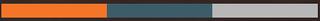




Use Text Messages to Boost Business

28 Easy Examples



Mobile technology has made it possible to reach new heights in marketing, operations, and customer engagement using text messages. It's a sure-fire way to grab attention, as most people read their messages within seconds of receiving them. The power of mobile is at your fingertips – simply add text messaging to your business communication strategy.

This guide offers you 28 actionable examples of how to use text messages to boost your business.

ZENOTI

www.zenoti.com

With text messages, you can...



PROMOTE YOUR BUSINESS

Encourage customers to visit more and spend more. Use text messages to get your offer through to your customers—every time!



IMPROVE OPERATIONAL EFFICIENCY

Ensure managers stay on top of critical issues with automatic text alerts on customer service issues, operations, or even theft.



AUTOMATE CUSTOMER ENGAGEMENT

Reduce your own administrative efforts without sacrificing great customer service. Keep customers engaged with automated text messages.



Promote Your Business

Wouldn't it be great if you could ensure your amazing promotions are being seen by your customers? Text messages provide that kind of visibility—with most messages being read within seconds of pressing 'send'. With targeted segmentation, customers receive the right promotion at the right time, and you receive incredible results.

Use text messages to...

1 **UPSELL, CROSS-SELL, OR ADD-ON SERVICES**

"Hi Michelle, we are looking forward to seeing you at the spa for a massage! If you'd like to add-on a pedicure, we're offering a 10% discount for both appointments - today only!"

2 **ANNOUNCE EVENTS**

"Sneak away for a special girl's night and come home looking years younger. Curious? Join us for a Botox party this Thursday night!"

3 **BOOST TRAFFIC ON LOW-PERFORMING DAYS**

"Know what time it is? Haircut time! Come in for a haircut this Tuesday and receive 20% off your service!"

***Pro-Tip:** For instance, if you have an empty schedule on a certain day, send out a campaign to guests who visited on the same day exactly 6 weeks ago, inviting them to come back in.

4

REMINDE GUESTS TO COME IN WHEN THEY HAVEN'T VISITED IN A WHILE

"Hi Susan! It's been awhile since you've come in for your regular spa facial. Since you're one of our favorite guests, we'd like to give you 10% off your next appointment. We hope to see you again soon."

5

SELL RETAIL BY OFFERING A DISCOUNT OR PROMOTING A NEW LINE

"Is your skin-brightening cream running low? Don't worry, we have more at the spa! Come in this week to replenish your supply and you'll receive 15% off. www.spabliss.com/webstore"

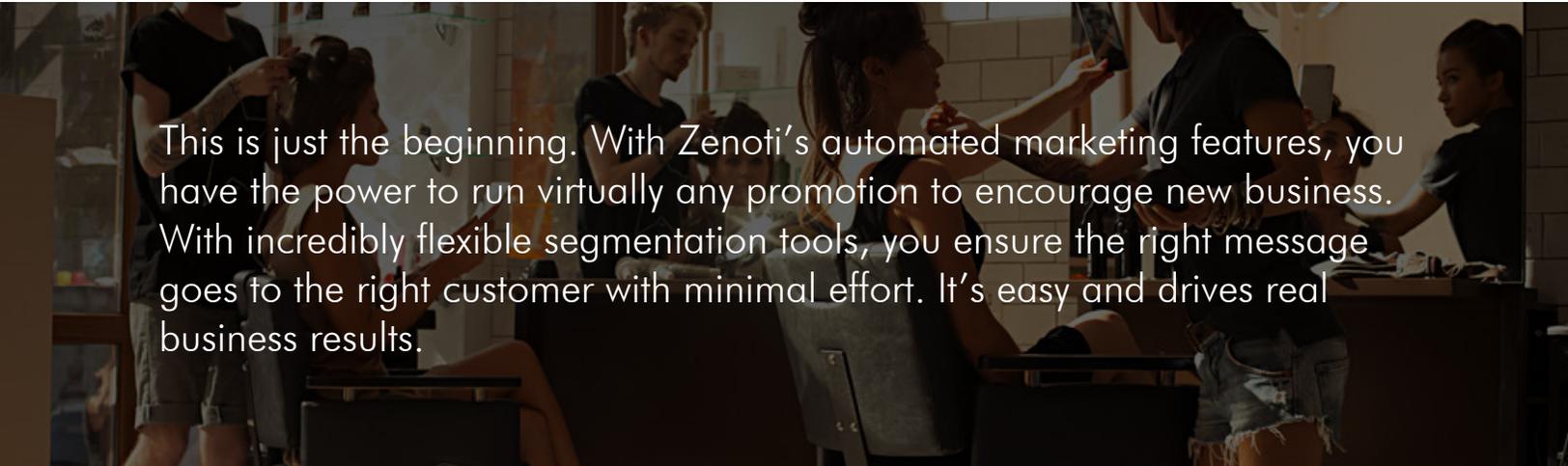
***Pro-Tip:** Take it to the next level by including a link to your company's webstore where they can place an order online.

6

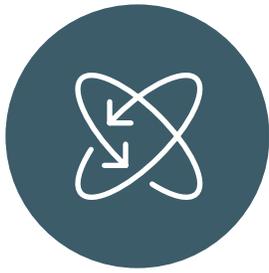
PROMOTE SPECIAL HOLIDAYS AND GIFT CARDS WITH A DISCOUNT OR PROMOTION

"What's better than a box of chocolates on Valentine's Day? A salon gift card, of course! We're sweetening the deal with a 10% discount on gift cards this week."

"Celebrate Mother's Day together! Buy a \$100 gift card for mom and you get a \$25 gift card free."



This is just the beginning. With Zenoti's automated marketing features, you have the power to run virtually any promotion to encourage new business. With incredibly flexible segmentation tools, you ensure the right message goes to the right customer with minimal effort. It's easy and drives real business results.



Improve Operational Efficiency

It's essential to stay informed on the daily happenings in your business. But sometimes it's hard to keep up. With automated alerts, you can stay in the know with very little effort. Simply identify the areas to monitor and Zenoti takes care of the rest.

You and your managers can receive automated alerts if...

7

YOU'RE GOING TO MISS REVENUE TARGETS FOR THE DAY



8

INVENTORY IS RUNNING LOW



9

TOO MANY OPPORTUNITIES HAVE GONE WITHOUT A FOLLOW UP



10

SPA ROOM UTILIZATION IS RUNNING LOW



11 FRONT DESK IGNORES AN ONLINE BOOKING REQUEST



12 A HIGH NUMBER OF APPOINTMENTS ARE DELETED



13 A HIGH NUMBER OF INVOICES ARE DELETED



14 THE REGISTER IS NOT CLOSED AT THE END OF THE DAY



It's easy to stay on top of your most critical issues with automated alerts. The best part about receiving these alerts via text, managers can take action from their cell phone, right away. Hello efficiency!



Automate Customer Engagement

Customer engagement is often viewed as the 'secret sauce' to business success. Highly engaged customers do more for your business, they book more often, spend more on retail, and refer more of their friends and family! Connecting with your customers over text message can be a great way to keep them engaged and make them feel valued. And it takes minimal effort on your part – just setup your messages once, and Zenoti will automatically send out reminders, well wishes, and notifications.

Here are a few examples of great customer engagement texts:

15 **TWO-WAY CHAT WITH CUSTOMERS**

*"Hi Sarah! How was your first yoga class?
Do you have any questions about the studio?"*

16 **LET CUSTOMERS KNOW WHEN THEIR PROVIDER WILL BE ABSENT FROM WORK**

"Hi Katie, this is a friendly reminder that your stylist, Heidi, will be on maternity leave starting November 1st. Let us know if you would like to make an appointment for a cut and color before she leaves."

17 **BIRTHDAY TEXTS**

*"Happy birthday to one of our favorite people!
We hope it's a special day."*

18

APPOINTMENT OR CLASS REMINDER

"Mark your calendar! Your spa pedicure is booked on Saturday morning at 9am."

19

APPOINTMENT CONFIRMATION

"Hi Emma, we look forward to seeing you for your haircut tomorrow afternoon at 3pm. Please let us know if something has come up and you need to change it."

20

APPOINTMENT CANCELLATION

"Your appointment has been successfully cancelled. If this is an error, please let us know!"

21

APPOINTMENT OR CLASS FOLLOW-UP MESSAGE

"Hi Susan, it was great to meet you today. Since this was your first microdermabrasion service, remember to stay out of the sun and moisturize before bed."

22

ASK FOR RATING

"Hey Tina, I wish all my clients were like you! Can you help make that happen? All it takes is a quick review to let others know what you think of the salon."

23

APPOINTMENT REQUEST OR REJECTION

"Hi Nathan, thank you for your online booking request for a haircut with Heidi. I apologize, she doesn't have any openings this afternoon. Can you come in on Saturday?"

24

SCHEDULE CHANGES FROM PROVIDERS

"Your esthetician is running about 15 minutes late for your appointment today. Sorry for the inconvenience!"

25

ANNIVERSARY MESSAGE

*"Happy anniversary, Carol!
We wish you many more years of happiness."*

26

BALANCE MESSAGE FOR GIFT CARDS OR STORE ACCOUNT

"A special gift for you: There is \$23.57 remaining on your Mother's Day gift card."

27

VISITS REMAINING ON A SERIES PACKAGE

"It was wonderful to see you at spinning class today! You're a rock star for making it a third time this week. You have 7 more classes to go in this package. Keep rocking!"

28

MEMBERSHIP RENEWAL REMINDER

"Treat yourself today! Renew your massage membership before it expires at the end of the month."



Sending text messages to your customers may seem like a simple act, but it can have powerful results. Timely, engaging messages make your customers feel valued – turning a good customer into a great one!

As you can see, text messages have numerous applications in business. A simple message can do so much – from getting more customers in the door, to an easier way to run your business. And with a system like Zenoti, text messages can be automated, which means you drive real business results, with very little effort.

Zenoti does more than simply make it easy to use text messages at your salon, spa, med spa, or fitness centers.

Zenoti is a comprehensive management software that addresses all your operational needs in a single package. This allows everyone on your team, from the front desk, to center managers, to corporate staff, to work seamlessly together. A single dashboard of metrics informs the entire organization, and can be shared across locations to address business issues proactively.

With Zenoti, you can:

- Book appointments and classes
- Handle all billing and payments
- Enable custom reporting
- Automate marketing
- Ensure employee productivity
- Keep inventory stocked
- Go mobile with mobile POS and digital forms

See Zenoti in action!
Request a demo or contact us today!

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