

hush beauty spa



Case Study

Textlocal & Hush Beauty Spa



www.textlocal.com

Key Challenge Solved:

Not all customers make repeat bookings or respond to other forms of communication such as emails.



Hush Beauty Spa

Challenge

Not all customers make repeat bookings for repeat business or respond to other forms of communication such as emails.

'There has been a clear return on investment from our monthly text campaigns'

Paul Langton – Hush Beauty Spa

Overview

Hush Beauty Spa specialises in ESPA Facials & body massages. Hush Beauty Spa needed to target existing customers with special offers & promotions every month to create repeat bookings.

Solution

- **Time Effective Marketing**
SMS have a much greater open rate than email, which is often left unread or caught in spam filters.
- **Targeted Sales 2 for 1 Promotions**
Targeted Sales Promotions Message themes included special offers, 2 for 1 promotions and discounts.
- **Building relationships**
Customers were able to add their details to the website www.hushbeatyspa.co.uk to receive promotional alerts.

Result

- It cost £41 to generate 85 bookings - an impressive return on the initial investment
- High Response Rate: on average, 18% of customers redeemed their promotional text



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Telephone: 01244 752 299



Chester: Aldford House, Park Lane, Pulford, Chester CH4 9EP

Malvern: Malvern Hills Science Park, Geraldine Road, Malvern, WR14 3SZ



Hush Beauty Spa

Are you a hair or beauty salon?

Reduce quiet periods

Make the most of opportunities during quiet periods by advertising appointment availability via text message, you can really increase customer numbers on your quietest days by sending direct messages to your database.

Reduce missed appointments

Reduce the number of appointments that are forgotten by your customers by texting appointment reminders to them, increasing attendance or re-scheduled appointments and can save you considerable money, resource and time, each week.

Increase customer loyalty

By providing appointment reminders, special offers, SMS exclusives, attaching feedback surveys, and sharing news and alerts you can help ensure that your customers think of you first when considering health and beauty providers.

Increase sales

By providing 'SMS exclusives' and targeting your customers based on previous purchasing activity you can increase sales from existing customers. Use short codes and keywords to attract new customers; making booking simple and convenient.

We work with over 100,000 UK businesses in your industry, including



[Find out more](#)



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