

# Attracting New Clients

Snap Shot Survey  
Industry trends right now!



Released Feb. 2018

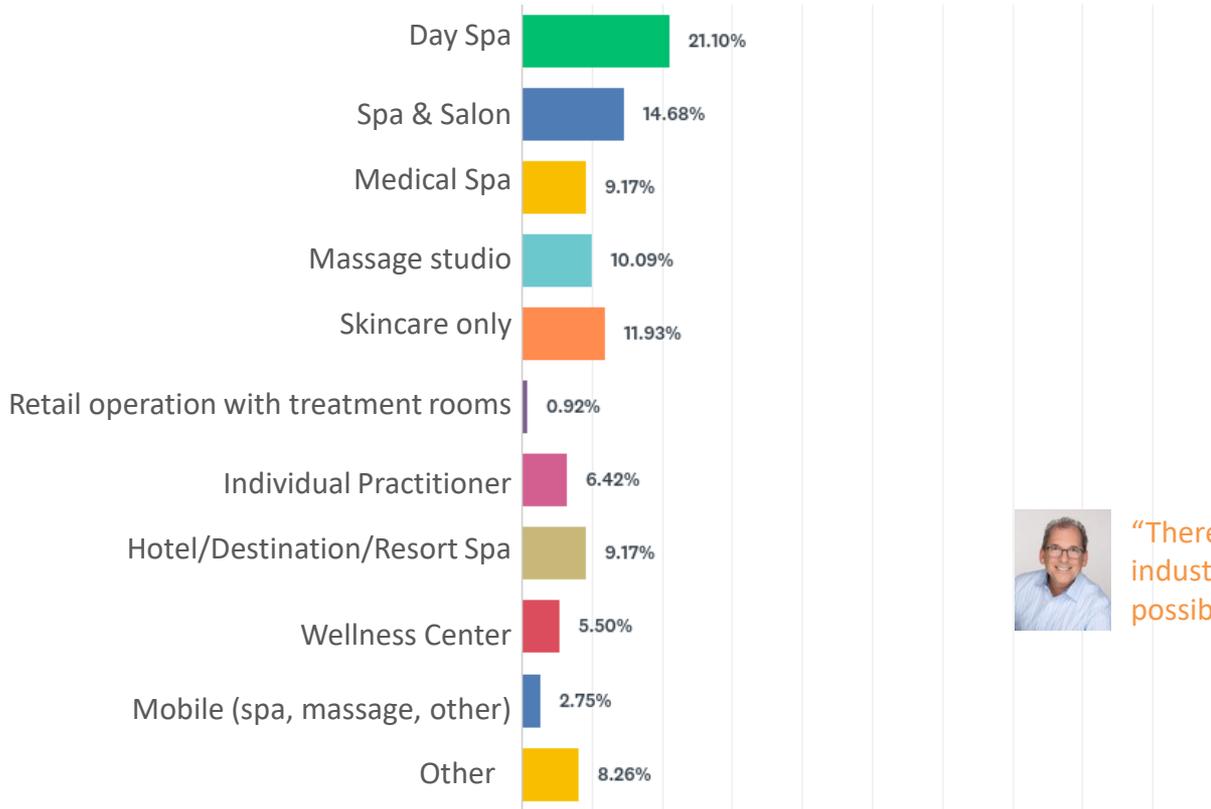
**Every business faces the challenge of attracting new clients with an eye to creating a loyal and lasting fan base.**

**Our snapshot report will give you a glimpse into how wellness companies across the industry are utilizing ideas and strategies to bring in more business.**

Look for comments from Allan Share and Patti Biro on their thoughts on the data.

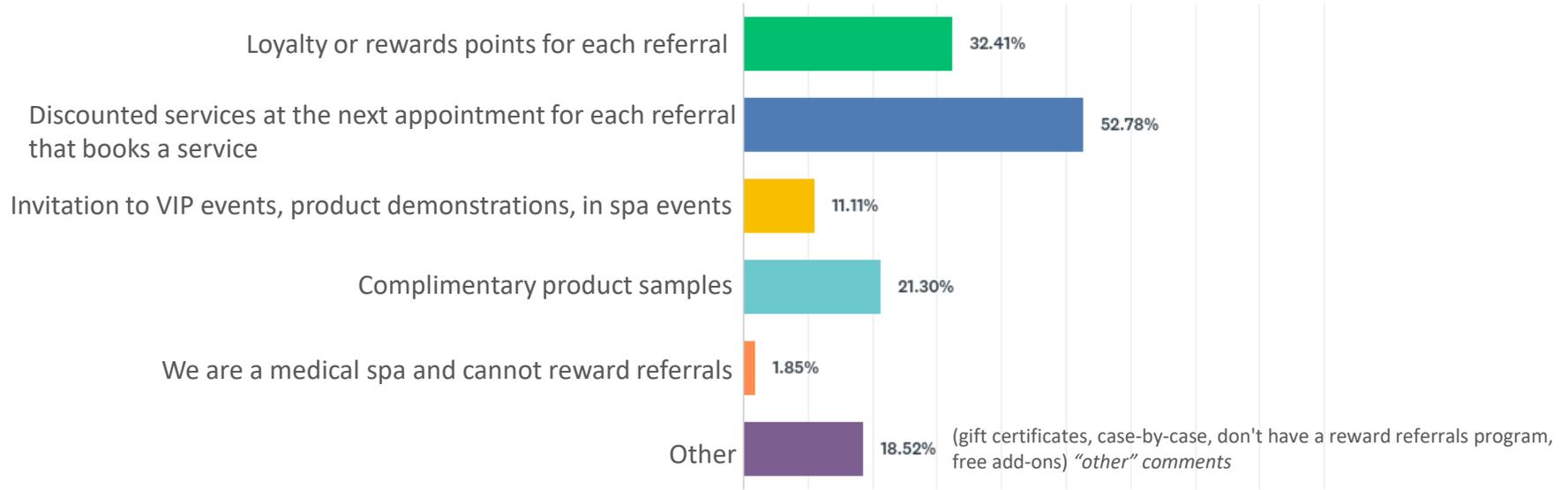


# How would you describe your facility?



“There are so many types of facilities in our industry and we've captured as many as possible”

# How do you reward referrals from current clients?



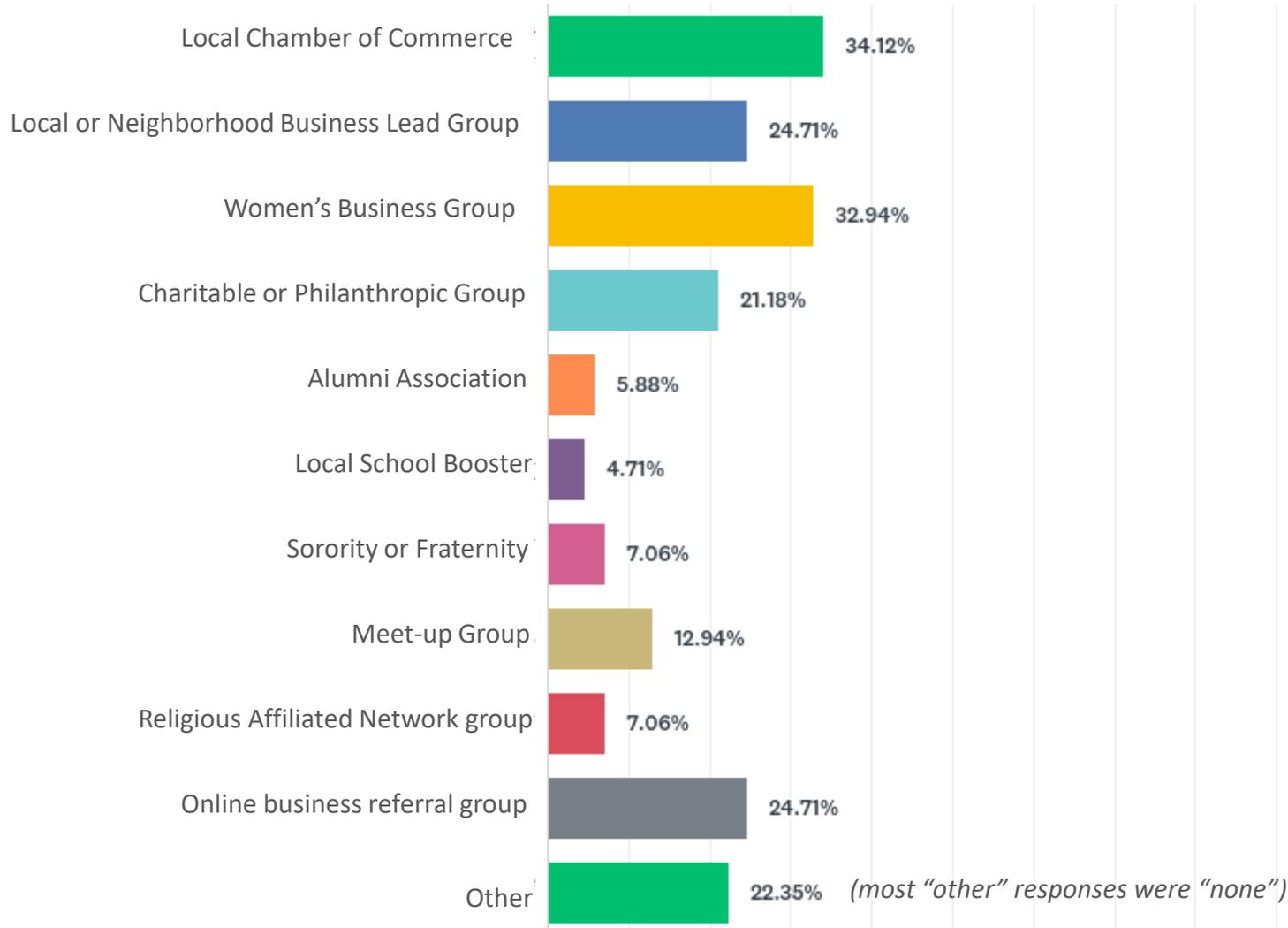
“The most popular way to reward referrals is to offer a discounted service as a thank-you. This is just one of many ways to create a dynamic referral program: Remember, medical spas have to be very careful when creating loyalty or rewards programs due to legal issues.”

# How are current employees rewarded for referrals?

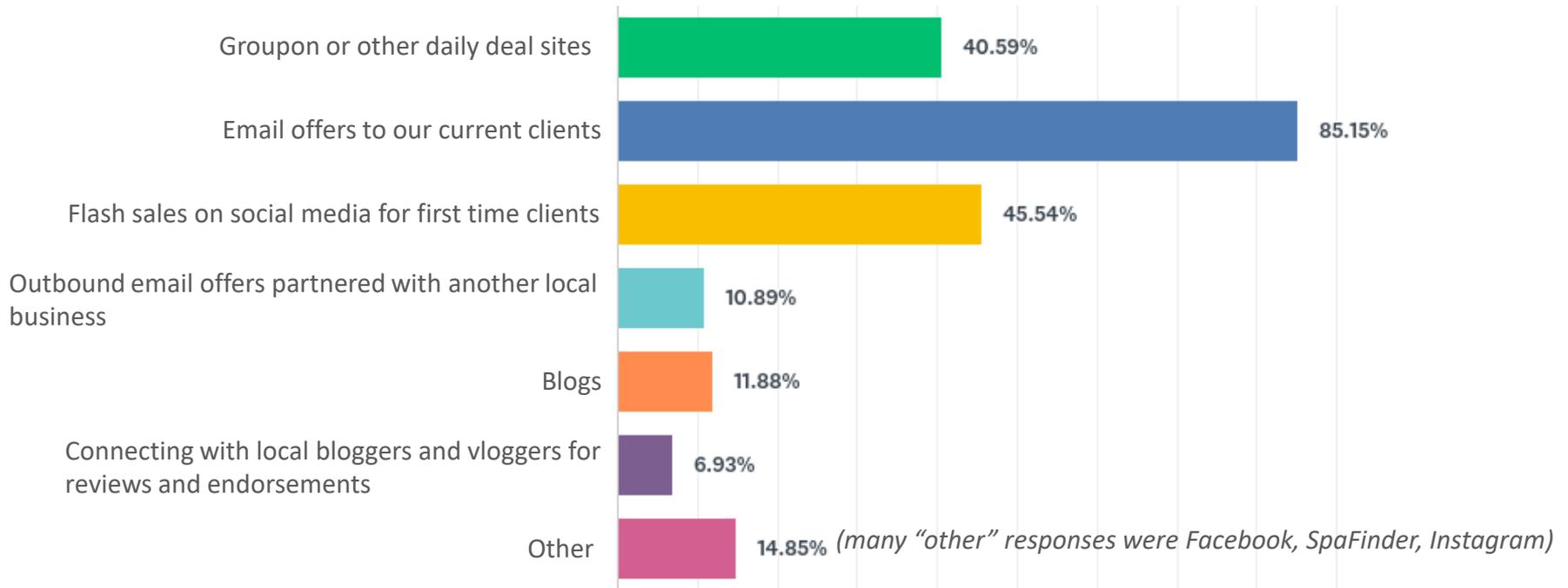


“Cash is always king, but be careful handing it out. Always check with HR.”

# Types of networking groups that you belong to:

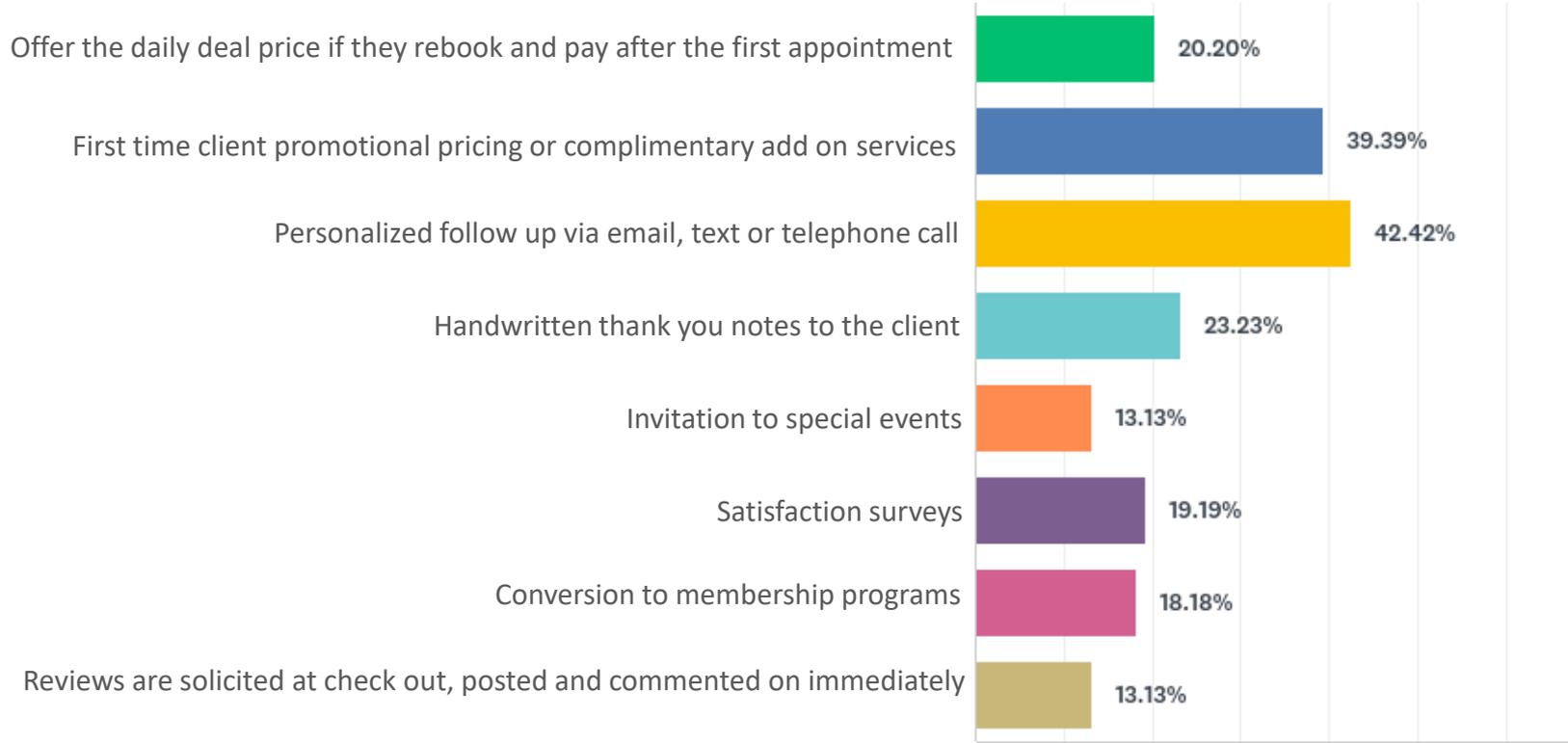


# Which social media or e-commerce campaigns have you participated in?



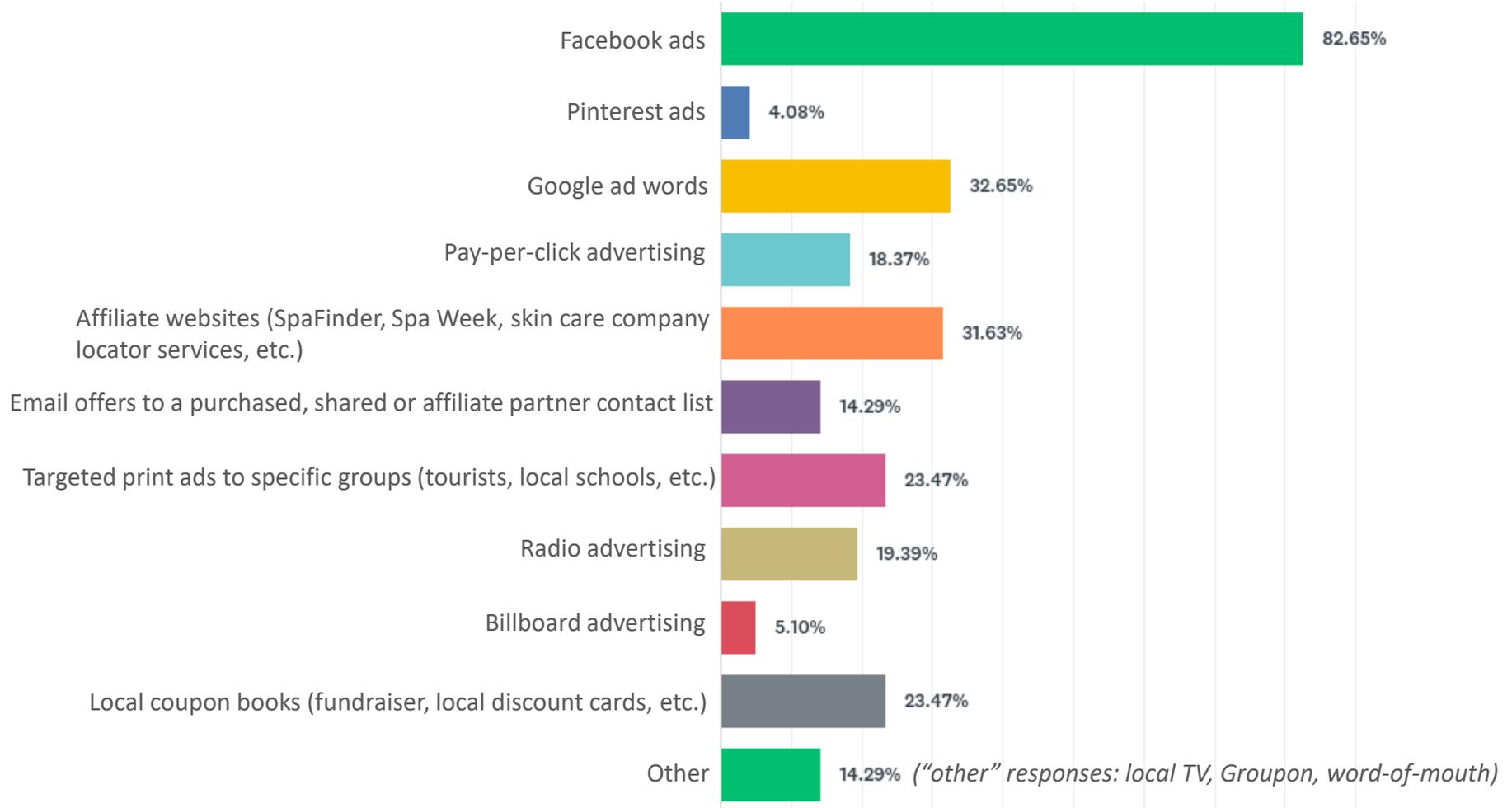
“Email offers to existing guests is the #1 method for social media or e-commerce campaigns—with a whopping 85% using this strategy. Given the rising popularity of platforms such as Instagram...you might want to rethink this!”

# How do you convert and rebook first time clients?



“This is so critical, it can't be emphasized enough. Expand on the ways you rebook your new clients.”

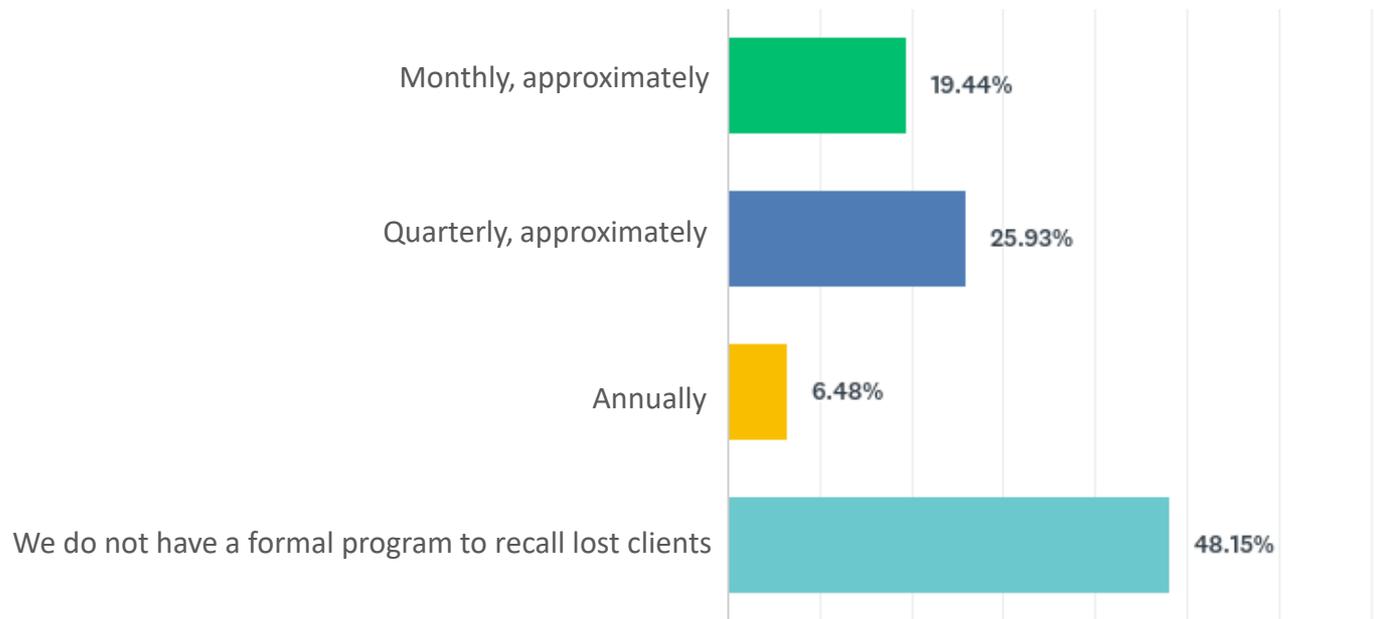
# Which of the following ad campaigns have you used to attract new clients?



# How do you capture leads?



# How frequently do you reach out to “lost” clients?



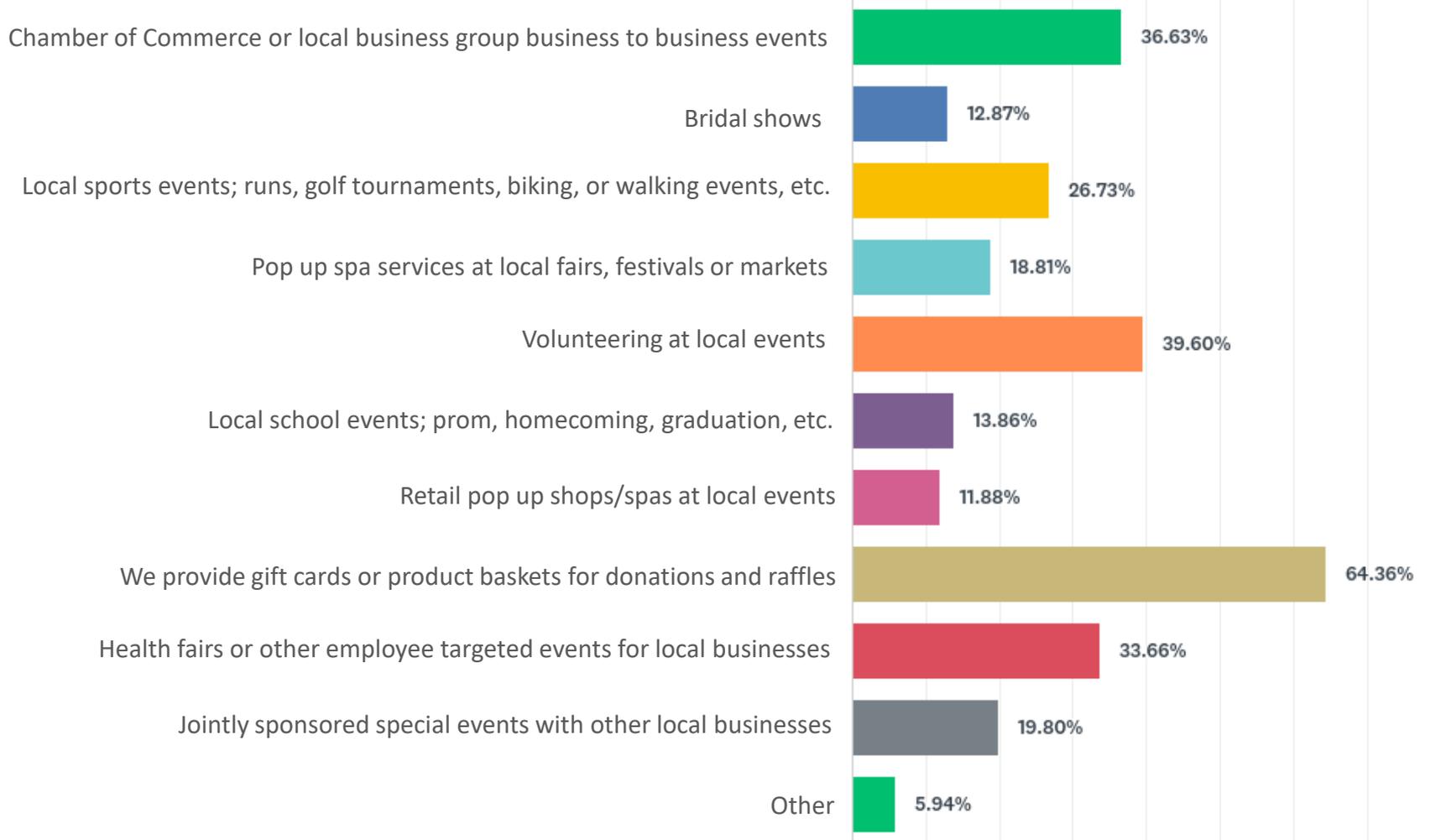
“Make sure you have a valid process that tests your procedures for recovering lost clients. If you are not measuring it, you don't know if it is working.”

# How do you maximize gift cards as a source of new clients?

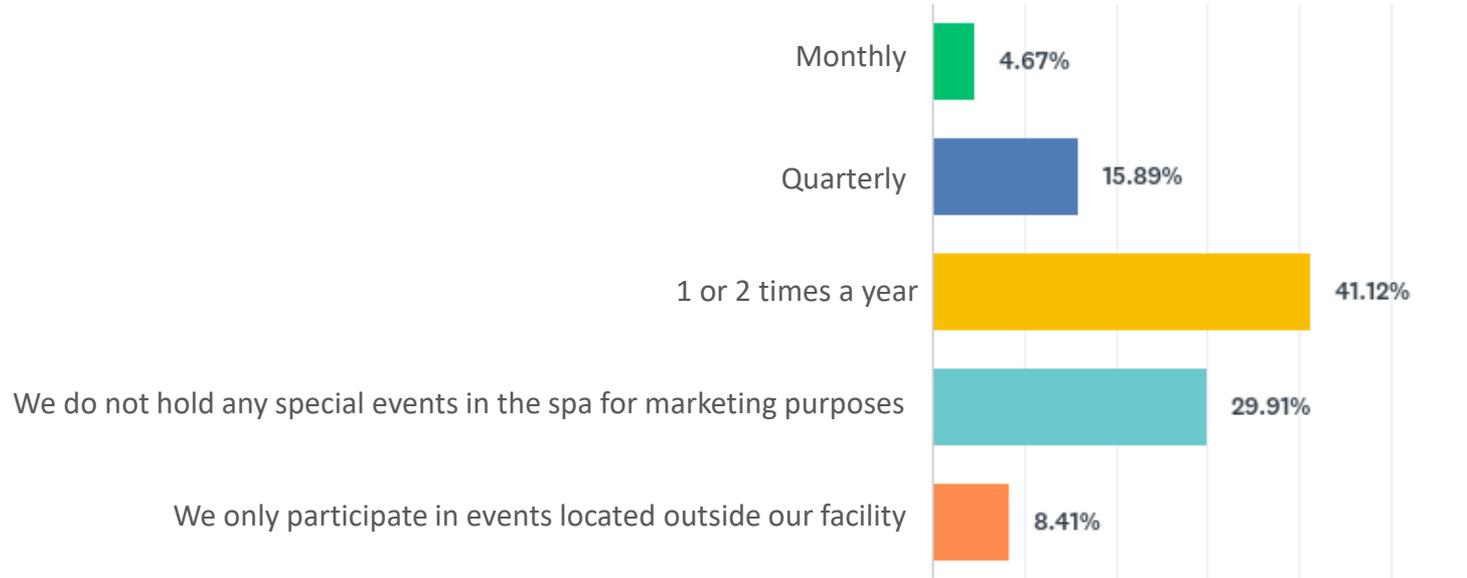


“Gift card sales are still the best way to bring in a new guest- the key is to create some incentives for early redemption. Remember, gift cards stay on your balance sheet as a liability until redeemed.”

# What types of local community events do you participate in for lead generation?



# How often do hold special events in the spa?



“Special events should be part of a robust, ongoing and well-planned marketing campaign- if you do only one or two events a year you are not harnessing the power of an in-facility event to draw new guests through the door.”

# Thank You!

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