

THE SPA MANAGER'S GUIDE TO

EMAIL MARKETING

**8 STEPS TO EMAIL MARKETING
SUCCESS**

EMAIL MARKETING IS STILL ONE OF THE BEST WAYS TO REACH AND ENGAGE WITH YOUR AUDIENCE

Email marketing generates the biggest ROI among all marketing techniques.

The challenge for spas is to constantly satisfy your clients to increase your customer base. What better ways to improve customer loyalty than sending genuine and impactful emails? Read our guide to maximise your email marketing results and grow your business!

You will learn:

- How to write compelling subject lines and headers
- How to engage customers with your email content
- What rules you have to respect when sending emails
- Best practices in designing your email
- & much more!

01

SUBJECT LINES

Start with a compelling and creative subject line that captures your customers' attention

Email subject lines are like headlines on a magazine cover, they need to stand out from the hundreds of other editions on the newsletter stand.

Subject lines are so important because, if you don't get passed this first hurdle, none of your other efforts will matter. We have put together some examples below to help inspire you when you put together your email campaigns.

A good subject line is so important because it affects whether your email gets delivered, goes to the inbox or spam folder, and if it gets opened by your subscribers. Therefore, it is important to make sure your subject lines follow best practices or else all your hard work of creating the email content will completely go to waste because the subscribers never get to see it.

INTERESTING INFORMATION INSIDE:

Top 10 Beauty Treatments of 2018
5 Steps to Perfecting Your Eyeliner
3 Body Scrubs You Can Make at Home

SPECIAL OFFERS:

Our Summer Package Ends on Sunday!
Skincare Products up to 50% Off

MYSTERY FACTORS:

You Won't Want to Miss Out on This...
The Hottest Beauty Trend of the Season!

PERSONALIZATION:

Kathy, We'd Love to Have Your Feedback
You're Invited to Our VIP's Only Party



02

PREHEADERS

Preheaders are a power tool to improve your open rates

Preheaders, aka preview text, are the sentences that follow the subject line and shown before the subscriber opens the email. Is it a useful section to encourage higher open rates by giving the reader a preview of what's inside the email.

You can either simply use the first line of your email copy or write a new description to add more context to your subject line.

Here are some examples of subject lines and preheader pairings:

SUBJECT LINE: SUMMER BEAUTY PACKAGES!

Preheader: Get ready to look glowing this Summer with our new beauty packages.

SUBJECT LINE: DON'T MISS OUT ON OUR CHRISTMAS SPECIAL!

Preheader: Take 20% off your next purchase on any gift sets until this Sunday



03

CALLS-TO-ACTION

**Your clients read your email.
What next?**

LINKS TO WEBSITE CONTENT

The email may link to your blog posts or more information about your services. Of course, the goal is to drive customers to your website to learn more about your products and services and eventually do business with you. But driving traffic to your website not only increases the chances of a sale from this subscriber, high traffic volumes can also help to boost SEO rankings, placing your website and pages higher in search engine results and making it easier for other users to find you in the future.

BOOK ONLINE

For businesses that have an online booking system, the most direct way to encourage bookings is to include a Call-to-Action (CTA) button to book an appointment.

CONTACT YOU

If you don't have an online booking system (if not, we can help!) or the content is a temporary service or one-off event that is not available in the system, you can make it easier for the subscriber to get in touch with a "Contact Us" CTA.

Most email marketing software and service providers allow you to configure a "Mail to" option, where one click of the button or link will open a new window containing the contact email that you choose to be in the recipient line. Other practices include sending your audiences to an online contact form or directing them to a contact details page.

By making it easy for your spa guests to find you, you are ensuring a valuable service that improves the customer experience.

04

DON'T FORGET YOUR DETAILS

Your audience is interested. How do they contact you?

INCLUDE CONTACT INFORMATION

Always include contact information about you or your company in the email either as a header, signature or footer. Usually these details are included as a standard footer which you can use in all your newsletters. They are placed at bottom, so they don't take up the valuable space above-the-scroll (the bit of the email immediately visible to audiences and which should contain the most important information) and take attention away from your newsletter's focus.

Nowadays, all businesses have social media profiles and readers may be intrigued to see what other interesting content you have on your social platforms. Including links to these channels will encourage a public online following and open up other channels for you to market and stay on the minds of your target audience.



05

AVOID SPAM WORDS

Avoid sending emails containing content Spam words

AVOID SPAM WORDS

Whether it's present in the email copy or the subject line, spam words can affect an email's deliverability and whether it ends up in the junk/spam folder rather than your subscribers' inbox. While some phrases are hard to avoid in the email copy, try to refrain from using them in the subject line.

The words that are used as filters depend on the email service provider of your subscribers but many of them use similar words.

Some existing email sending software includes "Content Detective" functions to check whether your email would pass common spam filters before you send it out.

COMMON SPAM WORDS YOU SHOULD AVOID:

- Offers
- \$\$\$
- 100% free
- As seen on
- Best rates
- Cash
- Clearance
- Deal
- FREE
- Prizes
- You are a winner!
- You have been selected



06

CREATE ENGAGEMENT

How can you use email to build customer engagement and drive loyalty to your spa?

USE TRIGGER-BASED EMAILS FOR PERSONALISED COMMUNICATIONS

Email marketing is one of your most powerful tools to build engagement with your existing audiences. You can create automated email campaigns based on your audience's interaction with your brand.

DRIVE LOYALTY AND INCREASE CUSTOMER RETENTION

You can use a variety of content in your email campaigns that consumers will find helpful (such as a change in open hours, or expiration notice on packages), inspirational (such as success stories for technical treatments your spa offers) or educational (such as wellness tips).

CREATE A WELCOME EMAIL SERIES FOR ONBOARDING NEW SPA GUESTS

When a guest visits you for the first time, or signs up to your newsletter on your website, they have expressed a strong interest in you. This is the perfect opportunity to tell your brand story. Use different types of visual and interactive content to engage your audiences and communicate the essence of your brand values.

07

GREAT DESIGN

Improve your design strategy with our two easy-to-action tips to creating stunning emails

USE AN EYE-CATCHING HERO ABOVE-THE-SCROLL OF YOUR EMAIL

The images you choose need to compliment your branding in terms of colour and aesthetics and should be relevant to the message in your email. In an industry that is all about beauty and alluring aesthetics, stunning images play a huge part in triggering the senses of your target audience and motivating them to use your services.

USE VISUALS THAT MATCH THE PERSONALITY OF YOUR SPA

The design of your email needs to immediately give readers a glimpse of the relaxation and paradise that your spa has to offer and how great they would feel after experiencing your treatments.

It's also best practice to use similar image tones and styling across all of your channels, and across all of your emails, to help reinforce your brand image and provide a consistent experience for your audience.

THINK MOBILE-FIRST IN DESIGN AND FUNCTIONALITY

A large proportion of marketing emails are now being read on mobile devices, so it's essential that your email is still readable and well presented on a small device as well as a desktop monitor.

Mobile responsive emails will adjust fonts and images to fit into the narrower screen of a phone. It does not shrink the entire message proportionately, which can make the fonts and image very small and hard to read. Instead, paragraphs are adjusted so less words will fit in a line, making the paragraph extend longer. This is an important factor to consider when drafting text for your emails - you don't want to force your audience to scroll for miles before reaching that all-important CTA!

Single images are also fitted to the screen in a similar way, if there are two or more columns of image side by side in a desktop layout, they will be stacked into a single column. These features are useful to bear in mind when planning an email to avoid an overly lengthy email for those who view it on their phones.

08

TEST & TEST AGAIN!

Always check and test your emails before sending them to your list.

EMAILS REFLECT YOUR BRAND AND BUSINESS

How annoying is it when you thought that your job was done to then find a silly typo in your email that has been blasted out to thousands of people?!

Everything you do in front of your customers is a reflection of your business. No-one wants to visit a sloppy spa - so make sure your emails are neat, proofread and free from careless mistakes!

SEND TEST EMAILS

No matter how much of a masterpiece you think your email is, sometimes the email format and layout can look completely different on depending on the device and provider. This is why best practice is to send a test email and view it on devices of different sizes (desktop, tablet, mobile phones) and different email service providers (Gmail, Yahoo, and Outlook).

Once you have tested your email and followed the advice in these 8 steps, you are ready to wow your audiences with your email marketing campaigns!



For more great tips and guides for
how to market to spa guests, visit
www.imanagespas.com