

A close-up photograph of a woman with short, wavy grey hair lying on her back. She is wearing a white towel draped over her shoulders. Her eyes are closed, and she has a serene expression. A person's hands are visible, gently massaging her neck and the base of her skull. The background is bright and out of focus, suggesting a spa or massage setting.

50 IDEAS FOR MASSAGE & SPA PROMOTIONS

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WHY RUN
SPECIALS AND
PROMOTIONS IN
YOUR MASSAGE
BUSINESS?



I decided to write this guide to help Massage Therapists to promote their businesses effectively.

SPECIALS AND PROMOTIONS CAN BRING IN NEW CLIENTS.

Customers are looking for great deals and new things to try. Just look at Groupon! You don't have to do daily deals. You can create your own specials to bring in new customers and make money while you do it.

GIVE YOU SOMETHING

TO TALK ABOUT. With social media we have the opportunity to interact with our clients, potentially all day every day, but it's easy to run out of content. With monthly or weekly specials you will have fresh content regularly.

BE YOUR MONTHLY NEWSLETTER CONTENT.

Email your list with your specials and their benefits, add some homecare tips, and you have an easy peasy newsletter.

KEEP CLIENTS LOYAL. Some promotions such as service

packages reward clients for loyalty and keep them coming in regularly.

DIRECT TRAFFIC TO YOUR WEBSITE. When clients know you are posting fresh specials each month they will visit your website to see what is new. You can also direct traffic from social media.



50 IDEAS FOR MASSAGE & SPA PROMOTIONS

NEW CLIENT OFFERS

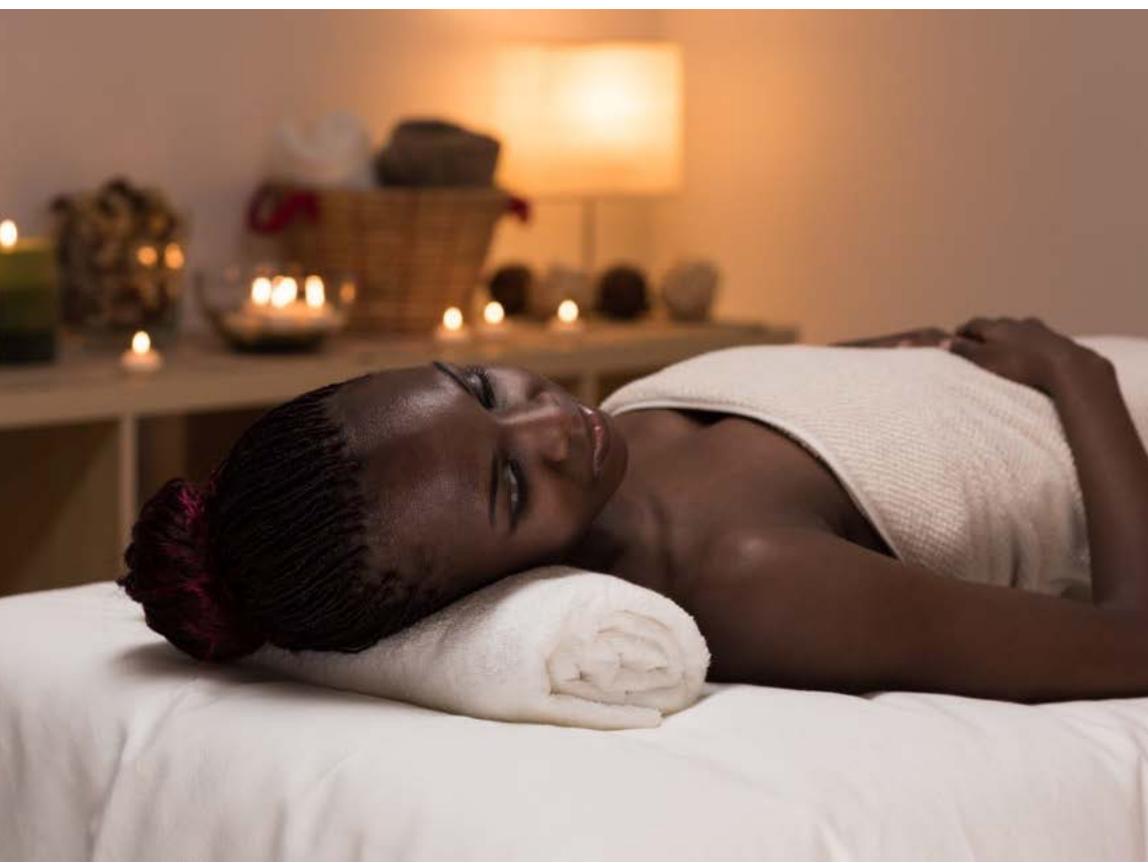
1. Free enhancement with any massage. Think foot scrub, back scrub, paraffin wax, or aromatherapy.
2. Discounted price for first visit.
3. Give out coupons for “extra time,” for instance, 15-30 minutes on first visit.
4. Free take home gift with first appointment, for example, a spa

sampler basket with a small body scrub, body butter and mist.

5. Offer your regular clients to bring a friend and both get the new client discount.

New client offers encourage clients to try out you and your business. It's a great way to get clients in the door. Be sure to wow them with excellent service, listening skills and follow up. It's a good idea to let your existing clients take advantage of your new client offer one time, so they don't feel left out or shorted. You may get a little less money for one massage but

your clients will really appreciate it and it will build loyalty. Don't discount your new client offer too much, add some extras to add value and sweeten the deal. You want to attract clients that can afford you services regularly.



IDEAS FOR MONTHLY SPECIALS

6. 30 minute massage with 30 minute foot reflexology.
7. 60 minute massage with soothing back scrub & mud mask.
8. 75 minute massage for the price of 60.
9. 30 minute “targeted massage” for neck and shoulders for a small discount.
10. 60 minute massage with dry brushing & herbal body wrap.



MONTHLY PROMOTIONS TIPS

Monthly promotions give you a reason to communicate with all of your clients on a regular basis. They also give you something fresh and new to promote each month, instead of discounting your regular prices.

RECOMMENDATIONS

- Monthly promotion can be as simple as a special essential oil blend or as big as launching a whole new line of body treatments.
- Short enhancement services, such as a foot scrub, are easy to incorporate into monthly promotions.
- Clients will love seeing what is *new* at your office.
- Incorporate a special (non-alcoholic) beverage or small take-home gift with your promotion.

IDEAS TO KEEP CLIENTS COMING IN REGULARLY

11. Buy 5 massages get one free.
12. Buy a 10 pack of massages with a \$10-\$15 discount on each one.
13. Re-book today and get a discount.



14. Give “points” for every dollar spent redeemable for services, products or discounts.
15. Give spontaneous freebies like enhancements, extra time or small take home gifts to regular clients.



PREPAID PACKAGE TIPS

Prepaid massage session packages in fact are money in the bank, but are you using them to your best advantage? Check out my pros and cons and learn how to make yours a money maker instead of a hassle.

PROS

- Cash up front. This is money you can use to pay your monthly expenses, and budget for your business. This is especially true if you sell packages of 10 sessions.
- Clients who buy packages of 10 sessions usually book regular or

standing appointments.

- Some prepaid clients are more likely to purchase upgrades and retail. They aren't spending any "real" money when they come in so it doesn't feel like as much to upgrade.
- Prepaid services create client loyalty! Sometimes it can feel like there is a massage therapist on every corner giving a discount. If you have already paid for sessions somewhere, that is YOUR massage therapist!

CONS

- You will have times when there is

a lot of money coming in and times when it feels like you are working for free. You will have to have a budget and a plan!

- If for some reason it's not working out with a client, you are kind of stuck with them through the end of the package. Exception: extreme cases such as inappropriate behavior, then just send a refund and out they go!
- People will try to push your boundaries, they will want refunds, gift certificates and all kinds of exceptions made for them! To me the advantages of

prepaid packages far outweigh the disadvantages. I prefer to give a bigger discount \$10-\$15 for purchasing 10 sessions. This sells better than a \$5 discount in my area. \$5 is hardly worth worrying about anymore, clients are looking for value.

AVOID PROBLEMS WHEN SELLING MASSAGE SESSION PACKAGES, WITH THESE TIPS.

Massage service packages can greatly enhance your business and income. Packages reward and encourage clients to receive regular massage, and provide steady

income for the massage therapist.

When planning your package program be sure to figure out your policies and procedures to avoid any misunderstandings with clients.

- Will you sell packages of 3, 5, 10 or more massages? I prefer prepaid over buy 5 get a freebie. I think you will see clients more regularly with everything paid for up front.
- What tracking system will you use to keep up with massages used and massages left to use. Will clients need to sign for each session?
- Will packages be “sharable” if so

with how many other people?

Family only?

- Will you issue gift certificates on package massages? For example Mrs. Smith would like to get her daughter a gift certificate. Can she use up one of her prepaid services?
- Will the sessions ever expire?
- What is your refund policy if someone is moving away or changes their mind?
- Will clients be able to use their massages on other services? For example a client would like to use a one hour massage on a hot

stone massage, will they pay the difference between the regular price and the hot stone or the difference between the package price and the hot stone?

- What is your cancellation policy and will package massages be forfeited in the case of a no show or last-minute cancellation?



IDEAS FOR GIFT CERTIFICATE PROMOTIONS

16. Buy 3 Gift Certificates and Get 1 for yourself!
17. Team up with an esthetician or nail tech to offer packages.
18. Couples massage for Valentine's Day, Wedding or Anniversary present with take home gift.
19. "Sampler" package with a 30 minute massage, 30 minute reflexology and a 30 minute "facial massage treat" (facial massage and hydrating mask).
20. "Day Package" with three 60

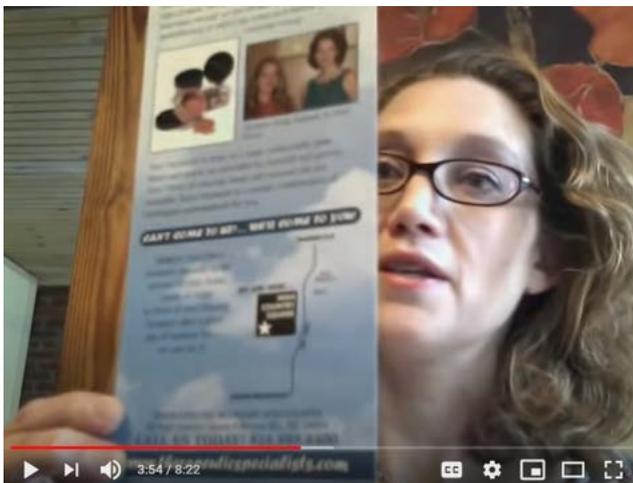
minute services (massage, reflexology, body scrub, wrap, or several enhancements) with lunch included to break up the services.

GIFT CERTIFICATE MARKETING TIPS

Think about who will be buying your gift certificates and target your marketing to them. These are not necessarily people who would get a massage themselves. Basically, go where the men go!

FACT: Men buy massage and spa gifts for the ladies in their lives.

Make a nice flyer and put it everywhere you think the guys are. Hit the manly gym, hardware store, the barber shop, the fire department, you get my drift. I make a mini-flyer and put it everywhere!! An easy format is to get 4 copies per page then just get it cut at the printers. This is similar to what I am talking about here in this video about [Rack Cards](#).



I also include this kind of flyer in a holiday card that I mail to all active clients.

- Make your gift certificate pretty, and add some little extras.
- You could do a pretty gift bag complete with tissue paper and a gift tag. Add a few chocolates and a small product or product samples. You could provide a gift box and let the gift giver pick a card to go with it.
- Hit the \$1 store to stock up on your wrapping supplies. This makes it super easy for people to buy from you and they will remember and

talk about your extras!

- Check out my 5 minute video on [Gift Certificate Packaging](#)



(password: [bootcampgc](#))

- Sell online Massage Gift Certificates!! If you don't, you are missing out. Wouldn't you love to wake up in the morning and find out you made \$ while you were

sleeping? I like [Spaboom](#) or [Gift Card Cafe](#), but there are many good services for this.

- Make sure you direct people to your online store by having the information on your voice mail message, studio door, and all over your website.
- Have something for every budget.

I like to start in the \$40-\$50 range for kids buying for mom and those on a tight budget and go all the way up to a \$300-\$400 “spa day” package. Include 4-5 options in different price ranges. The packages in the middle will sell the best.

Combine your services with [Spa Enhancements](#) to make some really unique packages.

GIFT CERTIFICATE CHECKLIST

- ✓ Cardstock or pretty paper
- ✓ Envelopes
- ✓ Tissue paper
- ✓ Gift bags
- ✓ Note cards (or holiday cards)
- ✓ Tracking system (paper or computer)
- ✓ Extra treats (Chocolate, Tea, Product Samples or Small Products)

IDEAS FOR HOLIDAY SPECIALS

21. Hot stone massage add-on with any service.
22. Seasonal treats like pumpkin scrubs, peppermint foot treat, or vanilla massage oil.
23. “12 Months of Spa” package with a treatment each month for a year. Great high end offer!
24. 30 minute services like a 30 minute massage with paraffin wax for those on a budget.
25. Small aromatherapy gift basket and gift wrap with any Gift Certificate purchase.



ADDITIONAL IDEAS FOR SPECIALS

26. Offer a free consultation and 15 minute trial (or longer).
27. Offer a membership program with discounts and extras for your members.
28. 60 minute Massage and Paraffin Wax (hands or feet).
29. 45 minute Tension Tamer Massage (Neck, back, and shoulders with Arnica oil).
30. 30 minute Massage with aromatherapy and a foot scrub.
31. 30 minute Massage with 30 minute Hydrating Facial

Treatment.

32. 75 minute Hot Stone Massage at a special price.
33. 30 minute reflexology treatment with a hair and scalp treatment mask.
34. Reflexology foot massage followed by a foot scrub and paraffin wax 45 min-1 hr.
35. Aromatherapy facial massage with paraffin wax treatment for hands and feet.



THEMED IDEAS

36. Summer Specials: with coconut, papaya, mango and other tropical scents & products.

37. Rose Theme: rose petals on the table, rose scented oil, and a rose scented candle. Check out great ideas for decorating your massage table on YouTube:



38. Spring Flowers Theme: with lavender foot soak, lavender massage oil, and lavender in the diffuser. You could also use different floral blends.
39. Spring Detox Theme: with body brushing, citrus oils and a detox wrap. Serve up some cucumber or lemon water after the session.
40. Peppermint Twist (great for winter): add a peppermint foot scrub and lotion at the end of any massage session. You could also add a little peppermint to an aromatherapy diffuser and give peppermint tea or candies after.

IDEAS FOR GUYS

41. Sports Massage: create special treatments targeting the different muscle groups used in different activities.

- Golfer's massage
concentrating on the muscles used to swing a golf club
- Massage for runners or bikers
concentrating on legs and back, or massage for recovery
- Post Weekend Warrior
Massage: Include arnica oil, and application of Biofreeze or Heat cream.
- Of course women can get

these specials too!

42. Tension Tamer Special: targeted back massage, heat packs, and a stress reducing back mask.
43. "Executive" or "Select" men's massage services with essential oils such as cedar wood, lemongrass, balsam fir, or valor blend. Add hot towels for the back and feet and dry body brush for dry skin.
44. Treat the feet with a lemongrass foot scrub, detailed foot massage, and paraffin wax or shea butter mask for the feet. This is good because some men

are hesitant to try a full body service on their first visit. Add hands too for a longer service.

45. Deluxe Stress Break: Re-energize your tired feet and legs with a relaxing foot soak, invigorating lower leg and foot exfoliation, refreshing mint mask, and relaxing foot massage followed by a 30 minute stress melting targeted back and neck massage.



OTHER PROMOTIONS

46. Offer “Mini” services for kids, or kids’ spa parties.
47. Offer Spa Parties in your space, or if you don’t have enough room, offer them as outcalls. You might want to team up with other service providers (estheticians, nail techs, make-up artists) to offer multiple services and more variety. Check your state board rules to see what can be offered in homes.
48. Have a few businesses where you can regularly offer chair massage to meet people and promote

yourself. Not FREE chair massage. This is a win-win for the other business too because people will come for the chair massage and shop or have other appointments while they are there.

49. Send a coupon to clients for a free enhancement and/or gift with a massage during their birthday month.

50. Offer a special service for mothers and moms-to-be during May. Offer special services for father's and fathers-to-be during June.

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clients, and wow them with
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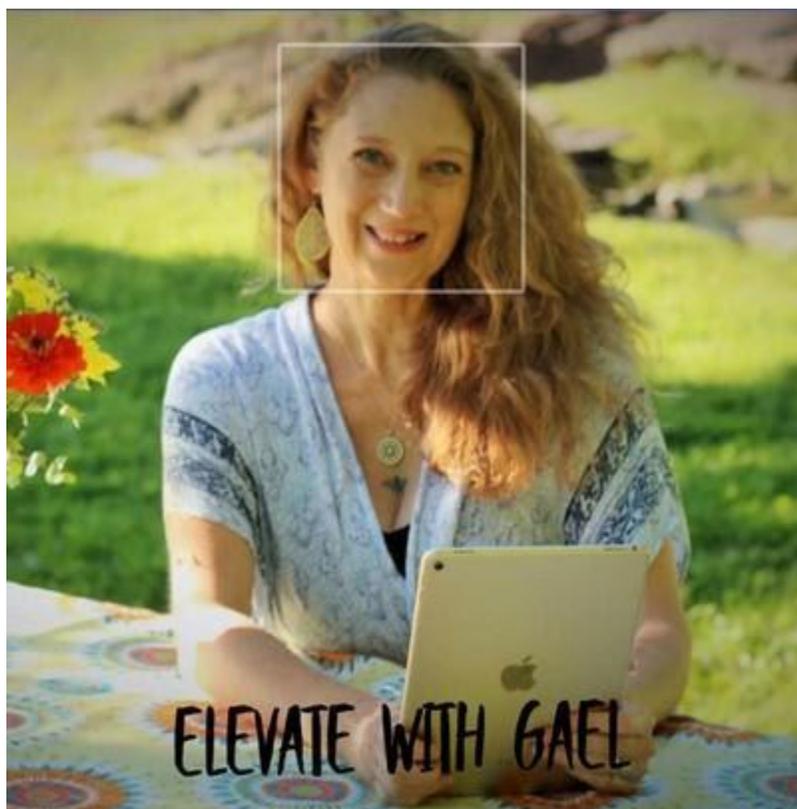
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HI! I'M GAEL WOOD

North Carolina LMT #1564, North
Carolina Esthetician, and NCBTMB
Approved Continuing Education
Provider #629

When I started out as a massage

therapist 20 years ago I didn't know anything about marketing, or what to say to get my clients re-booking and referring. I had to figure it out, or get a new job! I've spent many years and thousands of dollars learning business building strategies. Now I help massage and spa therapists like you build your dream business.

Best of luck, success, and prosperity to you! Gael