

long-term commitments



The Miraculum Spa quarterly newsletter is delivered to clients via e-mail and outlines new products, services and special deals.

positive response after clients read about the benefits of fruit enzymes in her newsletter. For each service she promotes in the newsletter, she estimates 50-100 people end up booking the service. She also offers a "flavor of the month"—an ingredient that is highlighted in related services and products. The special includes a free product offer, which leads to ongoing retail sales.

Omski works with the business consultants at Durocher Enterprises to create the newsletter. Some manufacturers also offer marketing assistance. For example, Soukup says Pevonia creates ads for new products and treatments that are available to partner spas if they wish to e-mail their clients.

New ideas always generate interest, so Phillips suggests introducing a new product or service every six weeks. If you wait any longer than that, "your menu seems stale," she says. To reward regular clients, present the new item as a gift-with-service, and offer it to them free when they book their next appointment. Everyone likes VIP treatment, so it's unlikely they'll decline. When they ultimately realize they can't live without it, you'll be getting even more of that client's business. ■

promotion commotion

Constant promotion is essential if you want to keep your name at the forefront of your clients' minds. Here are some tips from Pevonia Botanica's Dori Soukup for building and maintaining the buzz:

- **Menu mania.** "Your service menu is a great resource, and it should be placed in treatment rooms," says Soukup. "When it's in the room, you can cross-promote." At the end of each treatment, show the client all of the other services your spa or clinic offers. Even if she doesn't book that day, it will be a reminder for next time. If you work in a hair salon, suggest to management that stylists promote your services while you promote theirs. Explains Soukup, "That's what we call geometric growth—one client, many services."
- **Use it or lose it.** If generic hand soap is in your restroom or locker room, you're losing the opportunity to promote your own retail lines. "You must use the products you are selling," stresses Soukup, and sell the products you use. "No one is going to buy Neutrogena from you," she notes. "Spend a few dollars to put your salon product in your locker room, and you will make up for it on the back end."
- **Boutique beauty.** The more inviting your products look, the more likely you are to make a sale. "Don't cram all your products on the shelf, all lined up," recommends Soukup. "Use breathing space between products." Look to upscale boutiques to see how they arrange items in attractive ways. And mix it up by displaying body brushes, loofahs, candles and other accessories on the same shelves to encourage multiple purchases.
- **Information station.** Make your waiting area a multi-tasker. Use it to promote your products and services instead of as a library for catching up on back issues of *Time* and *Cosmopolitan*. For example, Pevonia offers a consumer piece that gives tantalizing details on their treatments and professional products. If clients have to spend 10 minutes reading something, why not encourage them to spend it learning about what you can do for them?