



**Low Cost,
High Impact Marketing!**

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Introduction – who we are.

- ❖ Founding Partners - Innovative Spa Management Consulting, Design, Management

www.ISMspa.com

- ❖ Founding Partners - Privai Academy Education – Management, Massage, Esthetics

www.Privai.com

Low Cost, High Impact Marketing!

- ✿ Establish your brand
 - ✿ Culture, Target, Environment, Service Standards
- ✿ Develop a plan
 - ✿ What, where, how
- ✿ Implement and track
 - ✿ Accountability, accountability, accountability

Marketing vs. Advertising

Who would you rather date?

A man who tells you how beautiful, intelligent, and enjoyable YOU are. (Mr. Marketing)

A man tells you how handsome, smart, and charming HE is. (Mr. Advertiser)

Marketing =

telling the RIGHT person the RIGHT thing.

Establish your brand

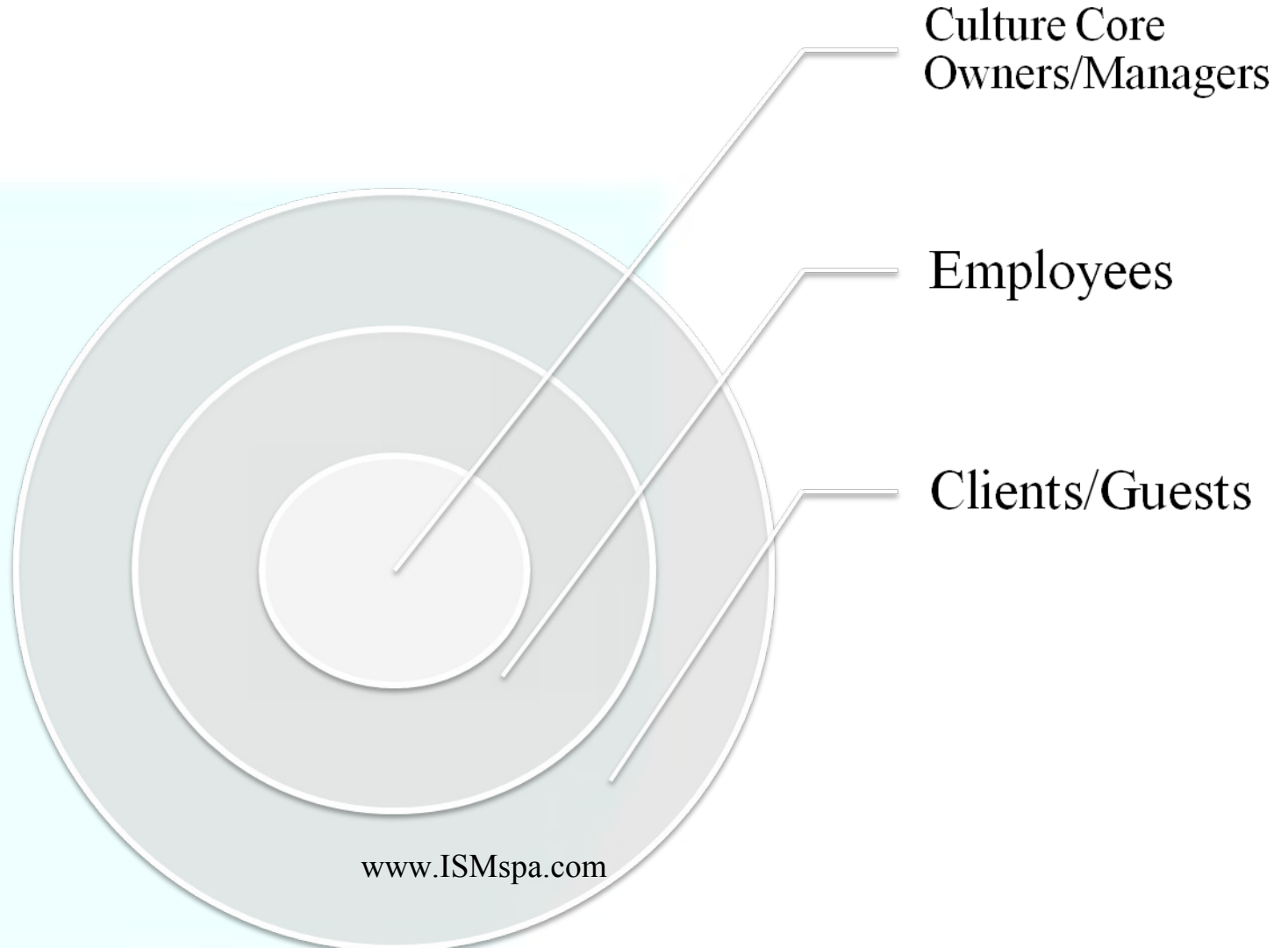
✿ Culture

✿ Target

✿ Environment

✿ Service Standards

Establish your brand - culture



Establish your brand

- Describe your brand by using your target consumer.
 - Who is she?
 - What does she want and need?
 - What is the key benefit she looks for?
 - How does she make her decision?

Example

❧ Privai

- ❧ She is concerned about her skin.
- ❧ She wants to feel beautiful and needs an emotional connection.
- ❧ She is looking for anti aging earth conscious products.
- ❧ She wants value, quality, and results.

Establish your brand - environment

✿ Environment – *establish an intentional environment that aligns with your brand and target consumer*

✿ Physical Environment and experience

✿ Design

✿ Colors

✿ Furniture

✿ Equipment

✿ Textures

✿ Energetic Environment and experience

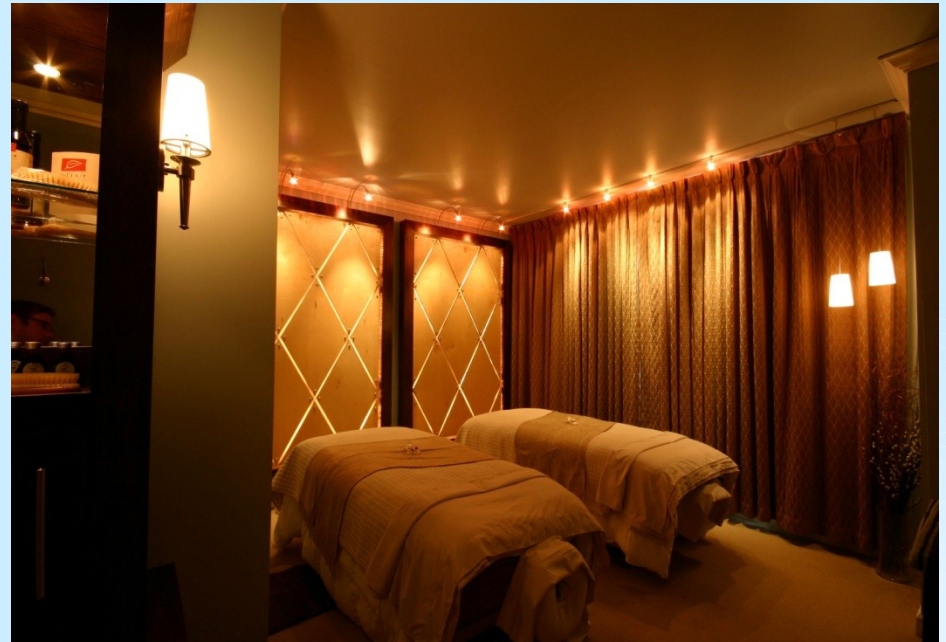
✿ Scent

✿ Sound

✿ Attitude

✿ Sensory experience

Brand Environment



www.ISMspa.com

 innovative spa
management

Brand Environment



Establish your brand – Service Standards

- ✿ Service Standards reinforce the culture and the brand
- ✿ Establish consistency
- ✿ Protocols
- ✿ Procedures
- ✿ Service Level Agreements (SLA's) = 100% of the time

Develop a Plan

- You know your end consumer and have crafted a place that she is exuberant about. Attract more of her.
- Create a campaign.
 - Tie the campaign to a charity/other organization
 - Cross promote with that organization
 - Lasts between 6-8 weeks
 - Internal marketing more important than external marketing
 - Reward your clients – they have friends just like them and that is who you want.

Public Relations

FEEL GOOD MARKETING

Charity Events

Community Outreach

OBTAINING AND MAINTAINING A
GOOD REPUTATION.

Example Campaign

✿ Massage for Manna!

- ✿ 15 minutes FREE massage when a client brings in three cans of food to donate to Manna Food bank
- ✿ Lasts 6 weeks.
- ✿ Internal Marketing includes:
 - ✿ Verbiage on receipts
 - ✿ Framed fliers in lounge, salon, retail, front desk, bathrooms, lockers
 - ✿ Therapists to mention to each guest
 - ✿ Client who donates the most gets a free massage
 - ✿ Email newsletter to clients
- ✿ External Marketing includes:
 - ✿ One 1/4 size ad in local arts paper
 - ✿ Email newsletter to target demographic
 - ✿ Manna Food bank radio spots and print ads

Implement and Track

- ❧ Track the success
- ❧ Encourage with Public Praise
- ❧ Manage your employees with gratitude and accountability

Low Cost Marketing!

- ❧ 1st Scrutinize and Define your brand
 - Service Standards
- ❧ 2nd Create campaigns that target your market and create positive public relations
- ❧ 3rd Hold Accountable and track success

Contact Information

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