

Easy and Effective Marketing for Spa Owners

Do you have an annual marketing plan? Do you know where you plan to spend your marketing dollars and what kind of return you get from that spend? If you answered no, you are not alone.

I hear a lot of spa owners complaining about how tough things are right now. Customers aren't spending as much, it is tougher to get clients in the door and things are definitely tighter when it comes to cash flow. So often the knee jerk reaction is to cut back on marketing. Wrong decision! If you cut back too much on marketing, you won't attract new and return clients, which means cash flow goes down even further and it becomes a vicious circle. Successful spa owners know that now is NOT the time to stop marketing. But you may not have the same size budget for marketing, so how do you get your message out there without spending a ton of money?

Today I want to talk about some easy and effective marketing tools that you might want to consider using to grow your spa business without breaking the bank.

- **Put a video on YouTube** that walks people through your spa, so they can get a feel for the experience you create. Most buying decisions are made on an emotional basis. Letting people walk through your spa on video, seeing what they could be experiencing, seeing treatments in action, can drive them to book an appointment.
- **Guest blog on well-read fashion and beauty sites.** Too many people decide to create a blog and then rarely post on it, which means they have no readers. It's a lot of hard work to build a well-read blog. A much faster, more effective option is to guest write on beauty tips, treatments, product reviews and skin care for an existing blog that already has strong readership. Many bloggers will welcome guest writers if you write well, and will create interesting content for them on a regular basis.
- **Use Twitter to spread the word.** Follow your clients on Twitter and you can build a following quickly. Create messages about new products, promotions, beauty tips, makeup tips, trends that people will find useful and interesting to read.

Make it controversial and you will attract even more readers!

- **Reward customer loyalty** using a program like www.welcomevancouver.ca that rewards clients with free shopping dollars every time they spend money with you. There is no upfront cost to you and the cost is extremely minimal. Nothing builds customer loyalty faster than free stuff!
- **Build your top clients into Brand Ambassadors.** Give them free or discounted products and treatments in exchange for them promoting your spa to their friends and colleagues, and sending in new clients to you. This program is extremely effective when you have well-connected clients who are not shy talking about how much they love your spa. Get them to host events at your spa.