



Marketing You!

As A Spa Professional

By: Larry H. Oskin, President, Marketing Solutions

Today, there are many successful aestheticians, massage therapists and spa professionals who work independently or on a freelance basis with spas across the globe. If you independently work freelance within a skincare clinic, spa, resort or a medical spa, you need to see a bigger and brighter future for yourself and your spa career! Too often, salon and spa professionals feel like they are the best kept secrets in town. It's time to let the world know about your best aesthetic talents, so you do not remain one of the best-kept secrets!

Select Your Spa Specialty: First, attempt to become known locally as a specialist in at least one, if not several specific aesthetic and spa service areas. Whether your favorite area is therapeutic facials and body treatments, laser treatments, makeup artistry or any one of a number of professional medical services – there's plenty of room for you at the top. It's time to pick your aesthetic, spa or medical service niche and your specifically targeted market!

Unique Image: Even if you work independently as freelance aesthetician or a spa professional, you should promote yourself with a distinctively unique business name. Select a business name that clearly identifies your aesthetic, spa and medical specialty services. Work with a marketing agency or a professional graphic designer to create a special logo with a complete corporate identity package. Make sure your signs, posters, business cards, stationery and postcards offer a consistent image.

Personal Marketing Plans: Begin to plan your work and work your plan. Write a detailed list of no more than ten annual marketing objectives for your professional aesthetic and spa business. Make each objective something you strive for to grow yourself, your business and your specialties. Then, write specific quantitative goals for each business objective to define your planned growth in numbers, clients, dollars or percentages so you can measure your performance. Create a list of target dates to take action on your various achievement goals. After you create your strategic marketing objectives and goals, you will need to create a list of 'Personal Action Plans' with a 'Timeline.' It will soon be time to *WORK* your plan!

Marketing Objectives:

- To be THE respected local expert at some special new aesthetic or spa treatment.
- To be known as THE BEST aesthetician specializing in men's treatments in town!
- To be known as THE BEST aesthetician specializing in acne & skin disorder treatments in town!
- To be known as THE BEST aesthetician specializing in wellness & anti-aging treatments in town!
- To be known as THE BEST massage therapist in your area, with the most comprehensive therapeutic treatments.

Goals:

- To retain and repeat at least 80% of all new first-time spa clients
- To sell at least one professional product to each spa client or average at least 20% in retail sales when compared to total service sales.
- To gain at least 10 new spa clients per month
- To be published and honored in the local media at least twice per year
- To be published in the national and international beauty, spa and medical trade media at least twice per year.

Sample Action Plans:

- To create a professional new presentation aesthetic & spa consultation portfolio -- within the next 60 days
- To attend at least one specialized and advanced educational conference -- within the next 120 days
- To send out at least one press release with a photograph representing each of my specialized areas of work every 90 days -- to the local newspaper, magazine and TV media
- To send out at least one professional press release with a photograph representing my specialized areas of work every 90 days -- to the international spa trade media

Aesthetic & Spa Service Portfolios: Update or start your personal service portfolio! Get some new action photographs of yourself at work illustrating your specialty spa service areas. Place professional photographs of your actual services and makeovers in a large consultation and presentation portfolio. Include your media releases with any PR Reprints of published work. Include your career biography. Your spa business biography should include all of your work experiences, credits, specialty skincare, medical and spa service areas. Detail all of your certifications, licenses, best experiences and assets. Include testimonials. Create a complete list of your credits, credentials, awards, honors and all of your advanced educational experiences.

Target Mail & Email Databases: Start to collect and computerize the email addresses for all of your clients. Create direct mail and email databases of all of the local media contacts. Create these 'Target Email & Mailing Lists', to facilitate periodic direct mail and email announcements. Divide your lists into various categories, based upon the specialty spa services you offer your contacts.

The Media: PR exposure will be critical to your success as an independent aesthetician or spa professional! Work the local media with a series of press releases announcing your newest aesthetic services, equipment and techniques with any special certifications or advanced educational honors. Create personalized 'Pitch Letters' to the local newspapers, TV producers, regional magazine editors and Internet website managers. Create another list for national and international aesthetic, spa and medical skincare industry contacts. Request copies of each publication's Editorial Calendars, so you can pitch your services to meet their needs on a timely basis. Then, offer to write feature stories for their readers taking their editorial needs into consideration.

Offer FREE Aesthetic, Spa & Medical Services: Word of mouth marketing will be effective, if you select the right 'mouths'. Volunteer your work to charities, TV Talk Shows, Style & Fashion Editors, presidents of ladies clubs, cheerleaders, professional sports teams, politicians and any celebrities traveling to your town. Make sure that every top quality hotel staff and concierge has one of your cards and spa service brochures.

Powerful Marketing: Your personal spa business won't build itself, without an investment of extra time and effort. Learn to professionally brag about yourself. Consider regular direct mail campaigns, email newsletters, email blasts, a strong website with makeover photographs and full color brochures. Always look the part. Carry plenty of professional looking business cards. Advertising, Marketing and PR needs to become an extremely important investment in your future spa career success. Create an annual Marketing Calendar, so you are seasonally promoting your various specialties and services. Assign an annual marketing budget, so you can plan to invest properly throughout the various seasons and holidays each year, while promoting all of your spa services.

Now, it's up to YOU!!! Clients usually will not find you by accident. You really must promote yourself today. Be prepared to make yourself known as 'The Best' and different by specializing in some select spa services. Reach for the top as you promote yourself as one of the best specialists in town.

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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.