

Your essential checklist for medspa success

Running a profitable medspa business demands keeping up with trends in an ever-changing landscape. Both patient and staff expectations have changed significantly in recent years and will continue to develop over time.

To stay ahead of the competition and position your medspa for real growth, implement these must-have strategies.



Gain and retain guests

Your patients keep your business going. They're also your best resource to boost acquisition: you already deliver a medspa experience they want to talk about, so encourage them to do so via online reviews. As your online presence grows, so will the number of customers in your database. Keep them coming back with personalized touchpoints between visits.

- ☐ Include a review request with your thank-you email after every appointment.
- ☐ Implement email marketing promotions that are relevant to each client's service history.
- ☐ Recover lost clients by sending automated emails to those who haven't visited for a set number of months. Zenoti Advanced Marketing can easily adapt messaging to targeted groups of guests.

If you have multiple stores, create the same great experience at every location:

- ☐ Maintain consistent branding across all your locations – online and in-store.
- ☐ Ensure a seamless experience: redeeming a gift card or membership points should be easy everywhere, regardless of where the original purchase was made.
- ☐ Keep a central database of patient details so providers have easy access at every location.



Support and satisfy staff

Retaining top talent is the biggest industry challenge today. Keep staff loyal by keeping them engaged: Introduce processes that help them earn more tips and commissions, develop their craft, and gain transparency into their metrics - all while minimizing cumbersome administrative work.

- ☐ Offer providers easy access to schedules via their smartphones.
- ☐ Provide insight into staff's personal performance metrics with a tool like ezPulse.
- ☐ Ensure your software provides comprehensive patient data so providers can personalize every interaction and build guest loyalty.
- ☐ Use medspa software that offers relevant upselling and cross-selling recommendations for each client and service.
- ☐ Don't make providers wait for their hard-earned tips. Invest in a software that offers early tips payout – available for Zenoti customers in the U.S.
- ☐ Offer training and upskilling opportunities, especially during traditionally slower times. With Zenoti University, staff can access business and craft courses at home or from the medspa.



Explore new revenue opportunities

Products and services are not the only ways to drive medspa revenue – and sticking with the standard revenue model isn't enough to foster continuous growth. Consider bringing additional strategies into your workflow to encourage greater visit frequency and higher spends.

- ☐ Introduce a membership program. Whether it's a Saturday facial club or Tuesday treatments, memberships secure guest loyalty and recurring revenue.
- ☐ Create a loyalty program with personal rewards options that make every client feel special.

- ☐ Implement add-on and upsell opportunities at a variety of online touchpoints, including online booking and while shopping at your online store.
- ☐ Give clients convenient smartphone access to their membership credits, loyalty points, and rewards with a modern all-in-one software like Zenoti.
- ☐ If you're experiencing a healthy growth trajectory, consider scaling your business. To help avoid disruption as you grow, use medspa software that is primed for multi-location growth.



Build on your strengths for efficient growth

Diving into business metrics uncovers your past and present performance, and helps you predict customer behavior. It can help you discover opportunities for improvement and give you the confidence to take action.

- ☐ Track individual provider performance in areas such as revenue, ratings, rebooking requests, and utilization.
- ☐ Introduce a provider performance leaderboard and encourage daily improvement with a tool like ezPulse.
- ☐ Use provider data to reward high effort, share achievements with staff, and help support others' training and improvements.
- ☐ Analyze client metrics such as online booking rate, no-show rate, and average ticket size to see which types of clients and services bring in the most revenue.
- ☐ View inventory metrics to discover which retail products are your big sellers and which are your slow movers. Rely on intelligent software like Zenoti for alerts to re-ordering needs.
- ☐ If you have multiple stores, use a centralized software that offers a single source of data. That way, you can accurately compare and review performance across stores.





Streamline and modernize your business

Today's consumers are accustomed to managing everything from banking transactions to dinner orders from their mobile phones. Satisfy those habits and save time by bringing mobile convenience to your medspa.

- ☐ Give clients the opportunity to book online seamlessly from your website, social media channels, branded mobile app, and Google.
- ☐ Offer mobile check-in and check-out, or a self-serve kiosk, to let patients bypass the front desk.
- ☐ Give customers the most up-to-date digital payment options, to pay and select a tip directly from their smartphones. It's fast, convenient, and takes the awkwardness out of tipping.
- ☐ Encourage patients to complete digital pre-visit forms from the comfort of their own home. Zenoti makes it easy to send all the necessary forms prior to each appointment.



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