



E-Marketing for the Holidays

add electronic
campaigns
to your to do
list and reap
the rewards

COOLER TEMPERATURES, BRILLIANT SHADES of red, orange and yellow leaves and pumpkins herald autumn in all of its glory. Their arrival also means that the holidays are right around the corner and with them a long to do list as you prepare your spa or salon for the busy, hectic season.

As you make your list, do not forget to think about holiday promotions and incorporating e-mail into your marketing plan. E-mail is an easy, cost effective and proven way to stay connected with clients and increase visibility. A holiday e-mail campaign can help increase sales and boost client visits to your spa or website, raise awareness of your spa and the services offered, strengthen customer loyalty and increase new client visits. ➔

BY RENÉ BROOKBANK



If you don't know where to begin or do not have time to create and manage an e-mail campaign, seek help from spa and salon e-marketing experts.

So grab your list and get into the spirit—spread holiday cheer and maximize sales with a dazzling e-marketing campaign.

We know there is a lot of holiday e-mail clutter out there. To achieve optimum results, spend time now developing a targeted e-mail campaign that will deliver your message to clients. Consider having your messages reach clients starting in November (Thanksgiving) and extending the message through Christmas/Hanukkah and Kwanzaa/New Year's all the way to February (Valentine's Day).

Existing customers are your best targets, so begin by brainstorming appropriate seasonal specials and scheduling the distribution of all promotional e-mails in advance. A marketing plan that spans the entire holiday season will maximize results and help you stay organized and focused on clients.

Style & substance

As purveyors of beauty, spa professionals should showcase their signature style in every marketing activity, ranging from e-mails to web design. Thoughtful design and attention to brand detail make a difference in the inbox. In order to maximize results, concentrate on the two Cs:

- **Customize**—create e-mails that match your brand, website or other marketing materials, as well as your specific style.
- **Consistency**—strive for a uniform look and feel that will make your e-mails instantly recognizable and appealing to clients, and be consistent with distribution.

Beyond style, you also need to consider substance. Your repertoire of seasonal e-mails might include product or service promotions, invitations, announcements, holiday e-cards and e-newsletters, and the content of these e-mails needs to match. Incorporate your own personal style into the information and headlines in a way that makes them fun and enticing to read. Examples of light-hearted holiday headlines include:

- Holiday Pumpkin Peel—Great for Your Skin and Easy on the Waistline

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Additional 12-month packages could include a monthly manicure/pedicure, massage or a quarterly peel.

- Spa, La, La, La
- Add Flash to Your Lashes This Season with Our Signature Eyelash Tint

Informative and personalized content also increases value for the reader and ensures future interest. Beauty, skin and hair care tips could be featured, along with bios and staff photos, information about new services and recipes for holiday food or drink. A call-to-action also works well: click here for information, book an appointment and receive an offer, etc.

If you don't know where to begin or you do not have time to create and manage an e-mail campaign, seek help from spa and salon e-marketing experts who can manage portions or all aspects of your e-mail campaign.

Holiday e-mail promotions are limited only by your imagination and what best fits with your clientele. Here are some creative ideas to make your holiday e-marketing program a spectacular success.

Grateful for November

Thanksgiving is the perfect occasion to thank clients for their business and set the stage for the holiday season. Incorporate a spa-themed design, such as an image of towels and fall fruits, into your e-mail and promote holiday inspired treatments like pumpkin peels.

You also can send clients a coupon that offers a discount on services or a free gift.

Festive December

Be good to the environment and stay connected with clients with a customized holiday e-greeting. Hire a graphic designer to create a stylish, custom e-greeting using your logo, colors and a beautiful holiday image. Adding seasonal sentiments also provides a nice touch. The holiday design can be leveraged for additional e-mails—just change the content and image as needed.

Remind clients about gift certificates and offer discounts or bonuses for purchasing more than one certificate.

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Gather e-mails. Your receptionist can ask for e-mail addresses when clients pay for services or buy products, and a website sign up screen will allow visitors to join your subscriber list.



Put together annual packages, such as a year of facials or monthly waxing appointments. Additional 12-month packages could include a monthly manicure/pedicure, massage or a quarterly peel. These programs generate cash flow and give clients a loyalty incentive.

Highlight new services, retail items or extended holiday hours. Clients will appreciate your e-mails, especially if you are promoting special spa hours for their convenience.

Invite clients to an open house or special event. If you are planning a seasonal event with holiday food, enticing discounts or other seasonal promotions, an e-mail invitation is a great way to provide the details.

Highlight foot care services. With the shop til you drop mentality, women need to take care of their feet before holiday events. Offer a holiday themed pedicure, such as “Twinkle Toes,” including rhinestones or glitter to add some glitz.

Feature special New Year’s Eve treatments, such as false eyelashes or customized makeup. You also can highlight spa parties, such as a “Girls’ Night In” the evening before New Year’s Eve. Invite your female clients to wear their pajamas and enjoy a night of pampering to prepare their skin, locks and lashes for the countdown to the New Year.

Fresh new January

Focus on post-holiday promotions. This is a great time to promote a “New Year—New You” program, including annual 12-month spa packages.

Offer beauty and health tips in your e-newsletter which could be called “Skin Care Resolutions.” Tips could include discarding old, used beauty products, committing to professional monthly facials and eating foods loaded with antioxidants, to name a few.

For the love of February

Promote Valentine’s Day gift certificates and offer discounts for clients and gift shoppers who book and pay in advance for services. Create a Valentine’s Day romantic getaway with couples in mind—a “Spacation”—and include chocolate-inspired treatments for two.

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Reap the rewards

With the holidays fast approaching, now is the time to include e-mail in your marketing plans. E-mail messages are simple, cost-effective ways to stay in touch with your clients, build your brand and increase sales during the holiday season. There are many creative ways to reach customers via e-mail, but if you do not have a knack for design and writing or the time to develop and manage a holiday e-marketing campaign, seek professional assistance. A marketing campaign can be launched quickly, and you'll find it is money well spent. Clients will be pleased with your beautiful e-mails and offers, and so will you when you see an immediate positive impact on the bottom line. Best wishes for the holidays. ■

René Brookbank is cofounder of SignatureB Communications, a provider of unique e-mail marketing products for spa and salon professionals. Brookbank's background includes a blend of sales, marketing and public relations expertise, along with experience as a licensed esthetician and spa owner. She can be reached at rene@signatureb.com or by visiting www.signatureb.com.



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Get the most out of your e-mail lists year round

WHETHER YOU HAVE 50 OR 5,000 E-MAIL addresses, your list reflects an audience that is interested in your business and wants to receive your promotions. But don't stop there—your list can be expanded. Here are some ideas to get started:

- **Gather e-mails.** Your receptionist can ask for e-mail addresses when clients pay for services or buy products, and a website sign up screen will allow visitors to join your subscriber list. Be sure to also include e-mail address requests on forms, such as new client cards. Ask for additional information, such as age, gender, address and services they use. These variables will help you better reach your clients.
- **Segment your list.** While it may be tempting to send one e-mail blast to your entire client list, it can be more effective to divide or segment the list into areas of interest, i.e. spa services, skin care and waxing, and tailor each communication for maximum impact.
- **Do not forget the subject line.** This is your opportunity to entice clients to read your e-mail. If you are promoting an offer, shorter is better. But if you are using your e-mail newsletter with an eye toward retention, relationship building and informative content, a longer subject line will engage your clients.
- **Use your clients to grow your list.** Provide a reason to forward your e-mail, such as a family and friends discount. This type of offer extends the life of your promotion and generates excellent results. You can also grow your list by adding a sign-up link at the bottom of your e-mail.
- **Send e-mail with delivery in mind.** Professional e-mail distribution services are available and make e-mail list management and distribution a snap. Once your list is uploaded, changes such as additions, corrections and opt-outs are easily handled. Delivery also is simplified and can be scheduled in advance, freeing up more time to spend with clients.