

Spas/ Beauty Salons



What they care about

1. Bring in more first-time customers
2. Increase repeat customer visits
3. Bring in customers during slow periods
4. Update customers about new services, products, and discounts
5. Effortlessly collect customer contact information

All-in-One Marketing Feature

1. Mobile keyword sign-ups, social media
2. SMS texts, appointment reminders, mobile eCards
3. Mobile coupons, social media, email blasts
4. Email newsletters, SMS texts, shuffle responder
5. Mobile keyword, online sign-up pages, Facebook sign-up page

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many spas and beauty salons are already using successfully to bring in more customers, minimize missed appointments, and keep their clients in the loop about promotions!

Questions

1. Today, how are you going about bringing in new first-time guests?
2. How are you getting customers to return to your salon?
3. How are you driving traffic during slower times?
4. How are you keeping customers informed about new services, products, and deals?
5. What methods are you using to gather customers' contact information?

Benefits Statements

1. All-in-One Marketing can spark new business with an effective mobile keyword campaign. Advertise your mobile keyword on print, digital, and social media to entice new patrons. For example, they can text the keyword FACIAL to 96362 and automatically receive a coupon for 20% off upon their first visit.
2. Increase customer loyalty and keep them coming back. You can create high-impact promotional SMS campaigns, deliver appointment text reminders, and build positive guest relationships with mobile eCards to have guests lining up to return to your salon.
3. Instantly drive in-store traffic during slow days with time-sensitive mobile coupons and email blasts. Leverage social media to quickly spread the word about daily specials and featured services.
4. Make sure customers constantly know about new services, new products, and promotional offers! Use email newsletters to send out a detailed calendar of weekly specials and SMS texts to inform about limited deals. You can even offer daily skin-care tips with the Shuffle Responder feature!
5. All-in-One Marketing provides mobile sign-up keywords, online sign-up page templates, and Facebook sign-up pages to easily collect customer data online and on-the-go. You can also upload your already-existing member information into our system.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]