

Attracting New Clients

Snap Shot Survey
Industry trends right now!

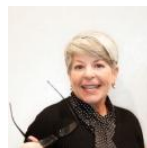


Released Feb. 2018

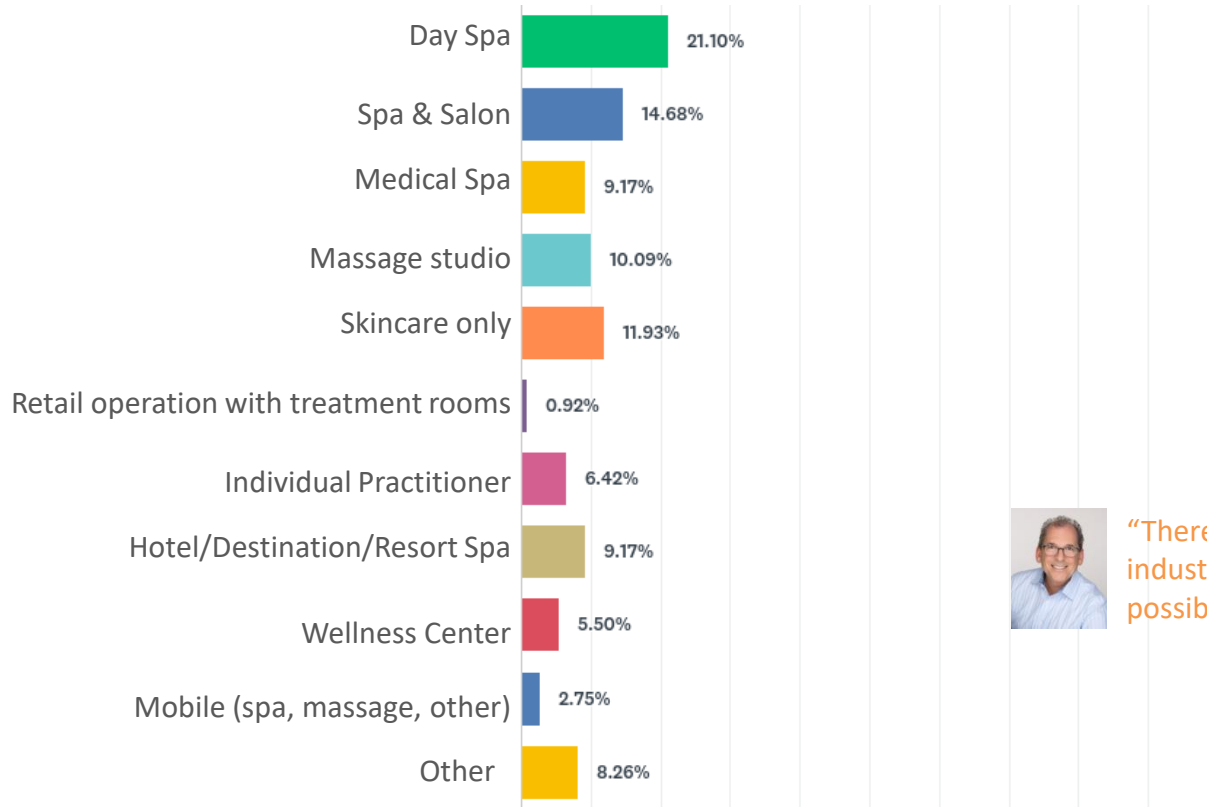
Every business faces the challenge of attracting new clients with an eye to creating a loyal and lasting fan base.

Our snapshot report will give you a glimpse into how wellness companies across the industry are utilizing ideas and strategies to bring in more business.

Look for comments from Allan Share and Patti Biro on their thoughts on the data.

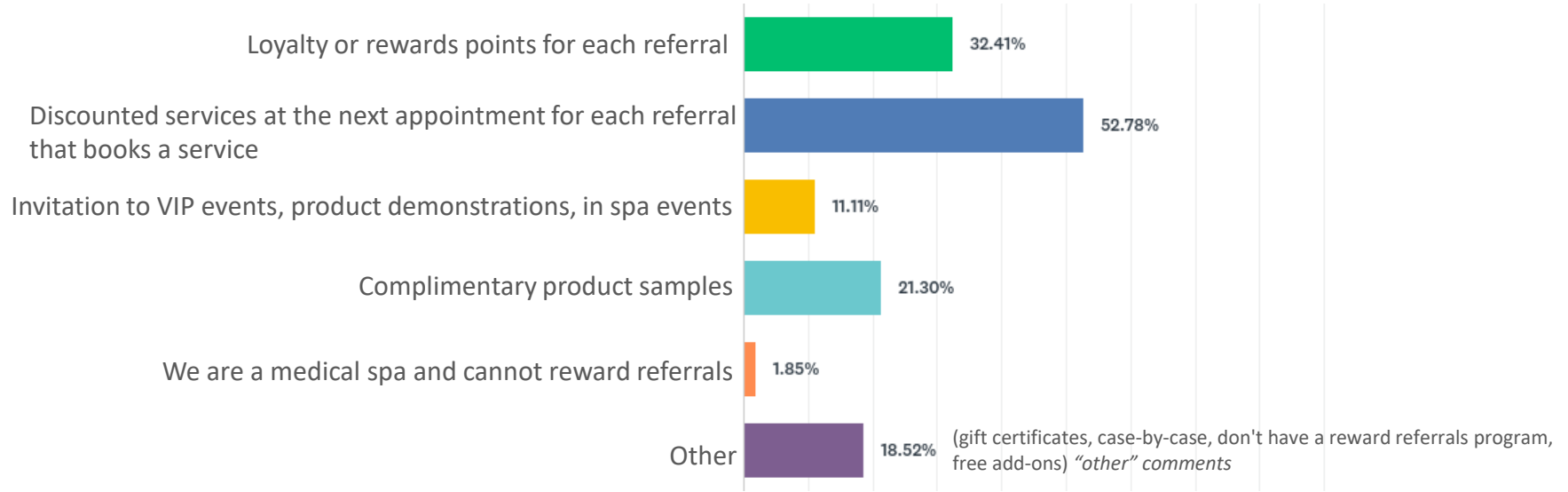


How would you describe your facility?



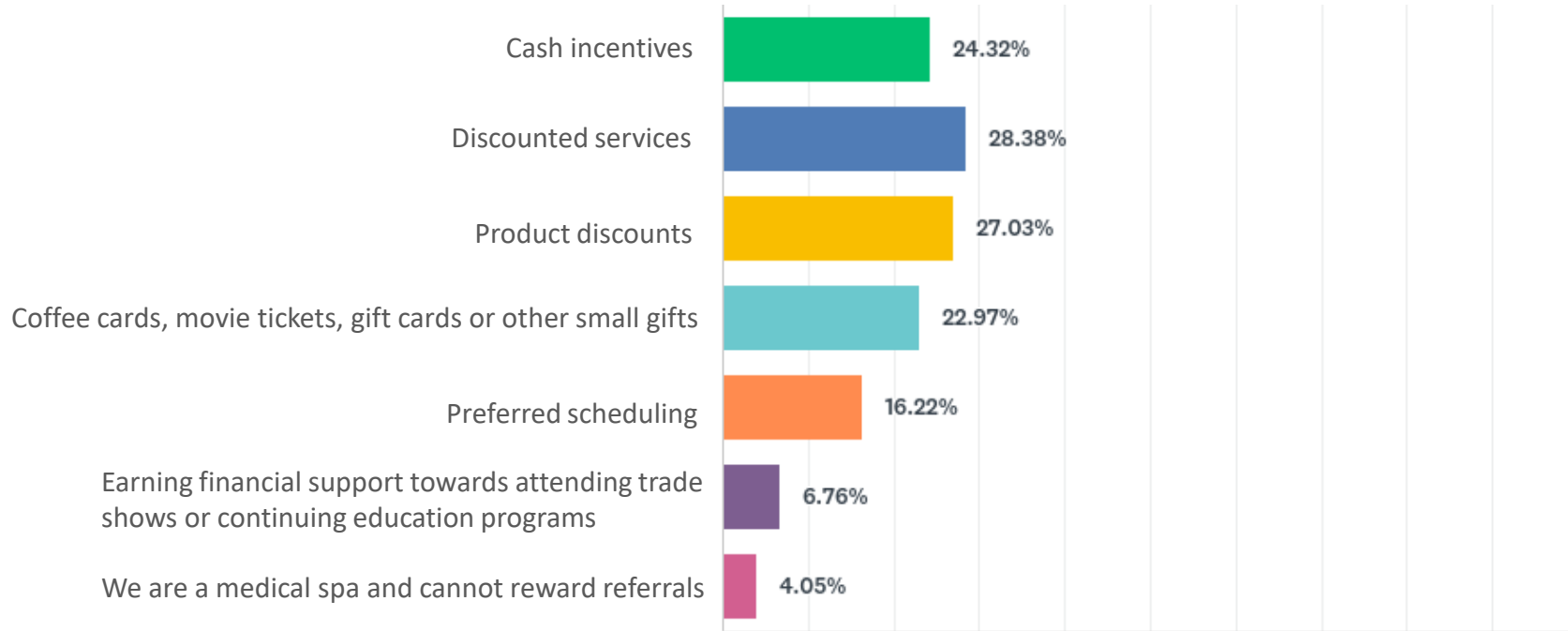
“There are so many types of facilities in our industry and we've captured as many as possible”

How do you reward referrals from current clients?



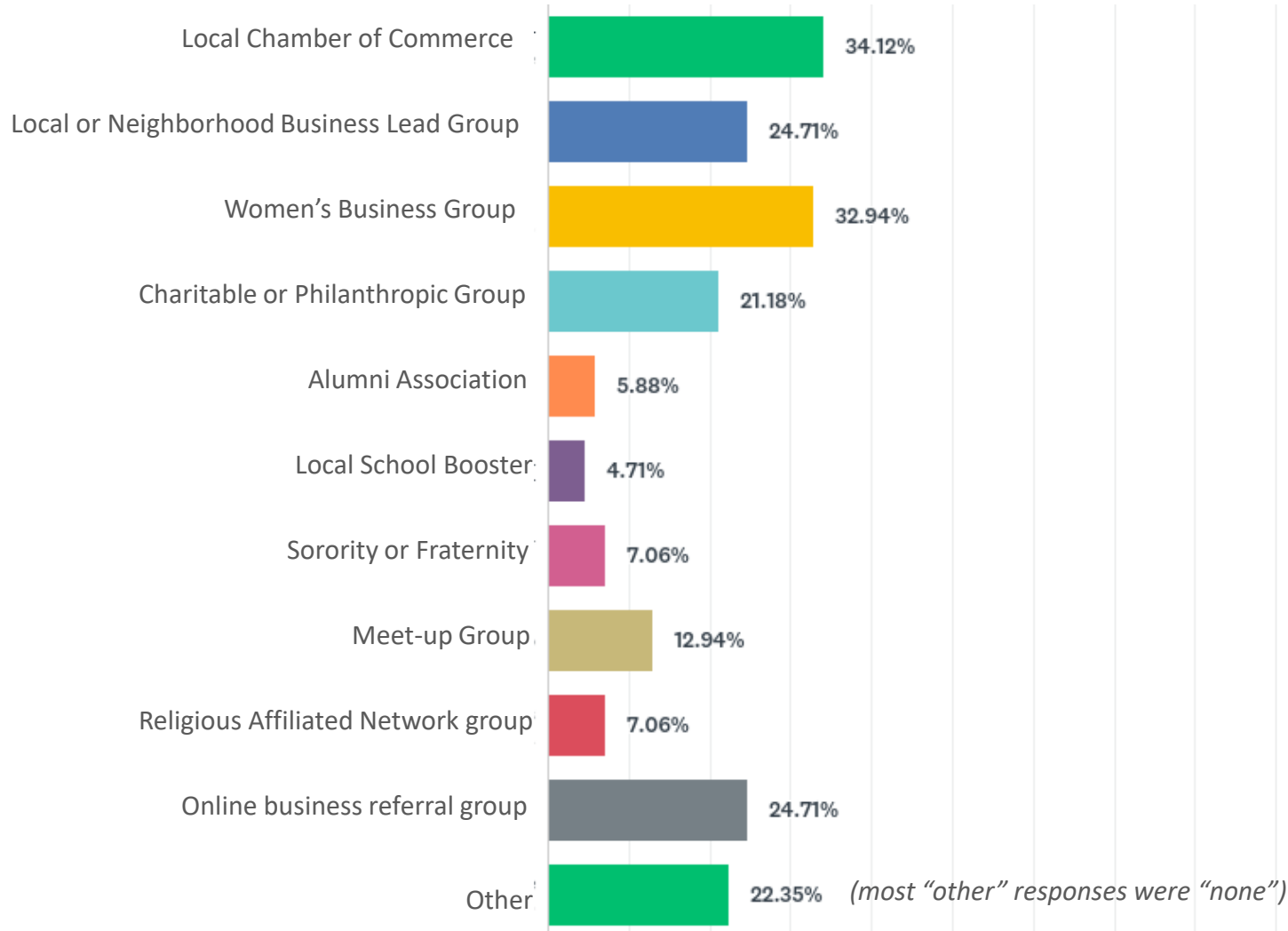
“The most popular way to reward referrals is to offer a discounted service as a thank-you. This is just one of many ways to create a dynamic referral program: Remember, medical spas have to be very careful when creating loyalty or rewards programs due to legal issues.”

How are current employees rewarded for referrals?

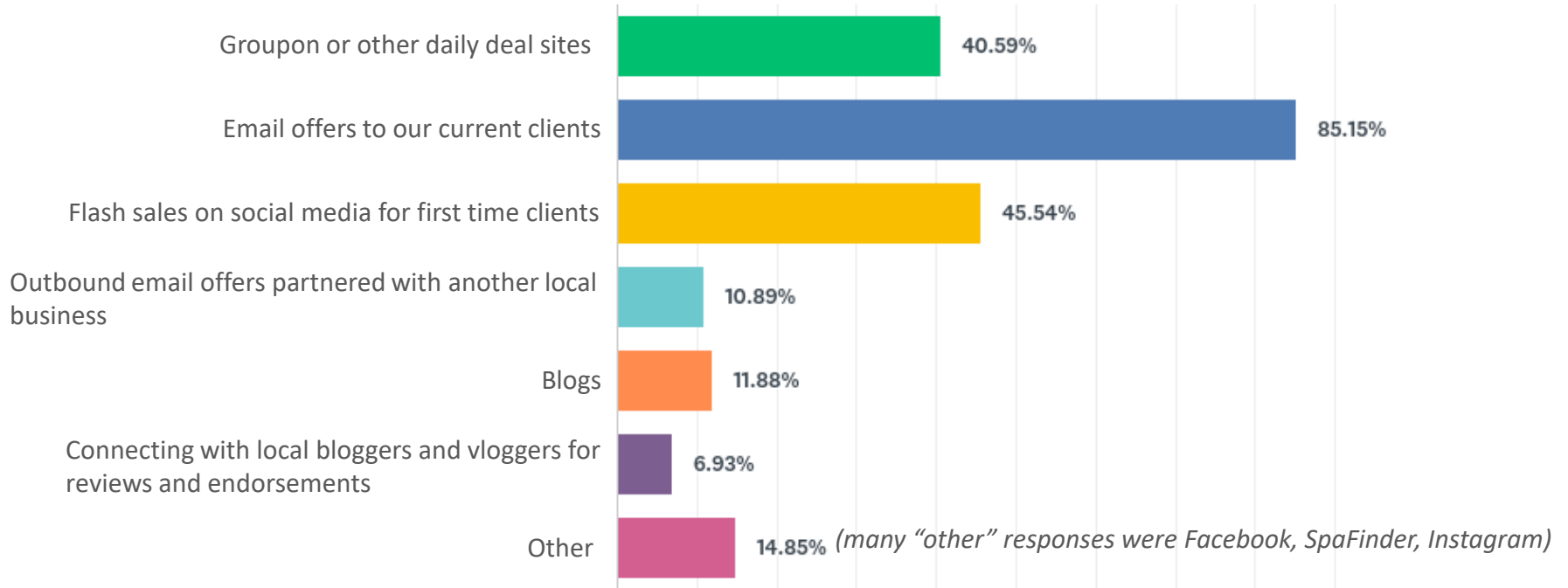


“Cash is always king, but be careful handing it out. Always check with HR.”

Types of networking groups that you belong to:

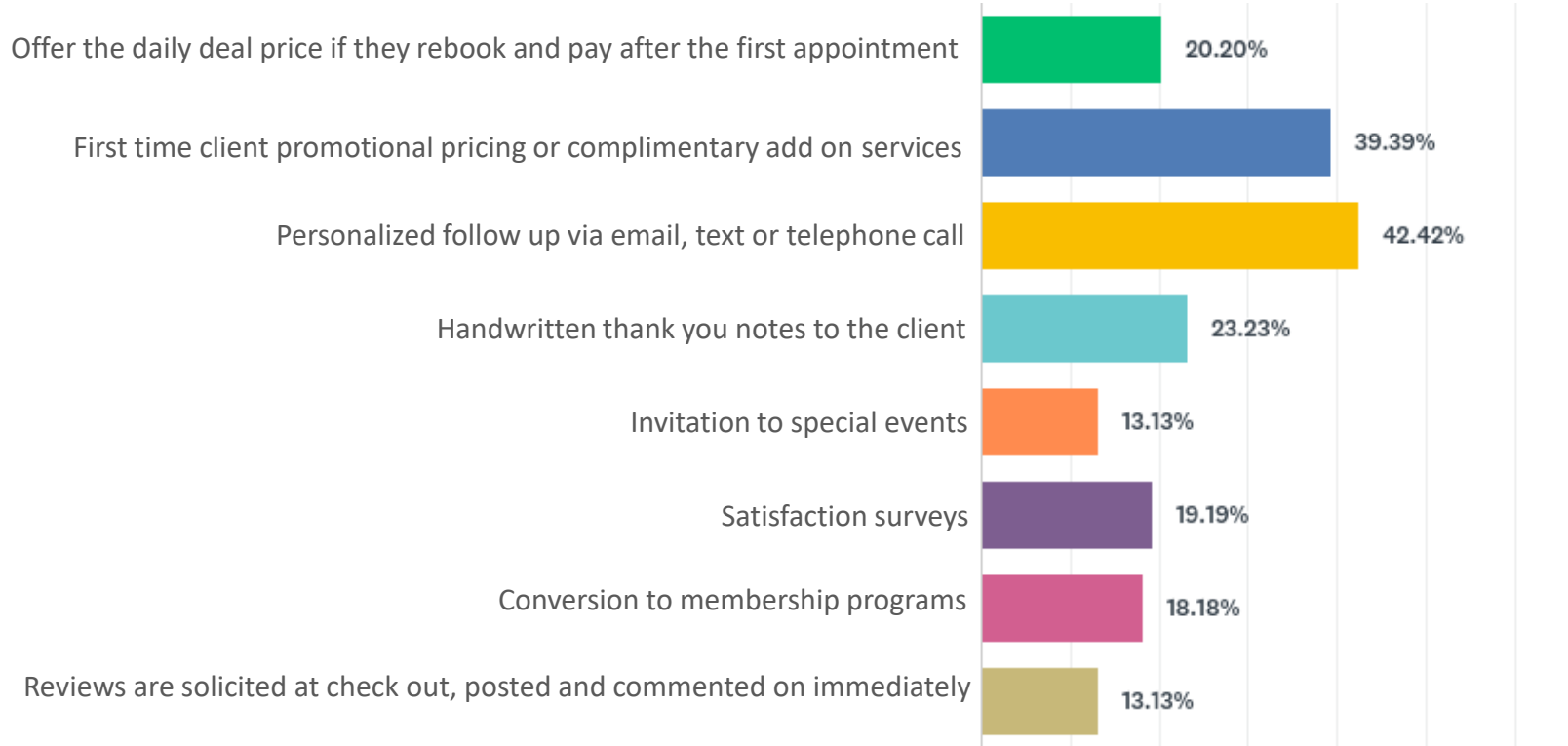


Which social media or e-commerce campaigns have you participated in?



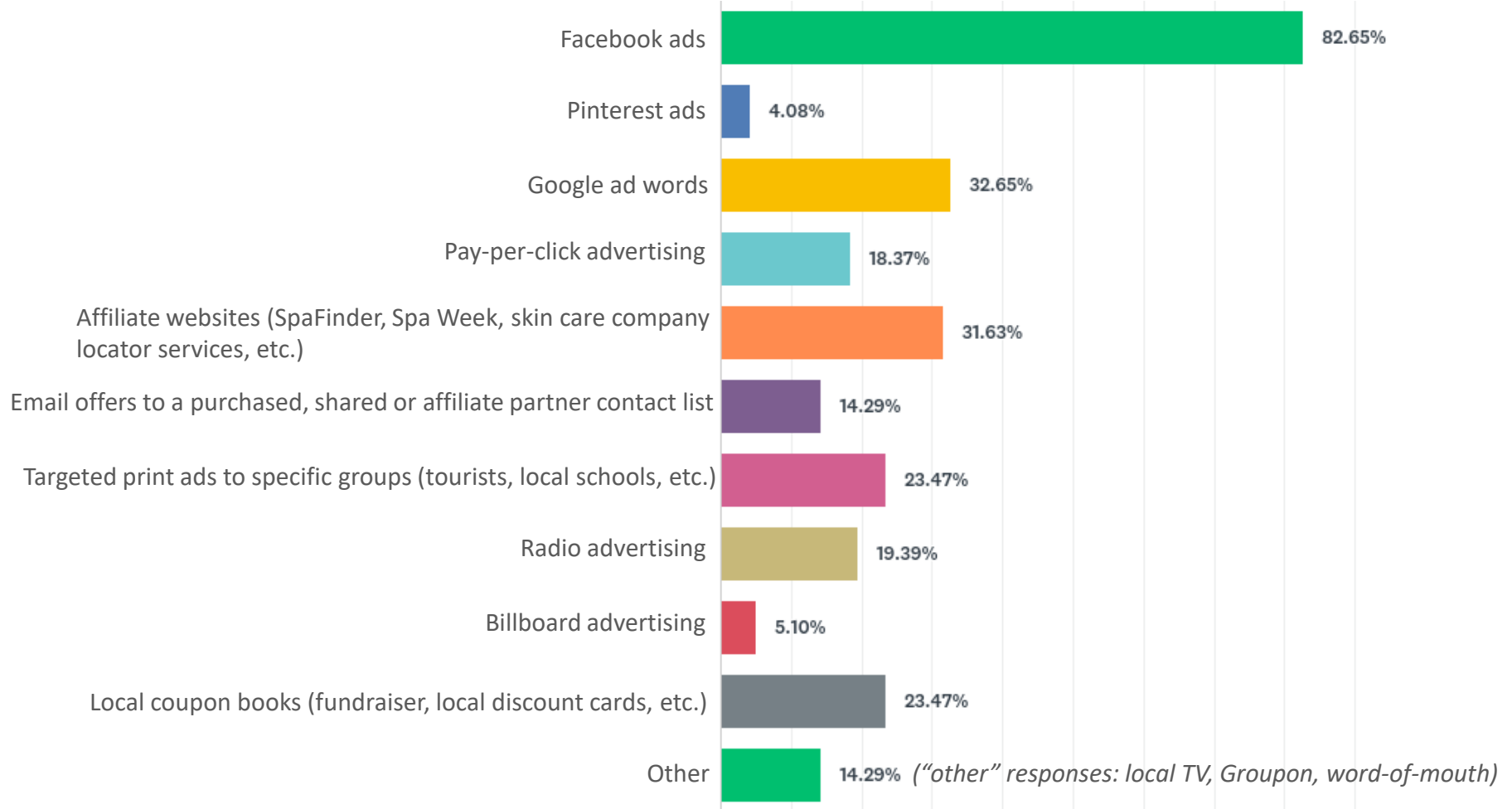
“Email offers to existing guests is the #1 method for social media or e-commerce campaigns—with a whopping 85% using this strategy. Given the rising popularity of platforms such as Instagram...you might want to rethink this!”

How do you convert and rebook first time clients?

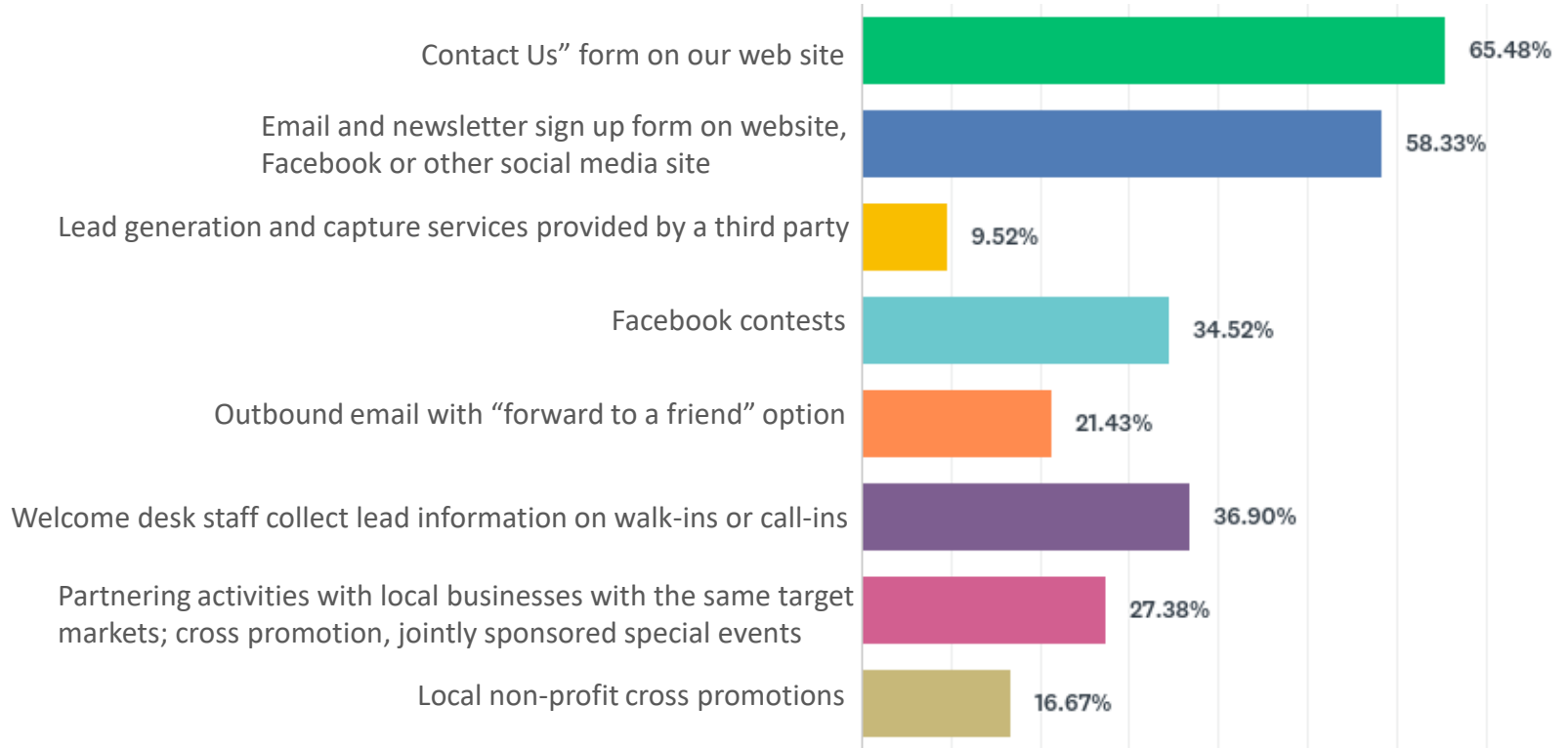


“This is so critical, it can't be emphasized enough. Expand on the ways you rebook your new clients.”

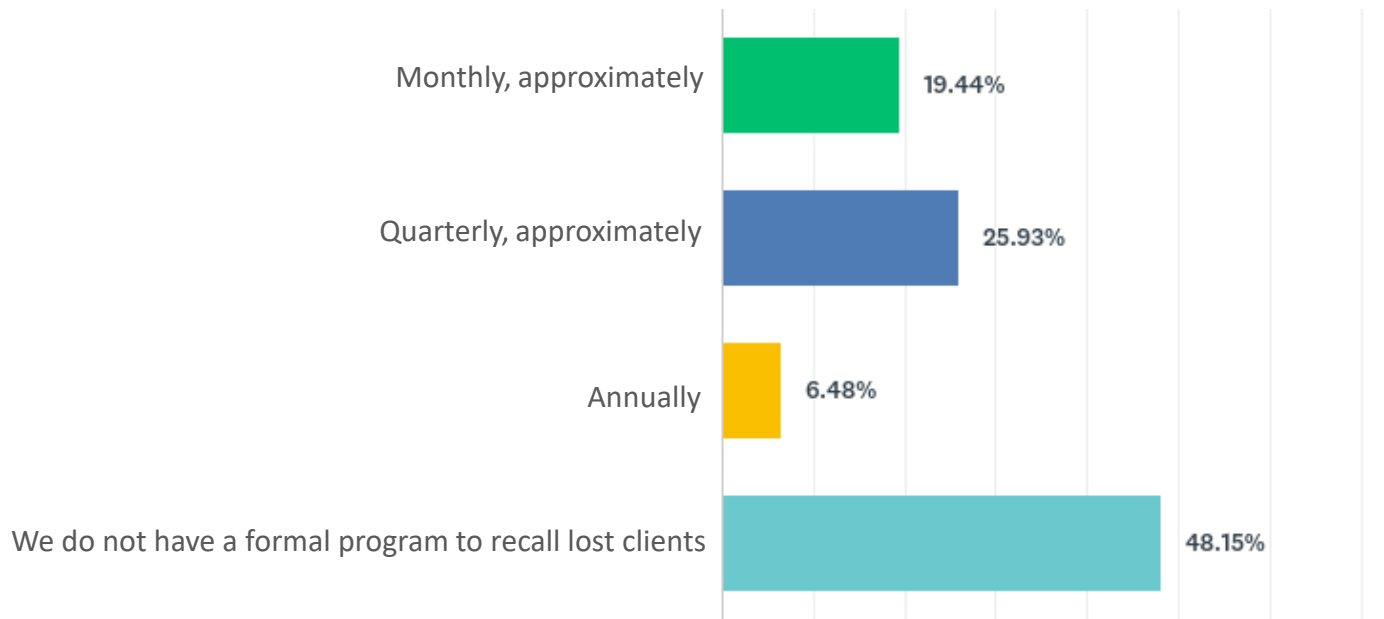
Which of the following ad campaigns have you used to attract new clients?



How do you capture leads?

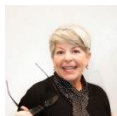


How frequently do you reach out to “lost” clients?



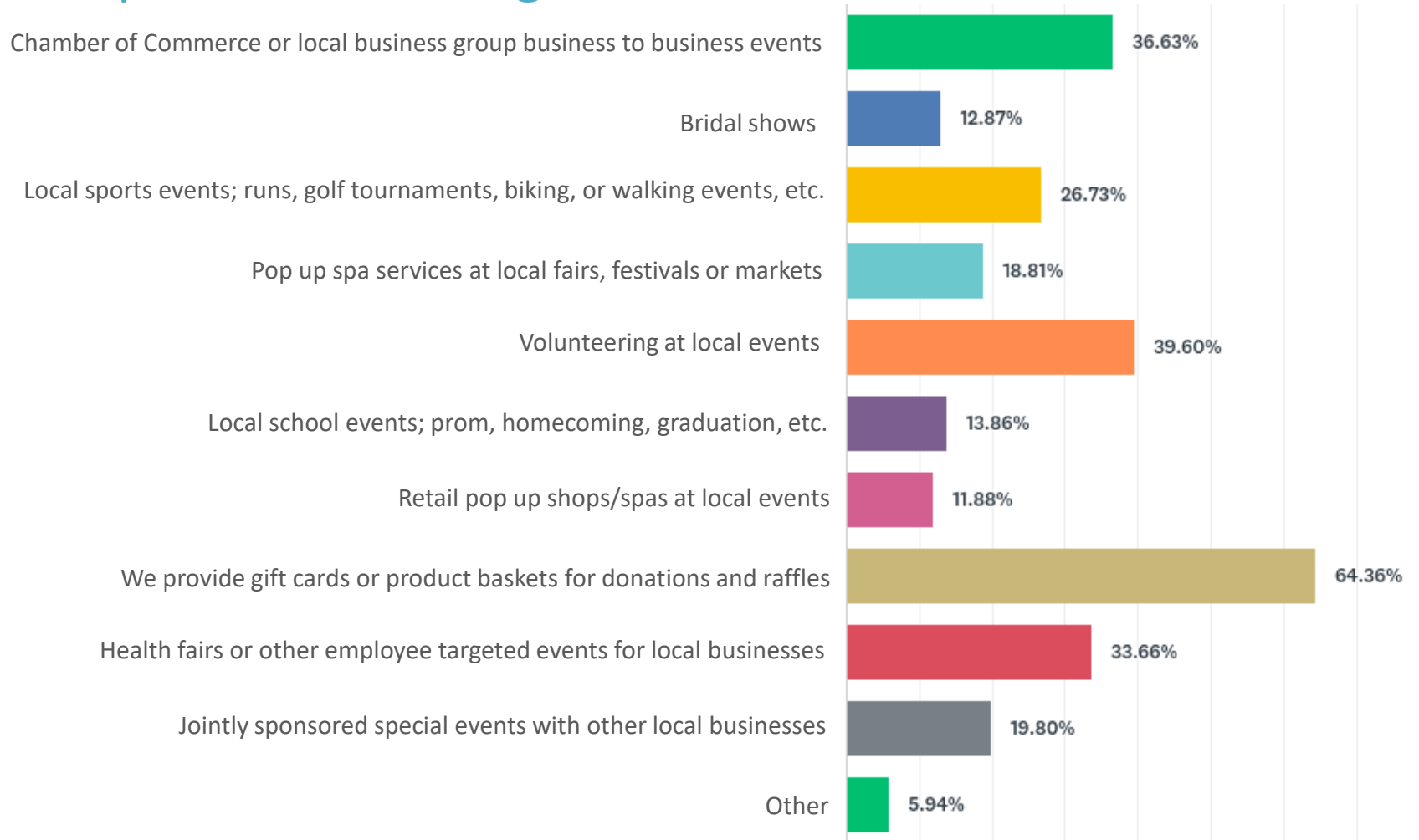
“Make sure you have a valid process that tests your procedures for recovering lost clients. If you are not measuring it, you don't know if it is working.”

How do you maximize gift cards as a source of new clients?

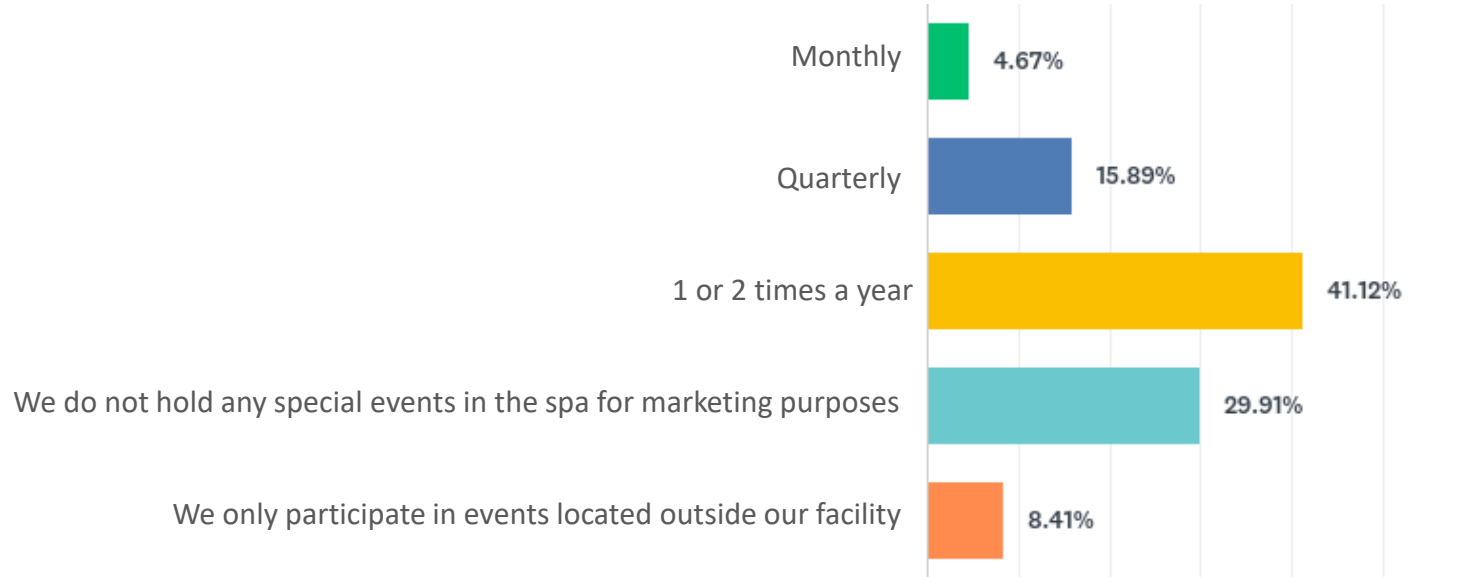


“Gift card sales are still the best way to bring in a new guest- the key is to create some incentives for early redemption. Remember, gift cards stay on your balance sheet as a liability until redeemed.”

What types of local community events do you participate in for lead generation?



How often do hold special events in the spa?



“Special events should be part of a robust, ongoing and well-planned marketing campaign- if you do only one or two events a year you are not harnessing the power of an in-facility event to draw new guests through the door.”

Thank You!

[Click Here](#) to join as a member for FREE...

Access our Industry Reports,
Education and Business Building Resources,
Free Industry Magazines, and much more!