



Series Packages & Membership Marketing Strategies For Full Service Salons & Spas

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Strategically selling salon and spa services in series packages or as part of a special membership program will help increase your sales and profitability while also increasing your client's loyalty. Whether you see regular services or gift certificates as part of a multiple visit program, the rewards will be very exciting. We have successfully helped salons sell series packages of haircolor, hair removal, massage and facial treatments and virtually every salon and spa service.

We recently helped several salons offer 'Haircolor & Highlight Packages' where the clients purchased 6 haircolor services to get one extra for FREE! The best parts of this package was that we got all of their money up front and we were able to put each client on a regular pre-booked appointment schedule, so we really did not make any less money. Plus, the clients always looked great. The free offer could have been a \$50 retail, facial or spa service gift card to cross market these haircolor clients into some new service.

You should begin your series and membership programs with an enhanced gift certificate sales program. Gift certificates can and should be marketed all year long, so the very best gift certificate selling season of the year is here! It is time to get more creative while strategically planning how to at least double or quadruple your potential gift certificate sales. You can ensure introductions to more new first-time clients, sustain better long-term client retention and increase your total profitability with a well-orchestrated annual gift certificate marketing program. You must go beyond the normal gift certificate sales – offered for any single service or a specific dollar amount. That's too simple. Here are some fresh ideas:

Year Of Beauty Gift Membership Programs: Whether or not your current service menu offers 'Salon & Spa Membership Programs', now is the time to test them out. They make terrific birthday, anniversary and holiday gifts as well as corporate incentive rewards. Create a series of 12 each of various combined skincare, massage, facial and nailcare services – so your clients will be able to visit at least once per month all year long. This concept encourages your clients to become a spa junkie, trying ALL of your various service treatment areas.

Don't be afraid to create small 'Year Of Beauty -- Membership Packages' that begin at \$500, \$1000, \$1500, \$2000, \$2500, \$3000 and more with 6 of each designated service! You can charge full price, offer a slight discount or charge a premium for these larger packages. With the larger Annual Membership Programs, you should offer value added gifts – like a spa robe, slippers, a cosmetic tote, a beach or travel tote bag and professional salon retail products. It is a great idea to embroider your logo on the wearable gifts.

Specialty Service Membership Programs: Another great gift package program idea is to create more focused beautycare gift packages. Create a 'Specialty Hair Extensions Membership Package', a 'Specialty Skincare Membership Package' or a 'Signature Massage Therapy Package'. This strategy helps you sell at least 12 varieties of one service category, like facials or massage -- in a series. In these annual gift packages you should present as many single category services per year as possible. Once again, we suggest you offer a bonus gift or discount. Perhaps, 'Buy Any 12 Gift Cards – Get Two FREE!' of equal value. This strategy will allow both your regular clients and any of their friends to share their gift certificates / cards.

Create Beautiful Gift Certificate Presentations: Create professionally designed salon and spa gift certificates, with your logo, to go for the "WOW" factor! Make your certificates appear extremely valuable by using special printing techniques, gift certificate boxes and foil logo labels with bows to add a touch of elegance. Make them distinctively unique in look, color, design, shape and size while matching the total graphic design and image of your skincare salon or spa. Consider unique sizes and shapes for your printed gift certificates. No matter what, avoid inexpensive looking 'stock design gift certificates' that are available through the professional beauty industry.

Many salons and day spas now offer Gift Certificate Debit Cards, some of which have pre-designated values and packages. Your presentation factor will be important. The experience of opening your salon or spa special gift certificates must be as impressive as receiving it from one of the most expensive jewelry stores or boutiques.

Promote Your Gift Certificates, Packages & Membership Programs: Gift certificates and membership packages will rarely sell well without special year-long marketing, advertising and PR programs strategically directed to promote all of your unique packages. Create elegant window banners, beautifully colorful direct mail promotions, email blasts, website promotions, regional magazine ads, TV commercials and in-salon point-of-purchase materials.

Gift Of Beauty Media Relations Opportunities: With the challenges of the current recession, now is the time to start a successful new marketing and PR strategy for your salon with a special focus on gift certificate packages and membership programs. Public relations and media exposure will help take your salon, wig atelier or full service day spa from being one of the best kept secrets to being known as THE BEST salon in town! PR builds credibility, respect, reputation, integrity, namebrand awareness and best of all, pride for your staff and clients.

The consumer and beauty trade media are always looking for expert information, news and educationally oriented feature articles. Your membership programs and series service programs may be unusual enough to attract media attention. Editors and TV producers are always looking to create stories before Valentine's Day, Mother's Day, Father's Day, graduations and the year-end holidays to offer unique gift giving ideas. You just need to make news to promote the specialties of your salon or day spa every season throughout the year. If you take a non-commercial education oriented approach, you and your salon team will achieve important ongoing local and national media exposure throughout the year with newspapers, magazines and TV shows as well as on the Internet. Just be careful to avoid articles that are self-promotional.

Create Ongoing Series & Membership Marketing Strategies! Birthdays, anniversaries, corporate incentive reward programs, weddings, engagement parties and seasonal holiday gift giving seasons will never end. Rather than to sell one salon or day spa service at a time, now is the time to start selling your salon service specialties in more creative ways. Managed properly, you will begin to develop a much larger client base, stronger client retention rates and enhanced sales while your staff and clients will feel this is a win-win program.

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Editorial Notes: Larry H. Oskin is president of Marketing Solutions, Inc., a full-service marketing, advertising, graphic design, photography and PR agency specializing in the professional beauty industry. Clients include salons, spas, medical spas, medical clinics, associations, distributors and manufacturers. Marketing Solutions is located at 10875 Main Street, Suite 205 in Fairfax, VA 22030. For more information call 703-359-6000 EXT: 22, Email LOskin@MktgSols.com or visit www.MktgSols.com.