps you appear at the top of the list with competitors on Map and in Search.

3. Yelp

Similar to Google, Yelp reviews help you be higher on the list, so more people will see your business. You're not only building credibility, but getting more clients. 60% of Yelp visitors are looking for a review and 32% want to find local business.

4. Realself.com

Millions of people come to RealSelf each month to make choices about cosmetic procedures, read reviews and connect with local providers.

What is important to do:

1. Track reviews. It is important to thank good reviews and acknowledge the bad ones. Reach out to negative feedback and see how you could improve your business in the future. Remember: the client is always right.
2. Create different pages to leave reviews or update your business information on those you already have.
3. Create email templates with links to all your pages for reviews.
4. Send email asking for a review after each visit. It's a great idea to set up an automated email campaign in CRM. If you don't have this option, send it manually from your business email.
5. Add links to your review pages on Contact page on website.
6. Promote your reviews on your website, Facebook and Instagram.
7. Send email blasts to all your existing clients.

Places your clients can leave reviews:

Facebook

Google My Business

Yelp

Realself

TripAdvisor



UNDERSTANDING CLIENT DEMOGRAPHICS

There are tools to do market research on the audience in your area and around your business location.

It is important to understand your prospective and existing client demographic. Know their age range, average income, etc.

Age - to know what type of treatment to offer

Average income - to understand how you should set pricing

Ethnic composition - to know what type of skin your clients have and what treatments to offer

Common foreign languages - to know what job requirements you should have for a receptionist

1. www.esri.com

Search by city or Zip

2. www.factfinder.census.gov

Search by city or Zip

3. www.census.gov/quickfacts

Search by city or Zip

4. www.datausa.io/search by Deloitte

Search by city

AUTOMATION

BUSINESS
AUTOMATION -
ADVANCED LEVEL

Here are some advanced level tools to automate your business.

If you have your IT team working on marketing, this is for them. Team, you can enjoy several opportunities offered by the following services:

1. <https://zapier.com>

Connect almost any online services between

2. www.automate.io

Connect almost any online services between

3. www.lob.com

Send direct mails automatically with triggers from CRM. Great price for postcards.

3. www.ringcentral.com

Calls and text messages. App for PC, Android, iPhone.

4. www.manychat.com

ChatBot for Facebook Messenger

5. www.agorapulse.com

Track all social media activities in one place



SUMMARY

Here are some steps to get started:

1. If you don't have a website, create it.
2. If you have a website, but don't use CRM or any appointment systems, choose which one is best for you and allow your clients to begin booking appointments from your Website, Instagram or Facebook.
3. Register with any payment service. Depending on what your CRM, website or Scheduling System allows you to connect to.
4. If you don't collect emails from clients, start doing it today. Collect emails on your website, through Instagram or Facebook direct message, or in your office.
5. Publish your business on each free Online Catalog from the list.
6. If you need to edit images for your content, use www.canva.com.
7. Stay tuned for next chapters about Instagram, Facebook and paid ads.

CHAPTER II



THE ADVANCED SPA MARKETING



EMAIL MARKETING



HOW TO RUN A SUCCESSFUL EMAIL MARKETING CAMPAIGN?

Email marketing is a great feature for businesses.

Looking back to 5 years ago when business owners paid to their team to send emails manually. They spent a lot of money and time for every email, nowadays it is much easier to do.

If you have thousands of contacts and decided to send an email to each of them, it would have taken forever back in the day. Many new services (such as CRM and other Email platforms) give us an opportunity to automate all emails that we want to share with all of the clients. Saving us weeks of work every year! Effective marketing emails convert leads into customers and turn one-time clients into loyal fans.

1. Email is the #2 communication channel after SMS.
2. Email converts your list into revenue.
3. You own the email list, and nobody can block it, as it can be connected with your social media account.

Few suggestions on how to create successful emails:

1. Personalize your email. Always put your client's name in the email.
2. Give the option to unsubscribe.
3. Send relevant content. Try to segment your email list by age range (for applicable offers)
4. Use images with people in it.
5. Don't send too many emails. One per week is acceptable.
6. Most of your emails need to have some useful content in it (such as using sunscreen, cosmetics or seasonal care)
7. Add Special Offers, Treatment Bundles or Seasonal Offers before holidays to your email.

Decide what you would like to offer on your website when the client is asked for the information (such as email).

- Coupon for \$5-\$50, free consultation, quizzes or a self-assessment.

When you offer something in your email, this is usually called a 'Lead Magnet'.

A lead magnet is something awesome that you give away for free in exchange for an email address or other contact information.

Types of emails to use in business:

1. Promotional emails.

We send them direct product information, special offers, bundles or discounts. Usually, we are able to schedule such email campaigns in CRM or on other Email platforms. Don't forget to add a start/end date for your special offers.

2. Email Sequences or Email Subscriptions.

Emails that we can send out every week or two with some helpful information. We don't sell in these emails, we want to stay connected with the subscriber. You can get new subscribers using a special form on your website.

3. Triggered emails.

Triggered emails are based on different events in your CRM connected to your client.

It can be:

- Special notification about scheduled treatment, a day before and the same day
- Automated follow up after treatment
- Customer status changed in CRM
- Follow-ups related to the date contact was created
- Birthday offers

Statuses for emails in CRM

1. New contact - they get an introductory email
2. Consultation scheduled - Email with confirmation and detailed map in it.
3. Treatment scheduled - Email with confirmation and detailed map in it. Some tips on what to do before treatment.
4. Treatment is done - Email follow- up in a few days. Email to sell a package if they liked the treatment. Can also ask for reviews.
Reminder in 30 days "It's time to schedule your next appointment". Time range depends on the treatment protocol. (30 days is an example)
5. Appointment skipped - Email to reschedule an appointment
6. Lost client - Email them once or twice a month offering a free consultation.

TOOLS TO USE

As we mentioned before there are plenty of tools for everything, and email also.

We found these two the best on the market.

www.mailchimp.com - more affordable price, fewer features

www.getresponse.com - moderate price, advanced functionality.

These services have great FAQs:

<https://www.getresponse.com/help>

<https://mailchimp.com/help>

Both services allow you to create forms for your websites, to convert website visitors into subscribers. You can create different to opt-in for different website pages if you need and create different subscribers lists.

Both services have templates for email campaigns, and they are responsive for mobile devices.

You can check analytics for each form or email campaign.

Pay your attention to open rate, click rate, sales. Check the percentage for how many people opened it, how many clicked on the link in the email from those who opened it. And finally sales, it shows how great and relevant your offer was. One more reason why we like email marketing is that once you get it you can be connected with your clients for years. If you started today with 0 emails on the list, you will accumulate and after the first 100 subscribers, you will see how it helps you to get more clients, and improve retention.



MAKE SALES
USING EMAIL

When did you send emails to your clients' database last time?

If you never did it, or it was months ago, let's do it now.

In case you have services you are already using, login and find out how to upload your customers list and create one email campaign.

If you decide to use MailChimp or Getresponse, create an account there.

1. Upload your email list, so it's best to have the First and Last name of your clients.

<https://mailchimp.com/help/import-contacts-mailchimp/>

<https://www.getresponse.com/help/getting-started-with-getresponse/how-can-i-import-a-list-of-contacts.html>

2. Create a new email campaign for a single email or broadcast. Choose templates that you like in your service.

3. Let's send an email with something special to motivate people to come.

If you don't have a CRM or don't want to use any additional service for this, you can send emails manually from your Gmail account or your business email, 50-100 emails per day are ok. You can send one same email to 50 different clients, put your email in the field "To", and 50 clients' emails into field "BCC". Your contacts will not be able to see each other's emails.

In the next chapters, we will provide you with templates, ideas of content and pictures to use.

If you have your specials running now, you can just customize templates from the course or create new emails by yourself. It is very easy to do with MailChimp and GetResponse. Let's take a closer look at the process.

Do you know how to download xls or csv files from your CRM, website or appointment service?

Google can normally help you with this or you can typically chat with support. After you get the email list, we don't have limits to start an email campaign. If you have it in your notebook, please put it into xls on PC.

You can use Microsoft Excel Online or Google Sheets.

We need three columns in it: First name, Last name, and email.

Now we have our file with emails. Register at MailChimp or GetResponse, choose a plan that fits your needs. These services even offer free plans. If you are already using the other service or you can send emails from CRM, that's great- let's move forward.

Next steps to do: create a campaign, choose an email campaign, then choose a template that you like. For email creating you will need your links to social media, your logo, 1-2 images, and text.

It is very important to use a button with call-to-action (CTA).

Examples: Book an Appointment, Schedule a Treatment, Book Now, etc.

That button needs to have a link to the website page with a scheduling tool, or contact page with a contact form, or Instagram account, or landing page on the website with details about this offer.



This way we give our clients options to book a treatment fast and easy.
Save your email after editing and schedule the broadcast.

Statistics show that the best open rates are from 8 am to 11 am.

Best days to send emails:

1. Tuesday
2. Thursday
3. Wednesday

We wish you the best of luck in your sales!



SALE



**SEASONAL OFFER
TEMPLATE**

As the seasons change, so do aesthetic professionals' service menus.

This is the perfect opportunity to create new offers, new treatments and promote them. Seasons changing mean you have a chance to create new packages and bundles to treat different skin needs with the change in temperature and sun exposure.

For example, all four seasons have different occasions to promote some special offer. It might be weather conditions or holidays.

STRATEGY:

- Create weekly limited time offers. Here are some ideas:
- Complementary Vitamin face mask as an add-on to any facial
- Complementary deep hydrating hand mask as an add-on to each facial
- Complimentary LED Light therapy session as an add-on to facial
- Complementary Pressotherapy Session with purchase of facial

Holidays:

- Create Gift cards for your services available for purchase as a holiday gift
- Gift certificates that you can give your clients as a gift after they have had their treatment done: for example, \$30 Holiday Gift Certificate for their next treatment.
- Complementary OXYGEN treatment add-on to a facial as a Holiday gift to your valuable clients.



FALL IDEAS

1. Back To Fall & Back To Cool.

Treat yourself to our collection of decadent fall treatments and experience ultimate relaxation amidst the hustle and bustle!

2. Fall in Love with Your Skin Facial

This fall, carve out some time for a truly decadent facial featuring our delicious pumpkin treatment! Enzymes melt flaky, dull skin for a brightened, silky and polished complexion. What are you waiting for? Come fall in love with your skin!

Please note, promotional offers are subject to change, based on availability and excluded on federal holidays.

3. Fall Into Relaxation

Indulge in the crisp scent of pumpkin and delicious aroma of cinnamon and spices with our three exceptional treatments that let you Fall Into Relaxation. Enjoy a massage, facial and pedicure, or treat yourself to all three for the ultimate fall retreat.



WINTER IDEAS

1. Lowering stress is one of the most common New Year's Offers.

For example, HydroPeeling facial with complimentary Oxygen Infusion treatment.

2. New Year with Fresh New Skin.

For example, Ultrasound skin peeling and microcurrent/ultrasound skin rejuvenation is a perfect combination for new glowing skin. Don't forget to add-on some oxygen at the end.

3. Leave Your 2020 Skin in 2021

4. Winter is a perfect time to breathe life back into the skin with OXYGEN facial.

Offer a complimentary oxygen neck/hands facial with a facial treatment.

5. Boost your facials with a Vitamin complex.



SPRING IDEAS

1. Spring is a rejuvenating time.

Indulge in the essence of the season with our spring services and treatments.

2. This is the right time to schedule your after winter revitalizing facial.

Enjoy your complimentary LED Light therapy session with each facial.

3. April Showers bring May Flowers. DermeLuxx Facial brings a new You.

Enjoy one complimentary DermeLuxx treatment when you buy a package of 3.



SUMMER IDEAS

1. Summer Hydration.

As the temperature begins to change, your skin will also experience a period of adjustment. Find balance and restoration during this transition with our NEW Fluid MicroDerm Facial.

2. Enjoy the sun safely.

Stay skin-confident with our new revitalizing facial. A complimentary hydrating mask is on us. Call to book your skin changing facial today.

3. Stay hydrated during even the hottest season.

Enjoy our refreshing complementary OXYGEN skin rejuvenation session as a gift to your facial.

Be creative and thoughtful for your clients!

Good luck!



AUTORESPONDER TEMPLATE

This type of email can usually be set up in different systems:

1. CRM for the new leads or clients, that scheduled appointment.
2. Your email, autoresponder for all incoming emails.
3. Scheduling system, clients can get confirmation of appointment.
4. The email system, auto email to a new subscriber.
5. Holiday autoresponder.

Please remember, it is very important to notify your clients that their request was received or their appointment was booked.

Otherwise, your clients will probably forget the date and time of the appointment.

And here is the most important fact to keep in mind: if you don't send the autoresponder, your potential clients can go back to search and look for another spa. The autoresponder series helps you successfully turn leads into customers.

It is an online marketer's most powerful tool for making sales.

- You could send a single welcome email introducing yourself, your business and setting expectations about an appointment, and a detailed map of how to find your spa.

Now let's talk about the Holidays.

Why is a holiday autoresponder so important?

It is very thoughtful and professional from your side to notify your clients about your planned vacation or temporary absence from work.

You may simply add:

- A note that you are currently on a vacation
- The date of your return
- Name and email of the person to contact if necessary
- Instruction of what to do in urgent cases

A FEW SAMPLES OF AUTORESPONDER EMAILS:

Autoresponder for email subscribers - Welcome new subscribers

1. Hi {NAME}

We are so thankful you decided to join our newsletter! We hope you will enjoy being our client!

PS: Don't forget to follow us on your favorite social media network! We love to talk to our audience online! Click your favorite network below and like or follow us!

Follow us on Facebook: <https://facebook.com>

Follow us on Twitter: <https://twitter.com>

Follow us on Instagram: <https://instagram.com>

2. Hello {NAME}

Thank you for joining our family! Here at (name of your spa), we love taking care of skin and believe that beauty is how you feel in and out. So let's start our beauty journey together.

Follow us on: Insta, FB, LinkedIn.

3. Hi {NAME}

Thank you for subscribing, we are so excited and happy to serve you. Looking forward to seeing you at our spa soon.

Follow us on: Insta, FB, LinkedIn.



BUNDLE TEMPLATE

Bundles give us the opportunity to introduce a new service to our clientele or simply make more revenue.

You can bundle popular treatments with:

New service

This is a great launch idea for the smooth introduction of a new service to your clients. Simply add a new service to the popular treatment and offer it to your regular clientele with some special bundle offer.

Brief additional treatment as a valuable add-on

For example, hand mask/neck mask/decollete treatment/LED light facial, etc. Any of these services will take a little time but bring a huge value and personal touch to each of your clients.

Another top-selling treatment with a special discount on both

For example, you know that a combination of HydroDermabrasion and Oxygen Infusion is extremely effective for deep skin hydration. Each of these treatments are popular separately, but together they compliment very nicely. So you may offer a bundle of both with for example a 15% off discount.

Here are a few ideas of bundles :

1. You may offer discounts for the packages that include more than one treatment. This offer will increase the total check and your client can try a new service, that you want to push and promote.
2. Instead of a discount, you also may offer an add-on value such as a hand treatment in addition to facial or body treatment, or a neck treatment as a gift with full package facial.
3. Face + Body treatment, if your license allows performing body treatments, it can be a unique and interesting offer. You can offer a bundle of facial with simultaneous pressotherapy or lipo laser treatment (body treatments that don't require direct operation by a technician). This offer will perfectly fit business clients, who want to save time and spend their one-hour spa time as effectively as possible for maximum results.

We hope you like our ideas, and it will help you improve your business.

Please feel free to share your feedback with us!

Good luck!



OTHER EMAIL IDEAS

Here are a few ideas of other email marketing perks:

1. Build up the local clientele

Offer a 20% Off discount for local clients if they provide their driver's license (to prove their address)

Sample:

Enjoy your 20% OFF and delight your skin with our special hydrating facial to help improve the signs of aging with the dynamic duo of FluidMicroderm and Oxygen Infusion to soothe the skin and repair collagen and elastin.

2. Take your friend with you

Offer a special discount, a certificate for \$25-100 or any gift treatment, if they bring plus one.

This will give you a new lead and potential client for future package deals.

3. Free consultation

Offer a free consultation, this is one of the most effective tools to sell packages and new services. It is like a first date, your client needs to feel a connection and decide if you are the right person to take care of her skin or body. This is the best option to start new relationships client- spa or client- aesthetician: as soon as your clients can feel your professionalism, they can be confident that you are really interested in helping to solve clients' concerns.

4. Treatment Package

Packages are the perfect solution for both Spa and Client. The spa will have regular clientele and clients will have stable results, because we all know that the secret to skin and body is the consistency of treatments.

Offer a 5-10 treatment package with a special discount or additional add-on services.



**THE FIRST VISIT
SPECIAL OFFER**

First Visit with a Special Discount

Think about the times you bought something because it was on sale. For a lot of us, the idea of saving money on a product or a service is hard to resist. And even if you muster the willpower to resist such an offer, you can't deny that it still grabbed your attention. That's what you want to take advantage of when you do a first visit special offer. Try something like a 20% discount or a dollar value discount, positioned as a credit.

The latter is an especially good way to entice new customers into checking out your spa a second time. Remember, people don't like wasting money. If they don't use their credit, they will feel like they let go of another good deal.

First Visit with a Complimentary Add-on Value Treatment

This offer will give your clients a chance to meet with more than one service that you offer. An Add-on value is always a great idea for a new service that you want to launch or any other popular service that you want to sell as well.

Unique Customized Treatment

There is nothing more special than feeling like a special guest. Make a unique customized treatment for your new customer due to his or her skin type and specific concern. Simply combine different techniques for each skin issue to maximize the result after your signature treatment.

Complimentary Treatment with Package Purchase

Be sure to build that confidence and trust in your clients' first visit. If they see results and build a solid rapport with you after that initial treatment, they'll be sure to come back to you for future treatments. A special offer you can offer first time visitors for example is a free treatment after they purchase a package of 3 or 4 treatments.

Try a few of these and let us know how it works for you!



FOLLOW-UP EMAILS

Follow-up emails are very important in improving relationships between clients and spa, these emails create a personal touch for each of your clients.

Important tips:

1. Always send your emails from a personal business email account.
2. Introduce yourself, your position and name.
3. Always use your client's name to make it personal.

Here is some follow-up ideas:

1. After Treatment Follow-up

Ask your client how she/he liked the treatment? How does she/he like the results? Ask if she/he has any concerns or questions? Remind them about after treatment skin care routine, drinking water or sun protection. Be thoughtful and supportive.

2. An email with a free consultation offer.

Invite your customers to visit your spa for a free consultation, let them ask you any questions as to specific skin concerns. You may use this email follow-up for new clients who just subscribed, and also to existing clients who haven't visited you for a while. A free consultation is a great chance to sell a package of treatments that are needed to achieve a skin goal.

3. An email with address confirmation.

This type of email has a mindful meaning. When you ask if everything is going well and check if your client is still in the same state, city, etc. shows your level of attention. This is a great reason to invite them to the specials that you are running now.

4. An email to reschedule a canceled appointment.

This email is extremely important, because of a few reasons:

1. You want your clients to feel valued and feel special.

An email with the question of how is she/he doing? We're sorry that you needed to cancel your appointment, do you want us to find a better time that fits you?

2. You want to bring your client back.

There can be different reasons for cancellation, your client may simply forget about an appointment and plan her/his time differently. Always reach out to your client with a kind reminder to reschedule it.

CHAPTER III



CONTENT CREATION



WHY YOU SHOULD CREATE YOUR CONTENT

Nowadays people would much rather watch interesting content than read about it.

In Psychology, we learn about the importance of "initial attraction" and how those first 3-5 seconds we see something, it needs to have some unique characteristic that immediately attracts our attention. Media is everywhere; what gives yours a unique attraction? Bright and eye-catching videos, posters, banners. The task of this media content is to grab the client's attention, so they can be engaged and start reading all about your offer and amazing services.

Spa Marketing is one of the most obvious examples of how visual content is important.

Your potential clients are browsing in different social media platforms, and all it takes is one post that reflects their own pain point that will make them stop scrolling and visit your page, learn more, and finally schedule an appointment with you.

Here are a few main bullets of what content you should produce and why you need it:

1. Before and After

Your clients want to see the REAL results of the treatment. That's why Before and After pictures are always a #1 instrument in selling a service. It should be real photos and videos of real people without filters. Authentic results will always beat any edited ones.

2. Video of the treatment

Your clients also want to know how the treatment works, is it painful, is it long, and what should they expect to feel. For this reason, you need to be sure to record videos of the treatment. The best clips are of treatment performance, so we recommend that you use "timelapse" or short parts of each step of the treatment.

3. Close-up views

Your clients want to see the close-up views of treatment, so photos and videos need to be real with no filters applied. This way they can be confident in your professionalism and trust your experience.

4. Reviews

Reviews will always have a huge influence on the audience. Video reviews are way more effective than text reviews. There is nothing more convincing than a video with your real client sharing their incredible experience and results after visiting your spa.

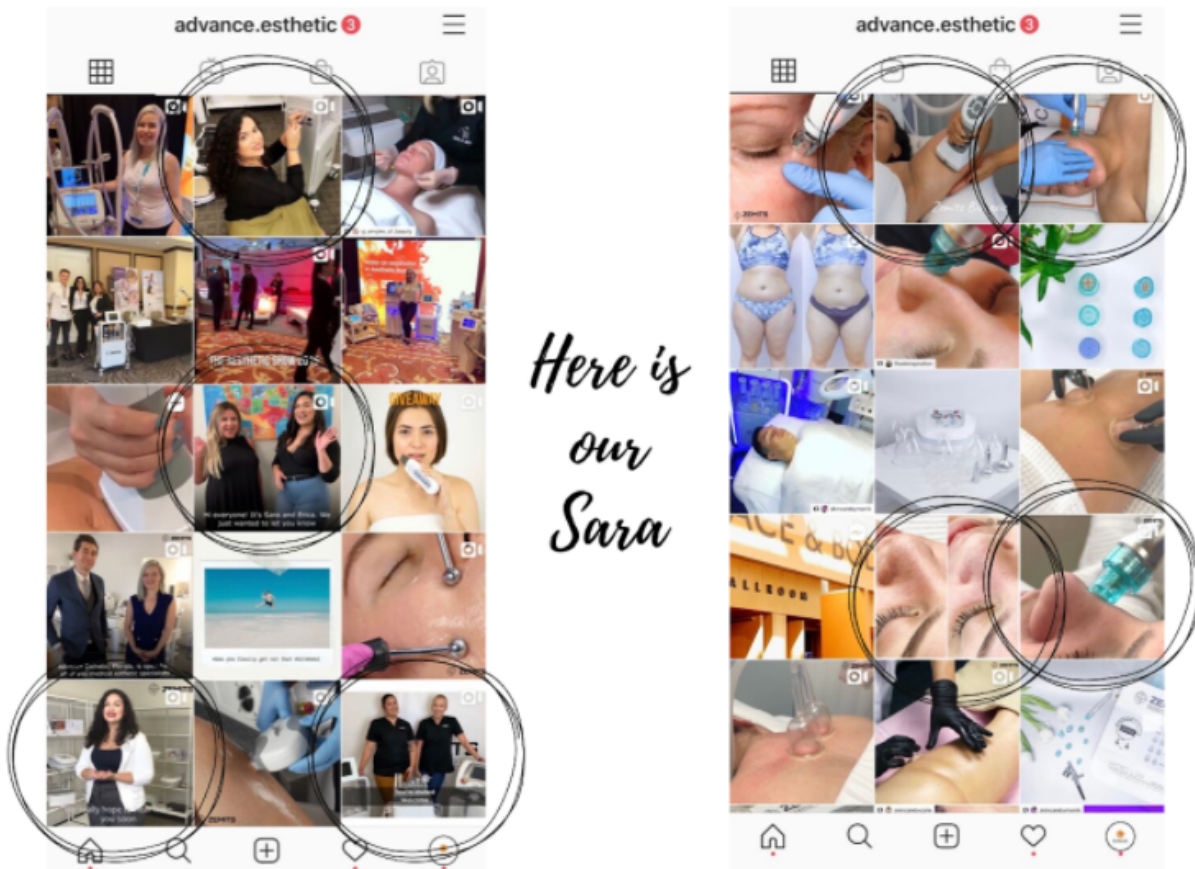
5. Recognition

You as a professional or your team of technicians need to be periodically featured in the videos and photos. You can talk about skin/body problems and offer different ways of solving these problems. First, this way your clients will understand how professional you and your team are. Second, the moment they first enter your spa and see the faces they were watching from the phone, they will feel even more confidence and trust as they've already built a familiarity with your staff and team.

6. Personal Brand

Humans prefer feelings over logic. That's why personal attraction to another person is so important. Unique video and photo content makes it possible for you to share your personality and the vibes of your place. Social Media and online marketing are the magnifying glass for your business. And the most powerful tool to master it is a unique and high-quality video and photo content.

Let us share with you our personal experience. Here is our Instagram page and our Sara.



You can see our beautiful Sara's face all the time on our SMM. Every time we have visitors in our California showroom or meet our followers at the shows, the first thing we hear without fail: "Oh, where is Sara? I saw you on Instagram, so cool to meet you in person!" That is recognition and personal branding. And it really works! Find out more about quality content creation in the next chapters.



TOOLS FOR
GREAT IMAGES



TOOLS FOR GREAT IMAGES

In this chapter, we will share with you a few perks and apps that can help you make your best content yet.

You need to capture attention.

This is extremely difficult to do. Especially in the age of social media when attention spans are shrinking to just eight seconds.

But your photos better be good – competition is fierce.

So how can you make sure your images look amazing, catch people's attention, and lead them to discover your brand?

Use the best photo editing apps available.

And which ones are the best? We've got you covered.

Our personal favourite apps, that we used in our business every day, are the following:

1. Canva.com

Canva allows creating different styles using existing templates, making collages, frames, adding text and animation. Canva can also edit, crop, twist or adjust images. As we mentioned before we recommend to be as natural and real as you can, so canva is a great tool to create the same style posts with photos that don't require professional editing.

2. Typorama

One more great app for images with interesting informative text. Typorama lets you create amazing visuals by "automagically" transforming your text and photos into beautiful typographic designs. No design skills needed!

Just choose a background, type in your words and your creative typography is ready!

3. Instasize

Instasize is the photo and video toolkit for social content creators. This app has a list of different filters, borders, and adjustments to create scroll stopping content.

Instasize allows users to edit images on the go transforming them from unedited pics to Instagram ready posts in seconds.

4. Lightroom

Lightroom is a cloud-based service for people who love photography, this app gives lots of options to edit, organize, store, and share your photos across desktop, mobile, and web. You may try each of them and find your favourite, we strongly recommend creating your raw photos with as good light as you can, so you can edit it just with a little editing and stylistic adding.

Here are some more apps for your reference:

Snapseed

Available on [iOS](#) and [Android](#) | Free

Best for: Advanced photo editing on a mobile device.

VSCO

Available on [iOS](#) and [Android](#) | Free

Best for: Classic-look filters.

Adobe Photoshop Express

Available on [iOS](#) and [Android](#) | Free

Best for: All-round photo editing.

Photo Collage

Available on [iOS](#) and [Android](#) | Free

Best for: Creating the ultimate photo collages.

Enlight Photofox

Available on iOS only | Free

Best for: Artistic photo editing.



TOOLS FOR VIDEOS

You might already have a high-quality camera built into your smartphone, but editing your raw footage and preparing it for publication requires a third-party mobile app.

Here is the list of our everyday helpers and great video editing apps:

1. VideoRama

One of our favourite apps for video editing. VideoRama allows you to cut, trim, scale, combine photos and videos together to create stunning movies and slideshows, also add animated captions, subtitles to your videos with more than 50 beautiful fonts to choose from.

2. Swish

A really fun app with plenty of different templates, it can help you edit videos in seconds.

This is the video app with built-in social media best practices, content that helps you turn your followers into customers, and high-quality design.

3. Splice

Simple yet powerful, Splice makes it easy to create fully customized, professional-looking videos on your iPhone, iPad. Imagine the performance of a desktop editor, optimized for your mobile device. Just tap to trim clips, adjust transitions, add slow-motion effects and more to create beautiful videos you'll love to share. It's never been easier to edit like a pro on the go.

These are some more apps, that may help you with content production.

The following 9 solutions can help you make video magic -- whether your video is meant for Instagram, YouTube, or a similar channel where your audience is hungry for content.

Magisto

Hyperlapse

Wondershare FilmoraGo

InShot

WeVideo

Adobe Premiere Clip

PicPlayPost

Lightworks

Shotcut



IMAGES REQUIREMENTS

Social Media Cheat Sheet 2020- 2021.

Here are the must-have image sizes:

Facebook

Post images: 1,200 x 628 px

Post links with an image: 1,200 x 628 px

Post stories: 1,080 x 1,920 px

Instagram

Post square images: 1,080 x 1,080 px

Post horizontal images: 1,080 x 566 px

Post vertical images: 1,080 x 1,350 px

Post stories: 1,080 x 1,920 px

Twitter

Post a single image: 1,200 x 675 px

Post multiple images: 1,200 x 675 px

Post links with an image: 800 x 418 px

LinkedIn

Post images to a company page or personal profile: 1,104 x 736 px

Post links with an image to a company page or personal profile: 1,200 x 628 px

Pinterest

Post images: 800 x 1,200 px

Snapchat

Post images: 1,080 x 1,920 px



HOW TO CREATE CONTENT WITH YOUR PHONE

This particular chapter is one of our favorites, as we actually create the majority of our content using our own cellphones!

First off, I think we can all agree that you always have your phone with you so you can be ready at any moment to record a fun or interesting event.

Here are some of the main perks of using your phones for quality content:

1. Good lighting

Good lighting is and always will be one of the most powerful tools to make your media content look nicer and professional. Daylight makes miracles, so try to use it as much as you can. If you don't have natural light coming through for some reason, be sure to keep professional lighting tools around such as ring lights, ambiance lights, or photography lights; anything that will help you create a bright setting for your production. Avoid creating shadows and remember not to take photos against the light.

2. Stability

Tripods are a great tool to make your videos look professional and flawless. You would need to have a tripod relatively close to the facial bed to be ready to create new videos of treatment and photos.

3. Same position

For before and after photos, make it a golden rule for yourself and your team: The lighting and angles of photos absolutely need to be the same between the before and after shots. In order to make it easier, we have a few tips. For body B&A results:

- Find a place in your room with a clean background and good lighting.
- Make a tiny mark on the floor so you can take photos of your clients in the same spot.
- Place a tripod at a proper distance and fix the height of the tripod, so your before and after pictures will be from the same distance and perspective.

4. Portrait Mode

If your smartphone allows you to take photos in portrait mode, that's great! This mode will make photos focused on the model and blur the background. These are exceptionally great when photographing action photos such as the esthetician working on the client. It is also great to promote photos of products you are using and even high-quality photos of your team.

5. Timelapse Mode

Timelapse is a very interesting tool to make full-size videos of your entire treatment. Place your phone on the tripod, find a nice perspective with good lighting and angles, and start recording your entire treatment. Timelapse will create a short video from a 30-minute recording.

6. Selfie mode

The front camera allows you to see the screen while recording, so this will be a perfect way for your informational content. Place the camera not far from you, so the sound will be good, and talk to the camera sharing some tips, treatments or news that you would like to share with your clients and audience.

7. Photos with customers

- Your personal phone is a great tool to take selfie pictures with your happy client after their treatment (if you have permission from your client of course). Do not forget to tag her/him in your post so more of their friends can see the amazing results and hear their feedback after your service.



PRODUCTION EQUIPMENT LIST

Now let's summarize what equipment you might need to create the highest-quality content:

1. Tripod for phone and camera

You may use a regular tabletop, clip, or tall floor-standing tripod. You may even use a tripod with a ring light, this type will save your space, as it provides stability & lights.

2. Camera for professional photos and videos

If you don't have experience using a professional camera, it is better to have a camera with semi-automatic or fully automatic settings.

3. Lights

You can use a natural light source from the windows and doors during day time, but it is always good to have an additional source of light, it might be a separate standing professional light if you have enough space or a tripod with a ring light, such as the one that we discussed above.

4. Mirror

You would need a mirror for your clients to see the results after treatment and also to make sure you all look great before taking photos and videos.

Here is one more tip: you can have amazing videos of your clients' genuine happiness when they see the amazing results after treatment in the mirror. Real emotions are the most powerful marketing tool!

5. Clean background

Make sure that your background is clean and doesn't look messy. In order to make your photo and video content branded, you can use in your background either banners and signs with your logo or the logo of the technology that you are using.

OUR CONTACT INFO

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Monday to Friday (EST)

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Please leave a review about your A-Esthetic device!

Reviews from awesome customers like you help others to feel positive about choosing A-Esthetic too!

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