



## Get Clients Ready For The New Year Of Beautycare With Day Spa Promotions

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We really have a tremendous opportunity to celebrate each year with promotions and marketing events that will attract new clients, while also introducing our regular guests to new services. It's time to create a full annual calendar of exciting monthly marketing promotions that are client and community oriented. The most progressive full-service Day Spa Salons are more than a phenomena today, they are a successful reality!

As comfortable as we are with day spa salons and our full array of luxury services, we must truly remember that many more people have not experienced a day spa service yet! You have to develop your day spa clientele by constantly working to expand the services provided to your regulars, while also developing promotions that will attract new first-time clients. Creating the normal paid advertisements, discounted special services and other marketing events are just some of the methods to build day spa service sales.

Progressive day spa marketers design something for every week and month of the calendar year to build both service and retail programs. The following promotional concepts and ideas are suggestions to get your 2001 Marketing and promotions Calendar started. Let's start with the basics.

**STAFF MARKETING MEETINGS:** Begin with an interactive staff meeting where everyone must come prepared to share at least several of their own fresh day spa promotional ideas that will:

- Attract new day spa service clients
- Keep day spa regulars coming back again and again
- Introduce regulars to new day spa services
- Get your day spa salon team involved within the local communities
- Generate community excitement without the need for constant 'paid advertisements'
- Build personal and day spa salon team sales
- MOST IMPORTANTLY: Create ongoing FUN Team Spirit

Keep these meetings set up as informal discussions, so everyone has a chance to suggest new ideas. Tell everyone that each month two staff members will be placed in charge of a promotional activity promoting various day spa services and products. During the meeting, create a big DAY SPA PROMOTIONS LIST written on large sheets of paper, posted on the wall. Never criticize any idea during this interchange. The manager and the entire staff should help work on each promotional event, yet it is up to the two designated staff members, to supervise the event no matter how big or small. Attempt to get everyone involved, one month at a time. Start properly by making each promotional activity a true team event, not something you assign or create for the staff.

**MONTHLY PROMOTIONAL CALENDARS:** Target a major special theme or prospective new clientele base every month of the year, even if you have one, two, three or four events per month. If you have not done this before, start slowly with one promotion per month, ramping up to multiple retail and service promotions by mid-year. Here are just a few calendarized ideas to get you started:

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|--------------------|--|
| ▪ <b>January</b>   | New Year - New You Total Beautycare Makeover Events  |
| ▪ <b>February</b>  | Sweetheart Specials & Couples Events                 |
| ▪ <b>March</b>     | Spring Aromatherapy Celebration & Lady's Club Events |
| ▪ <b>April</b>     | Easter Fundraising & Spring Celebration Events       |
| ▪ <b>May</b>       | Special Mother's Day Events & Prom Packages          |
| ▪ <b>June</b>      | Graduations & Father's Day Specials                  |
| ▪ <b>July</b>      | Summer Fun In The Sun Promotions                     |
| ▪ <b>August</b>    | Back-To-School, Teacher & Sorority Events            |
| ▪ <b>September</b> | Fall Fashion Events & TV Talk Shows                  |
| ▪ <b>October</b>   | Fall Back - Into New Day of Beauty & SpaWorks Events |

- **November** Business Women's Specials & Programs
- **December** Holiday Gift Certificate & Gift Basket Promotions

**NETWORKING:** Next, we suggest you begin to "Network" with clients, community leaders, your distributor's sales consultants, friends and business associates before you begin to confirm any of your earlier ideas from the staff Promotional Brainstorming Meetings.

Every Chamber of Commerce has a 'Community Organizations List', sometimes known as 'The Presidents List'. This list contains the names, addresses and telephone numbers of the most important people in town from political leaders to socialites, civic, religious and fraternal organization leaders. Many Chambers sell this list for a few dollars. Others only give it to their members.

Join the Chamber, so you can attend their networking parties. As you get to know these local leaders, you can offer to work with them on fashion shows, lecture-demonstrations, charity fundraisers, Club Discount Nights and many other activities. Offer every one of the presidents, vice presidents and social committee chair people a 20% OFF V.I.P. Introductory Discount or some valuable day spa introduction freebie gift. If you are computerized, it will be easy to send them each a personalized letter offering to work with their clubs on these same promotional activities.

**DAY SPA SALON MENUS:** Service menus are an absolute must for every full-service salon, day spa salon and medical spa! It is surprising that many haven't invested in these necessities yet. You need to tell your clients about all of your Haircare, Skincare, Nailcare, Makeup, Sugaring Hair Removal, Bodycare, Massage and SpaCare Packages, besides your Gift Certificates, retail products, prices and hours in order to get them interested in more than just the basic service they came in for in the first place. Introduce several new hydrotherapy, aromatherapy, ayurvedic and Reiki Treatments each year to keep it exciting. Keep these out at all times and have plenty of extras ready to hand out at charitable fundraisers, Chamber Of Commerce Networking Parties, TV talk shows or wherever your staff performs. Make them unique, professional and colorful.

**DAY SPA PHOTOGRAPHY SESSIONS & STYLES:** Work with a local professional photographer to create PR and advertising photos of your best haircare, skincare and nailcare artistry. Have one day when every staff member can bring in one or two models for photographs. Submit these photos to the local fashion press and the national beauty industry magazines with seasonal press release packages.

Besides photographing finished hairstyles or nailcare artistry, be sure to have a photo session showing clients getting a Vichey Shower Treatment, a Seaweed Treatment, Facial or Massage. Perhaps, get a shot of day spa guests casually relaxing over some wine in a tranquil area of your spa. Don't be afraid to discreetly pose some semi-nude photographs like you see in any of the day spa trade magazines. The media loves this kind of work. If possible, barter with the photographers for part of the photo-session costs. Finding a female photographer may be an extra advantage to this bartering idea.

**WORK WITH YOUR BEAUTYCARE DISTRIBUTORS:** Many of these folks would be very happy to help you with your community events, especially if it is a major charity fundraiser. Visit your beauty supply distributor's salon consultant to brainstorm their non-advertised marketing and promotional ideas. Some beauty distributors have trained their staff on day spa service marketing. Many now offer day spa educational sessions on their special products and services. Invite them to your staff promotional meeting.

#### **DAY SPA PROMOTION IDEA STARTERS:**

To get you and your staff started, here are a few ideas. Remember, some promotions can be done right within your day spa salon, while others will require getting more actively involved outside of your day spa within your local community. Be open to a full array of promotional activities that are fun for you, your staff... and most importantly - **your clients!**

**CLIENT REFERRAL PLANS:** These special promotions really do work - but only if you and your entire staff create a long-term partnership to make them work! Create printed day spa salon brochures that offer a free facial, massage or manicure to anyone who sends in at least 2 of their friends. This Client Referral Brochure should briefly tell about your day spa and salon services. This brochure should include 2 each of 6 separate 'Facial', 'Massage' and 'Nailcare Discount Certificates' each valid for a 1/2 price introductory Service - for new clients only! After each 2 new day spa clients come in - reward your referring regulars with the same FREE facial, massage or manicure. You must create exciting offers that will motivate your clients to bring in their friends, business associates and relatives. Introduce this Client Referral promotion by asking each client; "How would you like your next facial (or massage / manicure) for FREE?"

Visit an artist at your local quick printer to create and print professional day spa Client Referral Brochures. Client Referral Programs don't work on a short term basis. You must continually promote them all year long!

**REFERRAL - GIFT CERTIFICATE SALE:** This is a terrific idea to build new day spa clients through your regulars. It simply works like a New Client Referral Certificate Sale. Create posters that note "Buy Any 2 Day Spa Gift Certificates - For friends and Family... Get the same certificate for yourself - FREE!" It will be important to have pre-printed day spa

salon gift certificates prepared, so you can write in the new person's name, address and telephone number. Remember to tell each client that they must send in new clients 'who have never been into your salon for day spa services before', in order to be eligible for their own promotional gift. This promotion will work all year long, but it works best if only promoted once or twice a year around Valentine's Day, Easter, Mother's Day, Father's Day, Graduation or the year-end Gift-Giving Holidays.

**COUNTRY CLUB INVITATIONALS:** Work with the Owners and Social Directors of your local Country Clubs to have a Special Lady's Day Out - for a 'Day Of Beauty'. Attempt to have the Country Club officially sponsor this event, by having at least 10 women sign up for a special day. Give everyone attending a special free luncheon as part of the package, a 20% discount or both. Offer to have the Country Club use your day spa as a social meeting setting. Another idea is to offer a 'Tour Of Beauty' where you invite each Country Club to a tour of your day spa, with a one hour lecture demonstration on the various skincare, haircare, nailcare and bodycare treatments. Pre-plan to make this either a women's event or a couples event. In this event, offer a 'Day Of Beauty' as a door prize to one lucky person in the audience.

**MEN'S SPA-NITE OUT PROGRAMS:** Create the opportunity for men to have their own night out. Create a special package that may offer an introductory discount, a free set of retail products or both. It's best to start with some Men's Clubs or organized groups out of a Health, Tennis, Fitness or Country Club. After a few of these, you can start your own Preferred Men's Mailing List.

One large day spa salon in Maryland regularly offers two Men's Spa Packages, besides all of the normal Day Of Beauty Packages. Their Men's Executive Escape at \$100 offers an escape from the busy office with a back massage, scalp treatment, haircut and style. Their Men's Royal Treatment includes the choice of a Hydrating or Aromatherapy Facial Treatment with a full body massage, sports manicure, lunch and a take-home gift for just \$135.

**SOCIAL SENIORS:** Call the various active local Senior Social Clubs. Many have monthly activities for these folks who are retired with plenty of time and money to spare. They love self-indulgence! Create a special discounted 'Day Of Beauty' Package just for them. We suggest this event be for the active, yet mature women. Use an early week day, when your spa is typically slower.

**SOCIAL SINGLES:** There are plenty of Singles Clubs and Dating Service Businesses in most towns. Offer each Club the opportunity for an event at your day spa. Make a social evening out of it, by offering a selection of three 'Night Of Pampered Luxury' Packages, all at special introductory prices through the sponsorship of their club. All they have to do is guarantee at least 10 people sign up one week in advance, so you are properly staffed.

**NEIGHBORHOOD SPA PARTIES:** Many planned communities have their own pool and tennis club, besides having an array of social gathering events each year. Contact the Presidents and Social Directors for a Neighborhood - 'Day Spa Day' at their Pool Club or at your Day Spa. It's obviously best to have them come to you. Offer to have a one hour Panel Presentation by a nutritionist, fitness expert and your Day Spa Staff, before offering some half-price introductory manicure, massage and facial treatments. Full Beauty Packages can be offered at an introductory discount or at full price. This event can be promoted for free through the community's newsletter. You may even want to design your own promotional fliers to attach within their newsletters for distribution. Just be sure to help them write the feature stories describing your day spa and your services.

**CHARITY SPA-A-THON FUNDRAISERS:** Contact the local chapters of several 'national' charity associations like Operation Smile, Cancer, Leukemia, Lung and Heart to see which of these powerful groups will work 'with you' to create a fun fundraiser that will meet all of your outlined goals. Find a charity that is ready, willing, and able to help you get local radio, newspaper and television publicity as part of a Spa-A-Thon. Find a charity that is willing to tie you and your talented staff into one of their own programs or sponsor your event.

Like any Cut-A-Thon, you need to do more than graciously turn over money at the end of the event. You need to wisely invest your donated time in publicity, while also helping the community you live in. A Spa-A-Thon can be as simple as facials, mini-massage, manicures and pedicures for a \$10 donation. Do this event on a Sunday in your own day spa or out in the middle of any well trafficked public place which the charity can arrange. Avoid charities that won't pitch in... If they just want to accept your donations after the event is over, they're not worth the effort.

**MORE CHARITY FUNDRAISERS:** A Pennsylvania day spa regularly ties into numerous community charity fundraisers each year, raising money for The Humane Society and The Ronald McDonald House as well as other local and national causes like Hope Cuts for The City of Hope. Their owner notes, "It's important to give something back to your community, it builds a tremendous staff team spirit and it's fun!"

A salon owner in Northern Virginia creates seasonal charity events for her highly successful salons. Their biggest three this past year were their annual Toys For Tots Campaign tie-in, a Holiday Canned Food Drive for the Homeless Shelters, work with a woman's shelter program and the gala 'Imagine Benefit Fashion Show' held at nearby Planet Hollywood in Washington DC. They note, "We always get back more than we give, and our pay backs in life come in many, many

ways! Plus, our clients always comment how they love how much we care about our community. It's just a good feeling to help less fortunate people, to help themselves."

**MOTHER-DAUGHTER TEAS:** Align yourself with a Girl Scout Troop or Women's Club that may be interested in a Mother-Daughter event at your day spa salon or at their club's meeting location. Prepare a brief lecture demonstration about your complete day spa services, give away a few door prizes, and offer a 25% discount to everyone who comes in for this event. Offer a few extra service options to promote various day spa services, like a FREE chair massage for any child with any adult Shiatsu Massage service. Your entire staff can participate in creating elegant tea and cookie refreshments. Have everyone 'dress-up' for the occasion in their 'Sunday's Best'.

**SWEET 16 & TEEN PARTIES:** Teen girls love to indulge too! Especially, if their parents are paying, include this in your regular salon menu, offering to customize day spa services for these young women, with facial, manicures, pedicures and massage treatments. We suggest avoiding haircut and waxing services at this event, yet send them home with a promotional piece offering discounts on those more personalized services. You may want to create a small brochure on all of the different types of spa parties and packages available in your day spa.

**SORORITY & GREEK PARTIES:** It's time for a Toga Party, if you are near a college campus. First, try a special introductory day spa program aimed at just the sororities. After one or two successful events, we suggest a coed affair with one sorority and one fraternity. Don't be afraid to ask them to come dressed in togas, before their coordinated bash back at their Greek Houses. Keep it controlled, yet make it fun. You'll become the talk of the campus.

**EXECUTIVE CONGRATULATORY NOTES:** Each week, your local newspaper lists the major executive promotions. Send each local executive 'Mover and Shaker' a little congratulatory note with an introductory Gift Certificate, whether or not they are a client. Look up the company addresses in the Yellow Pages. Keep these names and companies in one of your Corporate Mailing List Files.

**TAKE A MESSAGE TO WORK DAY:** Many large corporate offices now have an occasional 'Casual Day' at the end of the month, when they treat the staff to a few extras for motivation. Write and call all local business offices to offer the services of your massage therapists and manicurists. Offer to have them set up shop right in the office once a month, with the company picking up the tab. Give them a special daily rate by agreeing to an Annual Spa-At-Work Program. Take along your business cards and day spa brochures, since everyone will want to know more about your other services. You'll be amazed at how many introductions will lead to new spa clients!

**OFFICE ASSISTANTS / SECRETARY'S ~ SPA MONTH:** Each April, bosses wonder what to give their secretaries for a gift, especially if they don't want to just treat them to a group lunch outing. Send around direct mail letters, fliers and faxes to all area business owners within a few miles of your salon. Follow up with calls.

**BUSINESS TO BUSINESS PROMOTIONS:** Twice a year you'll need to remind the local businesses that your Day Spa Gift Certificates are terrific holiday presents as well as incentive award prizes for staff recognition and contests. Send single page direct mail letters attached with photo illustrated fliers to post in their supply rooms or coffee rooms. At holiday time send your package addressed to the company President or Owner. In the spring send it again to the owner or to the Vice President of Human Resources. You can even offer to set up a V.I.P. Program for their corporate executives. Include a small introductory gift certificate to the letter receiver as an advance 'Thank You' for helping to pass along the word.

**CORPORATE GIFTING PROGRAMS:** Develop a special brochure just to promote Corporate Gifting Programs. Offer a 10% to 20% discount for corporations that purchase at least \$1,000. to \$2,000 in gift certificates for their employees. This should be promoted year-round for incentives, contests, rewards and holiday gifts.

**MEDICAL OFFICE TIE-INS:** Many day spas and resorts successfully tie themselves to local dermatologists, plastic surgeons, gynecologists, obstetricians, nutritionists and other medical professionals. They work together often cross-promoting each other's services to new patients and clients. It's wise to work with at least three or four medical professionals. Have them come into your salon during Open House Events and Lecture Demonstration Programs. It's time for day spas to actively reach out for more medical profession partnerships.

**FREE ROBES, SLIPPERS OR WINES:** Create some events for your best regulars by offering a free gift by PRE-BOOKING their next 'Two Days Of Beauty'. You can have Robes made with your logo imprinted, just as easily as on giveaway spa slippers and private-labeled wines. Offer this promotion through such engraved invitations as a "**Thank You** for being such a loyal guest in our day spa".

**MORE LOGO SPECIALTY GIFTS:** These are fun and they don't have to be expensive. Buy something your clients can use that will help promote your day spa salon business with your salon logo and phone number printed on it. Whether it is a coffee mug, spa bath towel, fun t-shirt, 'nail-saver' soda can opener or a day spa salon business card refrigerator magnet, get your day spa salon name and telephone number out there... and into the client's homes.

**PRE-BOOK SPA SAVINGS:** Pick one month each year to offer your regulars the opportunity to save \$25. on their next \$100. or more spa service, by pre-booking it before they leave the day spa today. All appointments have to be for the next calendar month. Plan ahead by targeting your typically slow months. The same can be done in the salon by offering to save \$5. on any haircut and style or \$10. on any chemical service, just by pre-booking to come back next month.

**JEWELRY STORE NAILCARE TIE-INS:** Work with your local jewelry stores. Offer a free introductory manicure gift certificate with the purchase of any special new fashion ring, or more especially with any engagement ring. What woman wouldn't want to have beautiful nails when she is showing off her new diamonds or engagement ring? They'll be thrilled with your gift and you will have the opportunity to bring in a new client that will certainly want her hands to look spectacular right through the wedding ceremonies. You have the opportunity to create a client for life.

**MASSAGE, SUGAR & MANICURE CLUB CARDS:** You can use these printed promotional vehicles just like every clothing store, video store, dry cleaner and hairstyling salon does to keep your regulars coming back with the incentive of a terrific reward. Buy 8 manicures -- sugaring hair removal sessions or massages -- Get 1 FREE! Visit your local quick printer to create these Massage Club Cards and Manicure Club Cards.

**FREE VICHEY SHOWER TREATMENTS:** Getting some clients to feel more comfortable with any level of undressing in the day spa is often a challenge. Create very strong promotions with terrific incentives. For example, take advantage of your Vichey Shower Treatments, by offering them FREE for one month packaged with any first-time facial treatment or other expensive spa service.

**FREE HAIRCUTS:** Use a FREE Haircut and Style to promote any new 'First-Time' Haircolor, Perm or Body Treatment Service. It's a terrific incentive, offering something everyone needs, while also introducing them into a new day spa or salon service.

**DIRECT MAIL & EMAIL PROGRAMS - PREFERRED CLIENT LISTS:** Set up a Preferred Client Book at your reception desk area that asks every client for their complete name, address, telephone number, email address and birthday. Offer monthly or bimonthly invitational fliers that will announce news from your day spa salon with select specials, drawings for small gifts and great ideas for extra products and services. Each month you can announce a new special discount or introductory first-time offer on day spa products and services... whatever you want to promote.

**NEW MOM SPA SPECIALS:** New moms love to be pampered! Create a formal congratulatory letter and invitation for every new mom listed each week in the local newspaper. They always list the new parents, so just look up their address in the telephone book. Note: Zip codes are not listed, so if necessary - call! Offer your "Congratulations!" with a special introductory offer, free sample or special. You may also want to run an ad offering 'New Mom Spa Gift Packages' on the page where birth announcements are printed.

**ENGAGEMENT SPECIALS:** Create a jumbo congratulatory postcard for everyone who has their engagement announcement and picture in the local newspaper. They always list the engaged couples' parents, so just look up their addresses in the telephone book. Offer your "Congratulations!" with a Bridal Party Special Introductory Offer, free sample, Complimentary Wedding Consultation or other creative discounts from your day spa.

**DOOR PRIZES:** How often do local community groups come in asking for a door prize or a donation? All the time! So, be prepared with 50% Off - Introductory Day Spa Gift Certificates. Never miss the opportunity to bring in a new client with the potential of making them a regular. Always offer a substantial discount or free service - not a free product. Get these new clients to sample exactly how professional you really are. Even though these are non-commissionable services, you should take turns doing them with the obvious advantage of gaining a new regular, should you make them happy. Some day spa salon managers collect several gift certificates from each staff professional, saving them to hand out as needed. This surely will help everyone on the staff build new clients.

**NEW MEMBER - HEALTH CLUB GIFTS:** Work with local Health Clubs, offering something extra special to their brand new members. Offer to give a FREE BODY BRONZING or SALT POLISH FACIAL TREATMENT, a FREE MASSAGE or a \$50. Value Gift Certificate valid on any first time day Spa Service of \$100. or more. Ask these clubs to hand out your day spa salon's Gift Certificates to each new club member.

**NEW RESIDENT GIFTS:** Work with at least one or two major local real estate agencies offices, to offer a Free Introductory Day Spa Service for each new resident. Offer each of these couples something that allows them as much flexibility as possible to try any of your hair, skin, nail or spa services. Send this introductory gift with a personalized letter and a salon brochure.

**HAIRCARE TO NAILCARE & MANICURE TO SPACARE - CONVERSIONS:** Cross marketing and cross sale conversions in a day spa work great! It is important to cross-market some part of your complete array of hair, skin, nail, massage and spa services each month. Make classy presentations. Print up special Client Gift Certificates on a thick linen paper or parchment offering those introductory specials, rather than to offer these in the form of a flier. Attempt to train their staff to always ask their clients the proper question each month, for the rotating service area you are trying to

promote.

For example if it is nailcare month, everyone but nailcare artists are to ask their clients, "Have you ever experienced one of our professional nailcare services before?" If they are a nailcare client, let it go with compliments. If not, pull a beautiful certificate out of your drawer, filling in their name and address. Some day spas and salons create monthly Staff Referral Contests, awarding those staff members who get the most regulars to experience that targeted area for the first time.

**MUSIC TO THE EARS:** Each year, local schools are desperately seeking new ways to fund the music and art programs where budgets have been drastically cut. Offer to pay a \$100. or \$200. donation to have a small selection of their musicians play each Saturday for one month. If you're up to it, bring the entire High School Marching Band to the front of your day spa in the parking lot, allowing them to work with you on a school fundraiser with your clients. You'll be amazed at the attention you'll get by letting a band march around the front of your spa for an hour concert.

**MORE - SYMPHONIC MUSIC:** Don't be afraid to work with more than one music program, The music teacher could probably help you with talented violinists, cellists and a harp player. Even electronic keyboards make pianists available today in a day spa environment. Some spas barter salon services for professional musicians and experienced adult musicians.

**FREE FACIALS:** Some salons have successfully introduced First Time Facial Treatments to their haircare clients, by promoting a FREE Facial with any complete shampoo, haircut and style during a one month promotion. Getting people to experience a new spa or skincare service the first time is the most challenging. Give clients a reason to love you, your staff and your services. Don't be afraid to invest in expanded services by giving away a little of what you do best. They'll be back, paying for more.

**DRESS UP -- JUST FOR FUN:** You should always look very professional every day with a coordinated set of salon colors. Have fun dressing up at least one day or weekend every other month using some special theme when your day spa salon will be busy. This makes it fun for your regular clients. The more outrageous you make it - the more they'll talk about you to their friends, relatives and neighbors. Here's just another simple way to make yourselves 'the talk of the town'. Just be careful, not to get tacky. You may want to dress up in a tuxedo look a few times each year. You may want to wear matching suspenders or vests. Another idea would be to wear very old vintage clothing.

**POWER WITH FLOWERS:** Every now and then, just surprise your clients with a long-stemmed red or white rose on one of your busiest Saturdays or Sundays. This promotional idea surely works great on Valentine's Day or the Saturdays before Mother's Day as a gift with any service. Work with a local florist to cross-promote each other's services. They might not mind your delays and crowds as much.

**STAFF MAKEOVER PARTIES:** Once or twice a year you should have the staff divide into two teams to pamper their day spa partners. Let everyone experience the services they have never tried before! This is great for the receptionists, massage therapists and artistic designers alike.

**TV TALK SHOWS:** TV talk show producers are always looking for something new and they love makeovers. The entire topic of day spa services is also a new and exciting phenomenon to present as well. Team up for some sensational free exposure of your day spa salon before New Year's, Valentine's Day, Mother's Day, or Father's Day. Another great time is during any Monday school holiday, when viewership is soaring. Use this very visual vehicle to promote your complete array of spa services.

You can also use TV Talk Shows to promote your next fundraiser, asking the charity to use their clout to get you on the talk shows. Have several makeover models prepared ahead of time with your best artistry. Have the video producers pre-tape the 'befores'. Then have at least 4 folks selected from the studio audience to get haircare or nailcare makeovers during the show. Then, quickly get to work on the models for a 10 minute final presentation at the end of the show. Take advantage of this opportunity to explain all of the latest in day spa services and salon fashions available today. You may even want to offer the studio audience mini-massages during commercial breaks. Remember to have your staff dress as a coordinated team and "Dress For Respect! ... not just for success". This is your opportunity to be a TV STAR!

**SKILLS USA, NAIL TECH & COSMETOLOGY SCHOOLS:** Get involved with your local high school Skills USA / VICA Chapter students, nail tech, aesthetician and cosmetology school students. Offer to do a few free lecture demonstration showing off each of your specialized spa and salon services. Help sponsor and judge haircare and nailcare competitions. Encourage these students to work with you in order to put some extra fun in your fundraisers. Guess who they will want to work for after graduation? Yes - YOU!!!

**PROFESSIONAL MODELS & CHEERLEADERS:** These fashion-forward young men and women need to invest in terrific looking hair, skin and nails. It's their social and career advantage to look fabulous from head to toe. Work with their instructors to set up introductory lecture demonstrations teaching these folks about all of the many day spa services and products available today. Trade your services for their modeling services and word-of-mouth promoting. Get them to volunteer at charity fundraising events. Offer them a special 20% Off Day Spa V.I.P. Card for any services. Whether it's a

modeling school student or a professional model, they can become fabulous new clients. Use them in your next photo-session.

**COUPLES NITE -- SPA-ART PARTY:** Create a wonderfully entertaining wine and cheese event for couples to enjoy some fine artwork and some special spa services. Invite a local private art gallery to bring in their artwork and an artist to your day spa salon for a special evening of entertainment and services. Add a pianist or a few strolling musicians and you will have created a very unusual, yet elegant affair.

**DAY SPA & SALON NEWSLETTERS / eNewsletters:** Create your own customized seasonal day spa newsletters and email blasts at least two times per year, if not six times. Show off your staff, services and introduce new products. Tell about your fundraisers, success stories, awards and achievements. Invite clients to become models in your photo-sessions. In a soft-sell manner, you can include one to three Introductory Gift Certificate / Card Offers on the back page of each newsletter. Don't be afraid to promote some of your new services at full price.

Currie Hair-Skin-Nails in Glen Mills, PA offers his clients two newsletter mailings per year. Even though this is the most respected and successful high profile spa salon in the Wilmington, DE area, they always are promoting themselves for growth with new Currie clients. Besides mailing these to their Preferred Client List, Owner, Randy Currie, also mails many newsletters to nearby residents, hoping to attract as many new clients as possible.

**ON-HOLD TELEPHONE MESSAGES:** If you don't have one of these telephone answering machines, get one. Change the messages often, if not monthly! Make sure you promote all of your day spa services, products and skilled staff technicians. You certainly don't need to discount anything on this recording, yet you should promote everything from Gift Certificates to your very newest services and products. Keep these messages upbeat, entertaining and educational.

**MORE COMPUTERIZED MARKETING:** Some of the more established nationally recognized salon computer appointment and record-keeping systems now offer built-in marketing concepts. They have wonderful software-based marketing programs for gift certificates / cards, preferred client mailing lists, postcard notes, and special client marketing files. You need the ability to generate flexible mailing lists, create personalized direct mail marketing and a system for measuring the results of your marketing projects.

**PROMOTIONAL IDEA LIBRARIES:** Read *DaySpa Magazine*, *American Spa*, *Salon Today* and *Spa Management Journal* as well as other professional beauty trade magazines every month for new marketing, advertising, PR and promotional ideas, saving each issue in a special library within your salon. You may want to create a Directory of Articles, for yourself, as a handy reference tool.

**SPA DISCOUNTS & FREEBIES:** Many full-service salons and day spa staffs question whether or not to do discounting, gifts or freebies. YES - you should do them!!! We recommend that these upscale concepts work much better than a "SALE", while protecting your image.

### GET READY FOR THE NEW YEAR!!!

**Now's the time to become a *Promotional Day Spa Marketeer*.** Don't wait for that magic salon client bus to arrive at your day spa salon. You may be waiting a long, long, time. It'll never show up... at least not every day. To make your investment into a day spa salon, you must put on the driver's hat to drive in new business for your day spa. Work with as many Inside-Out Promotions as you can during your spare time each and every month throughout the year.

The more you do, the larger your day spa business will grow. Brainstorm what will work best for you and just **DO IT**. By working on both simple and creative ideas like these, you make more money ... but more importantly, you'll have some fun! By excelling in promotional marketing you will keep your staff energized, your regulars trying new services and you will be constantly introducing yourselves to potential new clients. That's all there is to it.

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**EDITORIAL NOTE:** Larry H. Oskin is president of Marketing Solutions, a marketing, advertising, media relations and consulting services agency specializing in the professional beauty business. Clients include salons, day spas, medical clinics, manufacturers and associations from across North America. For more information contact Marketing Solutions at 10875 Main Street ~ Suite 205, Fairfax, VA, 22030 USA -- 703-359-6000 or via email at [MktgSols@MktgSols.com](mailto:MktgSols@MktgSols.com).