



MARKETING SUITE PLAYBOOK

Salons, Spas, and Wellness Businesses

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



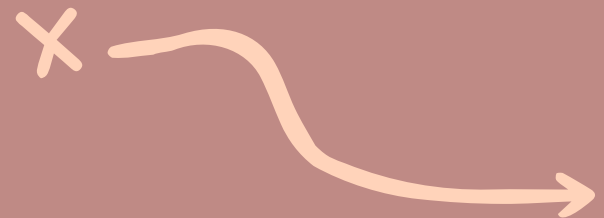
Let's get started.

Right now, communication is more important than ever. 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 business—even from afar. And now, with new, 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 retention strategy both during and post COVID-19. We'll walk through four "plays" in detail and give you the tools and templates you'll need for each to engage your clients and come back stronger than before.





PLAY 1

Reboot your business


Launch your campaign prior to reopening and give your clients something to anticipate, and to add to their calendars!

Welcome clients back to your space warmly.

Send the ready-to-use **Welcome Back template** to your entire client list. This is the moment they've been waiting for!

Be sure to include:

- When you're reopening and a link to your reopening waitlist
- How you're adjusting your space to allow for social distancing
- What upgraded cleaning protocols you've put in place
- If and how you're modifying your schedule and service menu
- Any updates to pricing
- What welcome-back promotions you're offering
- New products you're selling and if you're offering direct shipping
- Any other pertinent details like required pre-booking, revamped check-in processes, etc.




We're re-opening!

We're happy to announce that we're reopening our doors on **January 1st** to welcome you back. We can't wait to see you and help you look and feel your best!

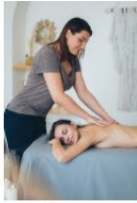
Your safety is our top priority. We've kept our space squeaky clean while you've been away. We'll continue to do so and thoroughly sanitize all stations and equipment before, during, and after each appointment. For more information on our new protocols, head to our [FAQ page](#).

A few business updates:



- We're reopening with **updated hours** and a revised service menu—we'll look at adding additional services in the future.
- **We've staggered our appointments and reorganized our stations.** That way, we can minimize contact between each client and allow for 6 feet of social distancing, when needed.
- We've **updated our pricing** to cover our additional cleaning, sanitation, and supplies to keep you and our staff safe.
- We're no longer taking walk-ins to ensure our waiting area is safe and social distancing guidelines are followed.
- We have a new intake and checkout process. We'll send you all the details when you book.

Now on to the fun stuff!
Here's what we're doing to make our reopening special.



- We're giving away goodie bags to clients that come to see us during our reopening week!
- **Welcome back promotion:** we're offering 20% off our Rejuvenation Package that includes a 60 minute massage, 30 minute express facial, and a pedicure.
- **New client special:** treat yourself to a massage and we'll add hot stones for free.
- We've got lots of new products that we can't wait for you to try.
- **We're now offering direct shipping for products.** Out of your favorite products? We'll ship it directly to your house.

Want to snag one of our first appointments? *Join our waitlist.*

We miss each and every one of you and we are just as excited as you to get back into the spa!

Book Now


Welcome Back template

Let them know the latest.

A lot has changed at your business. Your service menu reflects that. Maybe you're starting to offer a special post-quarantine facial or a nail reboot service. Share your updated offerings 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](#)

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](#)

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](#)

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

[Book Now](#)

What's New template



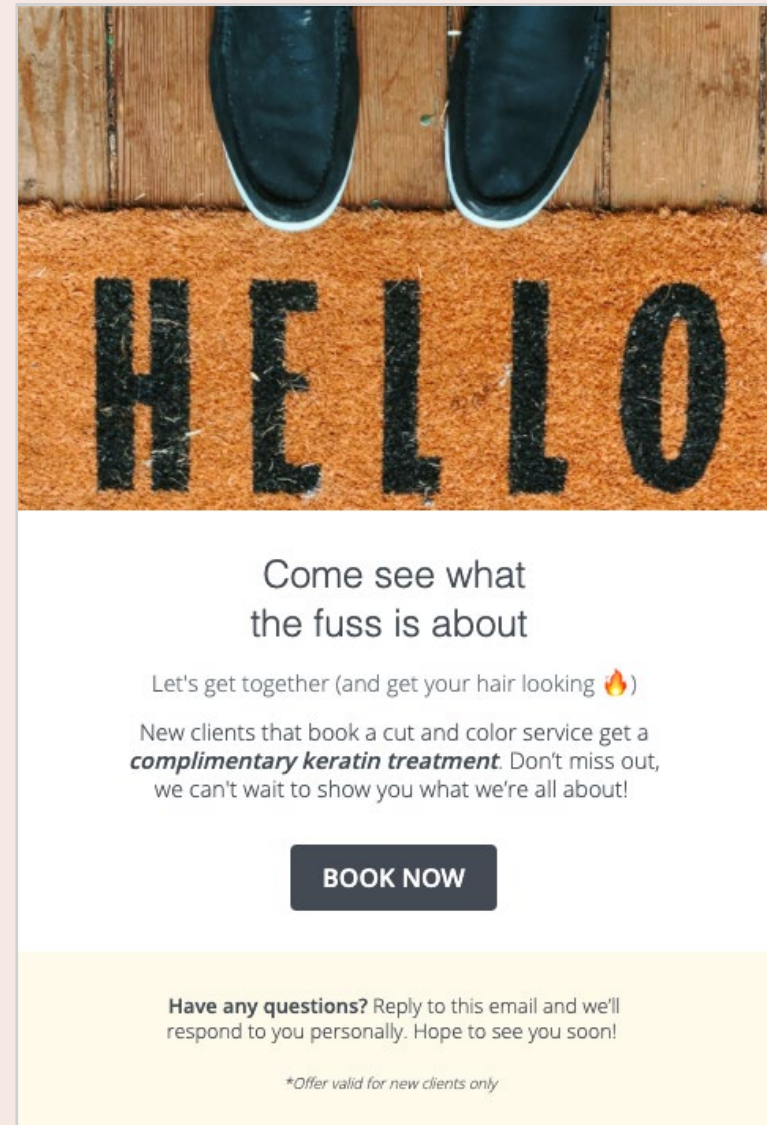
Promote services, memberships, and products

It's time to make up for lost time. Let your clients know all about the amazing services and products you have waiting for them.

Let Marketing Suite do the work for you.

With new constraints on capacity, you need to make the most of each appointment—that means 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 **New Client Special template** to further entice them to spend.



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?

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 Reengagement 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 Reengagement

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

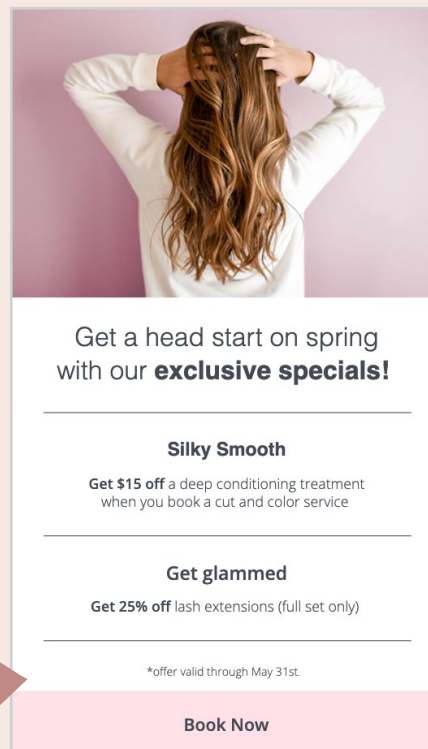
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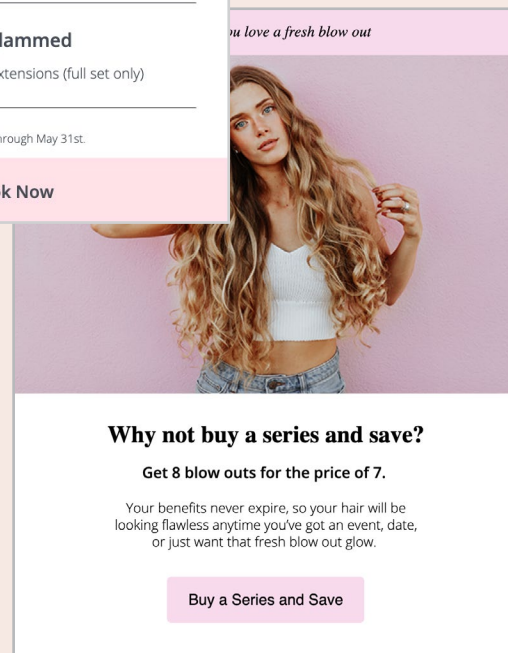
 Settings

45 Day Reengagement automation

Spring Special template



you love a fresh blow out



Buy a Series and Save template

Use **Offer Builder** to spotlight existing promotions within your Mindbody 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
SPRING50

Max number of uses
1

Discount amount
50%

Valid day(s)
All days

Activation date
April 24, 2020

Expiration date
June 30, 2020

Promotion applies to
Keratin Treatment

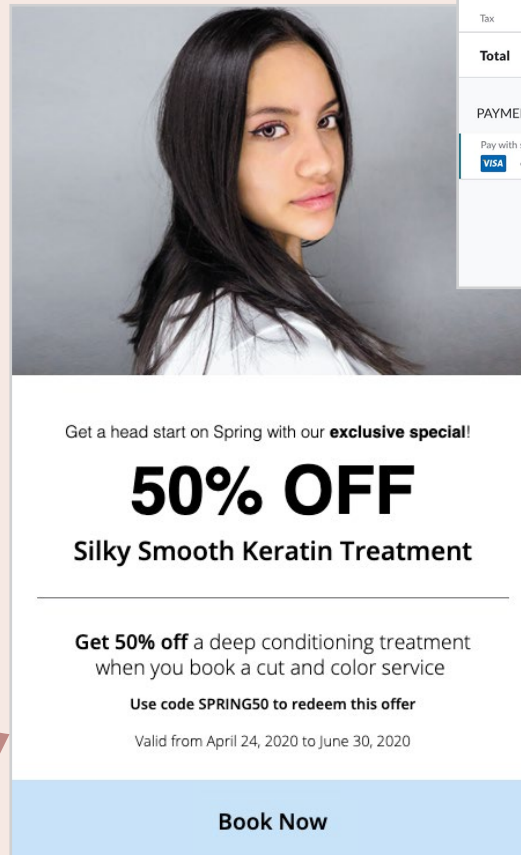
☒ Include promotion info in email

Button text
BOOK NOW

Cancel



Save

Offer Builder



Email

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

Checkout  

YOUR CART

Keratin Treatment [Remove](#)

\$50.00

SPRING50 [Remove](#)

(-\$25.00)

Tax


\$0.00

Total

\$25.00

PAYMENT METHOD

Pay with stored card

 ****1111

You will be charged when you tap Check Out

Check Out

Check out





Encourage ratings and reviews

Even as salons, spas, and wellness businesses reopen, customers may have some hesitation returning. Encourage your clients to share their positive experiences at your business.

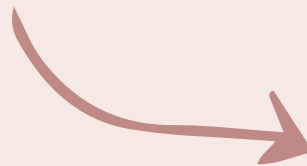
Boost your reputation and credibility with ratings and reviews.

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 didn't leave a glowing review?
You can quickly address less-than-happy customers.

Use the **Ratings and Reviews template** to kindly request that clients publish their positive feedback on a review site or the Mindbody app or mindbody.io. 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...

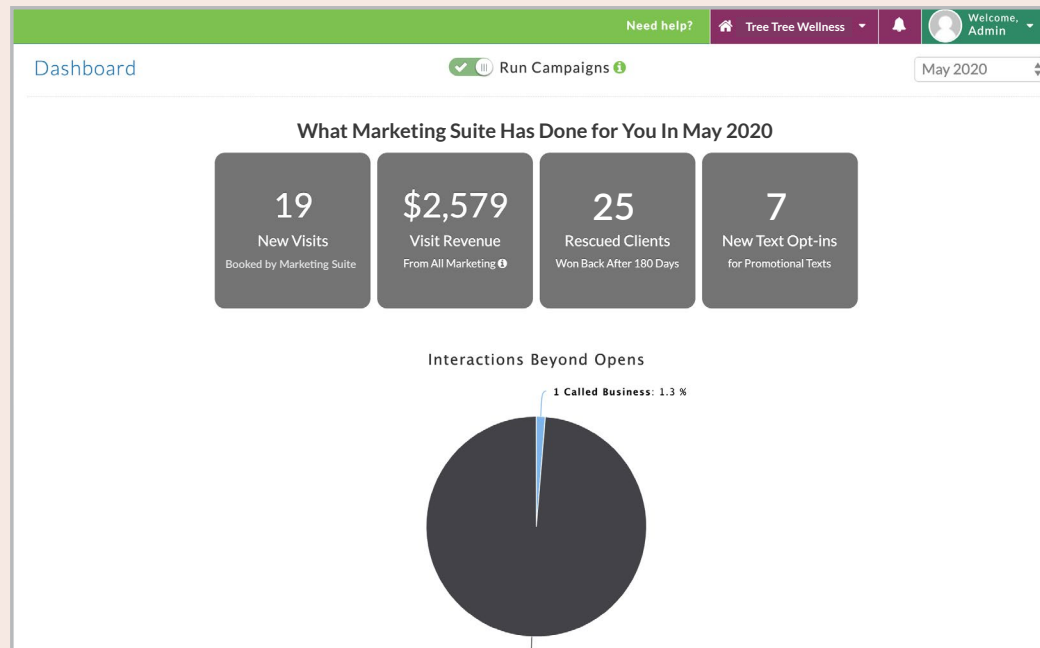
[Mindbody](#) | [Google](#) | [Yelp](#)

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 your business's comeback.

For more on rebooting your business, be sure to download our [reboot kit for salon, spas, and wellness business reopening after temporary COVID-19 closures](#).

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](#).