

Case Study: Health & Wellness

Client Name

Bella Fontana Spa, Ltd.

Location

Sherman, Texas

Services

Permanent Makeup, Hair Removal and
Massage Therapy

Booker Client Since

December 2013

Website

<http://www.bellafontanaspa.com/>

Statistics

15 average Promote bookings
per month

\$10,000 +

in revenue from Promote orders
in less than a year

Booker Promote Connects Bella Fontana Spa to Customers

Challenge

Spa owner Ruth Cox Williamson was looking for a way to stay connected to her customers while improving repeat business. "We have about 26,000 customers in our database, book around 5,000 appointments and see about 3,500 people in a community of about 40,000 people," Ruth explained. "I have about 8-15 employees depending on the time of year and retention of those employees. And I want to build repeat business. If a client didn't like the first employee they tried, I would like them to try another. I want loyalty and trust for the business and for me in the community."

Solution

With such a large number of customers to stay in touch with, Ruth tried to find a simple and effective solution. Her search ended when she began using Promote, Booker's email retention marketing program.

"Promote is a great tool for helping me stay in touch with my customers," Ruth says. "I don't use newsletters because I'd rather provide actual value to my customers. Promote lets me do that since the emails it sends contain offers and specials. My goal is to encourage more visits per client, gift certificate purchases, and memberships. Not only does Promote help me stay in touch with my customers, its analytics save me a lot of time. I never have to dig around for stats or wonder if my promotions are working. It's that effortless."

"People expect special offers in the hospitality and service industries," Ruth explains. "Promote gives me a way to provide the right incentives to customers who have already visited our business and allows me to reinforce our brand and experience. It may bring back someone that was not won over the first time. It may create a regular client. I would rather offer a special to potential repeat business than to new people. In our community, creating only new client offers is perceived negatively. I see these people in the community every day. Promote is just another way to build a relationship and make someone's day."

Results

On top of being an effective communication tool, Promote contributed to Bella Fontana's revenue. Every month Ruth gets about 15 additional appointments booked through Promote – that's more than \$1,000 of extra revenue she earns without any additional effort.

"We rolled out with the whole set of emails in mid-December," Ruth reports. "I wish it had been the first week of December, because I think our gift certificate sales would have increased as well! Promote emails prompted customers to come to the spa. They were a really effective reminder."

"I am happy with the results," Ruth continues. "Within the first month, Promote generated 23 orders that resulted in more than \$1,600 in business. This is a great result when you consider that we are one of the top 10 places to retire according to AARP. Our cost of living is very low, so our prices and promotions have to reflect that."

"Promote is a great tool for helping me stay in touch with my customers. The emails it sends out deliver real value to my customers because they contain offers and specials. It makes communicating with my customers effortless and the analytics automatically show me how my promotions are performing."

Ruth E. N. Cox Williamson
Owner