



# Double Bliss Marketing Campaign Template

**Aim:** To use this Marketing Campaign and increase Revenue & Clients

**When:**

- months are cooler/Winter
- School Holidays
- New Staff
- New Business Opening
- Relocation
- Don't need an excuse

## **Staff**

### **Here is what we want you to do and why**

#### **Client Offer**

For all regular Spa clients, invitation to be offered to them at the end of their treatments.

#### Here is what we want you to say and why:

#### **Script**

Thank you for coming to xxxx, we appreciate your support. Here is something for you and a friend. (hand offer to customer)

This is an opportunity for you and a friend to enjoy the Spa experience at a reduced price.

Here is how it works;

You and a friend can book in together at any time between Monday – Thursday (refer to brochure for opening hours).

The offer is for any of the individual services; it does not include packages and gift voucher sales.

Please be aware that for this special offer you and your friend, relative or business acquaintance need to come at the same time and have the same treatment or a similar treatment for the same value.

This offer expires xxxx.

We look forward to seeing you and your friend.

#### **When taking the booking**

When a client rings up to make their appointment, you will need to ask for the voucher number. Please remember that the client is to book the two treatments at the same time and for the same dollar value. Upon booking the clients into the computer, please write in the booking **Double Bliss**, take telephone, and address details.

We prefer that these appointments be booked during down time. We have outlined Monday – Thursday. We will not book outside these days.

If a regular client phones wanting to make a booking you may tell her about the Double Bliss offer and invite her to bring a friend with her.

#### **When processing the bill**

Here is where you will take the voucher form the clients, please write the clients full names on the back of the voucher. The vouchers are to be kept in a file box.

If the friends have chosen to share the cost of the two for one or one is paying for both you simply discount each treatment 50%.

You will need to enter the client's history that they and a friend have come into the Spa/Salon and have received this **two for one** offer.

#### **Follow Up**

In order for this promotion to work successfully for us, it is important that all information on each client and friend that takes up on this offer is put on the computer. This way we can follow up with an email thanking them. Upon booking the address and telephone, details should have been collated so we can email them and at completion of consultation, add clients to Newsletter database etc.

- Like us/Rate us on Facebook and go in the draw to win a FREE makeover.

#### **Review Success**

Review how many took up the offer, dollar spent – see Marketing Existing Promotion Review Template.

## xxxx “Double Bliss” Invitation

### Purpose

Introduce new clients to xxxx, to thank regular clients for their loyalty, and to increase Business Revenue. For this promotion to work it is vital that all staff that treat these regular and new clients up sell, not only themselves but also retail and rebooking. Targets should be in place for staff – refer to staff targets below.

### The Offer

xxxx regular clients will be given a **Double Bliss** offer; this is for them to introduce a friend to us. They may choose to invite and pay for the Double Bliss offer themselves or they may split the price of the treatment with a friend. May choose to select 4-6 treatments only – that client chooses the same.

### Here is how it works

Every existing client that leaves the Spa and Salon will be given a **Double Bliss** invitation, up until xxxx.

### Marketing Channels

Choose to advertise through:

- As above to existing clients
- Social Media
- External Media
- In Spa

### What is required from Front Desk

All clients are to be given a letter before departing the Spa; their name is to be written on the letter. Explain to the client, that they are a loyal customer and we would like to invite them and a friend, relative or business acquaintance to the Spa/Salon. They both need to have a treatment at the same time for the same dollar value and they will be charged the **Double Bliss** price.

The promotion expires xxxx, and is only available Mon-Thurs. The client receiving the voucher cannot have both the treatments themselves. They must bring a friend, and have the treatments at the same time.

Upon giving the client the voucher, please enter the voucher number into the computer under client’s history.

### Voucher

The conditions voucher will have the following information on it:

**To:** You and a Friend

**From:** xxxx

**Treatment:** Two treatments of the same value, at the same time for the price of one.

**Expires:** xxxx, redeemable Mon-Thurs only.

A brochure is to accompany the voucher and letter.

Please advise us of this voucher upon booking appointments.

### Bookings

When a client rings up and makes the appointment, Front Desk is to ask for the Voucher Number. The clients must book the two treatments at the same time and for the same dollar value. Offer excludes packages, and gift voucher Sales applies to individual treatments only. Do not book these **Double Bliss** during late nights, always try to sell the down time first. We will not accept any clients with **Double Bliss** after xxxx.

Arrive 10 mins before appointment if new clients to complete consultation process.

### **Therapist**

#### Consultation process

- Thorough consultation process prior to treatments.
- Complete spa consultation form.

#### Prescription

- Write a personalized home care prescription

#### Staff Targets

- Upsell of treatments every 10 double bliss performed at least 4 additional upsell services performed e.g. eye lash tint etc.

#### Rebooking

- 60-80% rebooking % of clients

#### Retail

- Recommend 3 products and sell 1 product per client.
- 70% Retail of 10 clients

Spa & Beauty

Date

Dear,

Thank you for visiting xxxx, we appreciate your ongoing patronage.  
Here is something for you and someone deserving. We invite you and a friend, relative or business acquaintance to enjoy the Spa or Salon experience at a special price.

This is an opportunity for you to share with a friend what we trust has been a blissful experience for you.

**Double Bliss** is the promotion. Two treatments for the same value, for the price of one.  
An example of this fantastic offer is:

Two Massage Experiences costing \$160 for the price of \$80.  
You may wish to spoil your chosen friend or split the cost.  
Naturally with an offer this good there are a few conditions for this **Double Bliss** offer.

**Conditions**

- You and a friend can book in together at any time between Monday – Thursday. (Refer to enclosed brochure for opening hours)
- This offer is for any one of the individual services displayed on the brochure; it does not include packages and gift voucher sales, cannot be used on promotions.
- Please be aware that for this special offer, you and your friend, relative or business acquaintance need to come at the same time and have the same or similar treatment for the same dollar value.
- This offer expires xxxx.
- Be quick to book as this offer is for a limited time only.

Please feel free to telephone us if you have any questions.  
Thank you for choosing xxxx we look forward to being of service to you and your friend very soon.

Kind Regards,

xxxx  
Position  
Company Name