



HERWAY
Beauty

**GETTING
YOUR
NEW
SPA
FULLY
BOOKED**

INTRODUCTION

Some of you may have heard my story when I was just getting started. One of the biggest challenges I had back then was not having enough customers to fill up my bookings.

Yes, we were new, people didn't know us....

Trust me - Handing out brochures and cold calling is not the answer.

Signing up with discount platforms is also not the answer -

What I wanted was not just customers to fill up the bookings, but customers who will come back again and again.

So, how do you get not just people, but the right people to want to try out your services?



Sabrina

www.herwaybeauty.com

1

INFLUENCER MARKETING

"I used influencers to promote my Spa and my services on their page and I also got them to use Facebook Advertising to promote the post."

The benefit of using the right influencers is it will draw in the crowd.

Try also to incorporate simple "competitions" on the posts to gain more engagements and get people excited to try out your services.



TIPS ON CHOOSING THE RIGHT INFLUENCERS



Do some background checks



Look at their page



**Look at the engagements on
their posts - the likes, shares,
and comments**



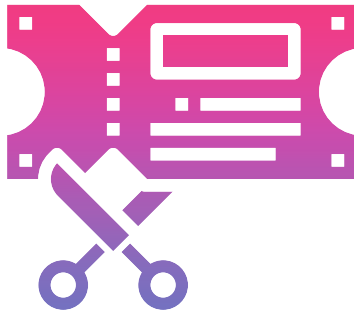
**Assess whether their
followers are your target
audience**

2

CUSTOMER ATTRACTION STRATEGIES

"What is important is to know what would attract the right target customers to you and then, create an irresistible offer to attract them to immediately make a booking with you."

Know what is your unique selling point and what would attract your dream customers to try your services for the 1st time. This may be a discount voucher or a special trial for 1st time customers.



3

CUSTOMER RETENTION STRATEGIES

"While it is good to get your Spa fully booked but what is more important is to keep your customers coming back again and again. You want your Spa to be always fully booked."

It is important to have customer retention strategies and offers that can bring your 1st time customers back a 2nd time, a 3rd time and eventually be your loyal fan.



KEY TAKEAWAYS



Effective use of influencer Marketing



Attractive Customer Attraction Strategies



Tailored Customer Retention Strategies

