

Essential Marketing Elements of a Massage Practice

Handing out pamphlets at the street corner or media advertising is very impersonal and rarely successful. Contrast that against contacting the client with a personal call or email using his/her first name and telling them that their friend told you they might be interested.

Every satisfied client that leaves your practice happy is a valuable source of potential hot leads. She would be more than happy to spend 5 minutes to give you the contact details of people the client believes will enjoy the pleasure of your massage.

The following essential marketing elements are recommended for your business:

1. Have a closing ritual where the client relaxes and enjoys some cold water or green tea after the treatment. Request the client to complete a short feedback and references questionnaire. In this questionnaire the client answers questions such as:
 - How did you find the treatment?
 - What would you like me to improve on?
 - What did you enjoy about the treatment?
 - Do you have any friends that might be interested in my product offering, and if so please supply contact details? Have separated spaces for First name, Surname, Cell Number and email contact details. Email details are ideal; most people have at least the cell number available.
 - Check the questionnaire after completion in their presence to ensure it is of use to you. Don't be shy to ask if you see she does not complete the referrals part. The secret is always with energy and always with a smile
2. A routine of follow-up, via phone calls, sms's or email (a phone call is more personal), to remind clients that it is time for another treatment, and time the reminder to occur when the client will require such a treatment. A system of diarizing the future call just as the client leaves is a simple method to implement this.
3. You will need a system to contact referrals obtained in step one, but more about this later on. A database of relevant potential client information is gold - but only if used.