



MARKETING SUITE PLAYBOOK

# Salons, Spas, and Wellness Businesses

Stay connected, retain your clients, and keep your business top of mind.



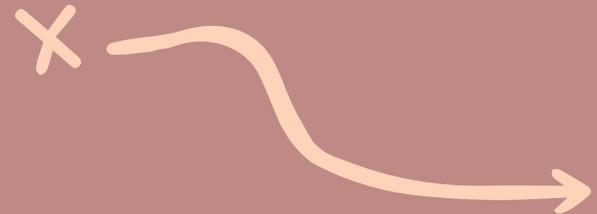
# Let's get started.

As a salon, spa, or wellness business owner, you want to stay connected to your community, retain your clients, and keep your business top of mind.

With Marketing Suite, you can personalize and automate your communications to promote your services. With ready-to-use campaign templates and automations, you can tailor your messaging to earn and build loyalty for months (and years) to come.

Ready to dive in?

This Marketing Suite Playbook is your complete guide to implementing a strong retention strategy. We'll walk through four "plays" in detail and give you the tools and templates you'll need to convert walk-ins, win back lost customers, and create long-term clients.





## Share the latest

New services, new hours, or new team members? Tell your clients about the latest happenings at your business.

## Keep clients up to date.

A lot can change at your business in a short time. Maybe you're offering a new facial or nail service. Perhaps you have a new member of your team or extended hours. Whatever it might be, share the latest and greatest with clients in the **What's New template**. They'll be thrilled to have (even more) reason to come in.



We've got a lot to catch up on!



**A lot has changed here at Willow Hill Salon and Spa.**

- We've updated our hours
- We're no longer taking walk-ins and are requiring all appointments be pre-booked

[Read all the details on our website](#)

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**Try something new**

We're now offering express facials so you can get in, get out, and leave feeling refreshed.

[See all our new express facial services](#)

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**Introducing our new anti-aging skincare products**

We've added a new anti-aging skincare line to our retail offering. Our staff can't get enough, and we know you'll love it too!

[See what's new](#)

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**We can't wait to catch up!**  
Look forward to seeing you soon 😊

[Book Now](#)

*What's New template*



# Promote services, memberships, and products

Let your clients know all about the amazing services and products you have waiting for them.

## Let Marketing Suite do the work for you.

Make the most of each appointment (and improve your bottom line) by increasing your average ticket value.

Have Marketing Suite promote add-on services and must-have products every time your clients book. For new clients, you can send the **New Client Special** template to further entice them to spend.



Come see what the fuss is about

Let's get together (and get your hair looking 🔥)

New clients that book a cut and color service get a **complimentary keratin treatment**. Don't miss out, we can't wait to show you what we're all about!

**BOOK NOW**

**Have any questions?** Reply to this email and we'll respond to you personally. Hope to see you soon!

\*Offer valid for new clients only

*New Client Special template*

**Recurring revenue never hurt anyone, either.**

Turn on the **First-time Visitor Welcome automation**, and send your first-time clients an email detailing the benefits of becoming a member at your salon, spa, or wellness business. You can take advantage of ready-made messaging, too, with the **Become a Member** template.



### First-time Visitor Welcome

Drip campaign to welcome new customers and introduce upsell opportunities.

Turn Off

 [Preview & Test](#)

 [Settings](#)

*First-time Visitor Welcome automation*



### Become a member and save

Treat yourself to a 75-minute massage or deluxe facial for only \$100 a month.

You'll also get exclusive member benefits, like **10% off** all products, discounts on additional services, and first access to our seasonal deals.

[JOIN NOW](#)

*Become a Member template*



# Win back lost clients with promotions

Haven't seen some of your clients in a while?  
Let's change that.

## Marketing Suite can help you reconnect—automatically.

There might be any number of reasons your clients haven't been to your business recently. No matter the reason, you need to check in. In the past, you may have gone through the painful process of segmenting lapsed clients in an effort to reach out.

No need for that level of effort anymore. Marketing Suite does it for you. Set the **45 Day Re-engagement automation** and send emails to all clients who haven't come to your business in the past 45 days. Send a promotional offer with the **Spring Special template** or the **Buy a Series and Save template**.



### 45 Day Re-engagement

Automatically send an email to clients who have not visited in the last 45 days.

Turn Off

[Preview & Test](#)

[Settings](#)

45 Day Re-engagement automation



*We know you love a fresh blow out*



### Why not buy a series and save?

**Get 8 blow outs for the price of 7.**

Your benefits never expire, so your hair will be looking flawless anytime you've got an event, date, or just want that fresh blow out glow.

[Buy a Series and Save](#)

*Buy a Series and Save template*

Use **Offer Builder** to spotlight existing promotions within your software directly in the email. Marketing Suite's email editor automatically generates a call-to-action (CTA) button that makes it easy for clients to check out.

✕

Edit offer details

What do you want to offer?  
Promotion

Which promotion?  
Spring Special 50% Off

**Promotion info**  
[Edit details in your site](#)

Promo code	Max number of uses
SPRING50	1
Discount amount	Valid day(s)
50%	All days
Activation date	Expiration date
April 24, 2021	June 30, 2021

Promotion applies to  
Keratin Treatment

Include promotion info in email

Button text  
BOOK NOW

Cancel Save

Offer Builder



Get a head start on Spring with our **exclusive special!**

# 50% OFF

## Silky Smooth Keratin Treatment

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Get **50% off** a deep conditioning treatment when you book a cut and color service

Use code **SPRING50** to redeem this offer

Valid from April 24, 2021 to June 30, 2021

**Book Now**

Email

📺 Enjoy 50% off with code: SPRING50 [Copy](#)

Checkout  

**YOUR CART**

Keratin Treatment <a href="#">Remove</a>	\$50.00
SPRING50 <a href="#">Remove</a>	(-\$25.00)
Tax	\$0.00
<b>Total</b>	<b>\$25.00</b>

**PAYMENT METHOD**

Pay with stored card

 ●●●●1111 

You will be charged when you tap Check Out

**Check Out**

Check out



## Keep clients coming back again and again.

With new, advanced segmentation in Marketing Suite, clients receive an email and/or text when a service package is running low. That way, they stay on top of their routine—and you protect your revenue.



Contacts who **have pricing option multiple sessions** with **percentage remaining is 10**

Advanced segmentation

### Member at Risk

Automatically send a text to clients who only have one service left.

**Turn Off**

 [Preview & Test](#)  [Settings](#)

Member at risk automation



Hi! Can I book a facial next Wednesday at 5 PM with Allison?

Yes, Allison is available. You only have one service remaining in your current package. Would you like to purchase additional services?



Yes! That would be great.



## Encourage ratings and reviews

Encourage your clients to share their positive experiences at your business—and reward them for doing so.

## Remind loyal customers to share their five-star experiences.

Enable the **Feedback and Reviews Smart Marketing automation** to send emails and/or text messages to recent clients asking for their feedback. You can share positive testimonials about your business with a website widget that populates any rating over 4.5 stars.

Someone leave a less-than-glowing review? You can quickly address their concerns and improve their experience moving forward.

Use the **Ratings and Reviews template** to kindly request that clients publish their positive feedback on a review site or the [Mindbody app](#) or [mindbodyonline.com/explore](https://mindbodyonline.com/explore). It's all about the buzz!



### Thank You!

I want to take a moment to thank you. We know you have a lot of choices when it comes to beauty services, so your support means a lot to us. Did you enjoy your experience? Please don't hesitate to reach out. We strive to provide our customers with a fantastic experience, and your feedback helps make that possible.

Most of our community finds us by word-of-mouth, so we're always grateful when people take the time to leave us a review.

**Do you have a moment to share your experience?**

**Leave us a review on...**

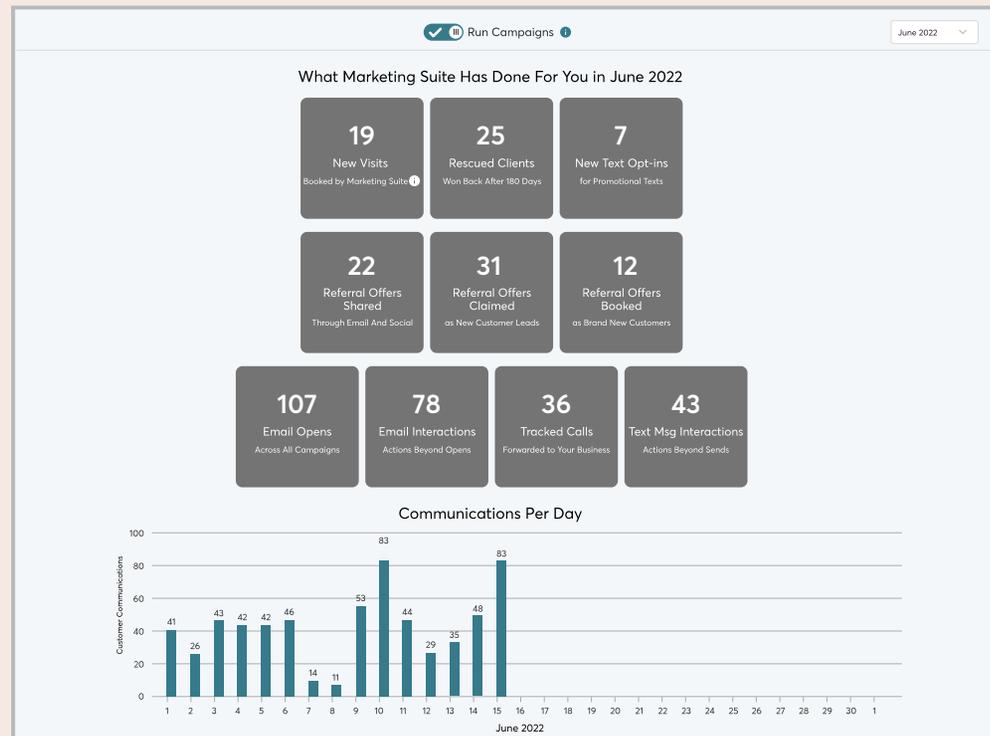
[Mindbody](#) | [Google](#) | [Yelp](#)

*Ratings and Reviews template*

## Continue to use analytics to guide your email efforts.

Look to the **Analytics dashboard** in Marketing Suite to measure the effectiveness of your automations and campaigns. Here, track the numbers that mean the most to your bottom line, including:

- New Visits
- Visit Revenue
- Rescued Clients
- Net Promotor Score
- Feedback Responses
- Referral Offers Shared
- Referral Offers Claimed
- Email Opens
- Email Interactions
- And more



Analytics dashboard



Your marketing efforts are a key part of creating experiences that delight customers—and keep them coming back.

Marketing Suite's automated tools make it as seamless and effective as possible to engage existing clients and retain new ones. You've got this—and we're here to help.

Learn more about [Marketing Suite](#).