

## Creating a Spa Marketing Plan

By Felicia Brown

Before diving into the world of specials and promotions, it is imperative to gain clarity about what you hope to accomplish with your marketing. Taking these steps will help you gain better overall results as well as improved results with each individual promotion.

To get started, I suggest you set aside a day or two to review your business and marketing performance for 2017. When you see how this compares with what you want for the year to come, you'll be able to create relevant business goals and marketing ideas for the coming months.

Though this plan may seem overwhelming, we'll break it down. Below are a few small steps to help you get started.

To analyze last year's business results quickly, make a list, and look at a few different things:

1) Your appointment book or schedule

a. Number of new clients seen \_\_\_\_\_

Did you bring in the number of new clients you wanted on a daily, weekly or monthly basis? If not, how many more new clients would you like to add to your schedule each day, week or month in 2018?

New clients desired per day \_\_\_\_\_

New clients desired per week \_\_\_\_\_

New clients desired per month \_\_\_\_\_

b. Number of repeat clients seen \_\_\_\_\_

Did you bring in the number of repeat clients you wanted on a daily, weekly or monthly basis? If not, how many more repeat clients would you like to add to your schedule each day, week or month in 2018?

Repeat clients desired per day \_\_\_\_\_

Repeat clients desired per week \_\_\_\_\_

Repeat clients desired per month \_\_\_\_\_

c. How many total clients seen \_\_\_\_\_

Total clients desired per day \_\_\_\_\_

Total clients desired per week \_\_\_\_\_

Total clients desired per month \_\_\_\_\_

2) Your book-keeping software, bank statements or 1099/W-2s

Total amount of sales, revenue or pay for 2017 \_\_\_\_\_

Did you make the amount of sales, revenue or pay you wanted each day, week or month? If not, how much do you want to increase it by?

Income desired per day \_\_\_\_\_

Income desired per week \_\_\_\_\_  
Income desired per month \_\_\_\_\_

### Other Categories to Consider

Something else to look at is last year's promotions. Make a list of the promotions and results if you know them.

The more detailed you can be, the better. You'll be able to see what was worth the time, money and effort and what wasn't. If you aren't sure off hand, do some digging to see what worked best for your business.

Here's an example you can use:

Promotion	Goal	Initial Result	Retention
Chair massage at gym	Get new clients	3 new clients per month	12 repeat clients
Groupon promotion	Get new clients	20 new clients per month	14 repeat clients

On the surface, the Groupon promotion looks like it was the most successful in terms of reaching the goal of gaining new clients. However, if you look at the retention rate of the two promotions, the chair massage promotion with the gym may be a better use of your marketing efforts if it attracts a lasting clientele better suited for your work.

### Plan Your Goals

With all these factors in consideration, and the information above, it's time to set some specific goals.

If you aren't sure what to put down, think about which areas of your business most need improvement or increases in sales and where you'd like your business to be at this time next year.

### Examples of Possible Goals

In 2018, I'd like to see five new clients and 10 repeat clients each week to earn a gross income of \$58,500 from massage for the year. (This data is based on a rate of \$80 per session.)

In 2018, I'd like to sell \$150 in retail products per month to earn a gross retail income of \$1800 for the year.

In 2018, I'd like to do two corporate chair massage gigs of 3 hours each per week (\$255 each) to earn a gross income of \$26,520 from chair massage for the year.

### Your turn to Plan Goals

In 2018 I'd like to see \_\_\_\_\_ new clients and \_\_\_\_\_ repeat clients per week to earn an income of \_\_\_\_\_ for the year.

In 2018, I'd like to sell \_\_\_\_\_ in retail products per month to earn a gross retail income of \_\_\_\_\_ for the year.

In 2018, I'd like to do \_\_\_\_\_ corporate chair massage gigs of \_\_\_\_\_ hours each per week (\$\_\_\_\_\_ each) to earn a gross income of \$\_\_\_\_\_ from chair massage for the year.

## Other Goals

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With your goals in mind, think about which promotions from the past year you'd like to repeat to help you reach them. Use the ideas in the article and your creativity to add other specials and offers that will help you meet these goals.

[Felicia Brown](#) is the owner of Spalutions and provides business and marketing advice to massage, spa and wellness professionals. She is the author of *Free & Easy Ways to Promote Your Massage, Spa & Wellness Business* and *Creating Lifetime Clients* as well as several other books. She has been a licensed massage therapist since 1994 and owns A to Zen Massage, a wellness spa in Greensboro, North Carolina. Her articles for MASSAGE Magazine and massagemag.com include [“You Can Gain Many More Spa Clients—If You Follow This 4-Step Plan.”](#)