



SMS for Beauty

Case Study · Espavita Spa



SMS for Beauty

The Client

Espavita provides a unique sensory experience just minutes away from the city. Prepare to be pampered in a nature-inspired setting. Indulge in the sweet smell of aromatherapy, soothing sounds of a waterfall, matte colour tones, and beautiful stone finishes throughout the interior. Relax in the tea lounge while you wait for your hydrobed, infrared sauna or one of 50+ custom treatments, facials, or massages.

The Problem

The beauty industry is constantly growing and innovating as fast as science will allow it. Competition however is fierce. Depending on your location, spas can no longer simply rely on unique features to stand out. The reason for this is because people are bombarded with marketing clutter, especially from the beauty industry. They don't want something on your terms, they want something on their terms - which means you need to strategically time your message.



SMS for Beauty



The Solution

In order to appeal to an active audience, Espavita placed promotional posters inside of **Anytime Fitness**. Although people who workout more frequently live healthier lifestyles and more fit, they are also more prone to injury and physical fatigue. This makes Anytime Fitness members the ideal target audience for Espavita.

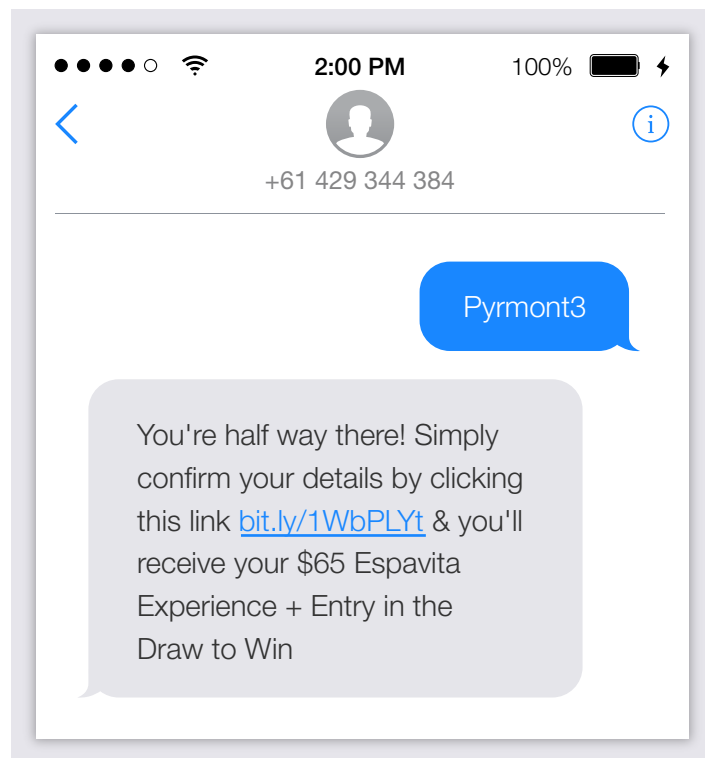
The next step was to place a bold eye-catching promotion inside the gym. They needed a strong offer, and a simple platform to allow members to easily redeem it. Members were asked to text "Pyrmont3" to 429 344 384 to redeem their offer. Once they did, an auto-response was triggered.

* See auto response message on the next page

SMS for Beauty

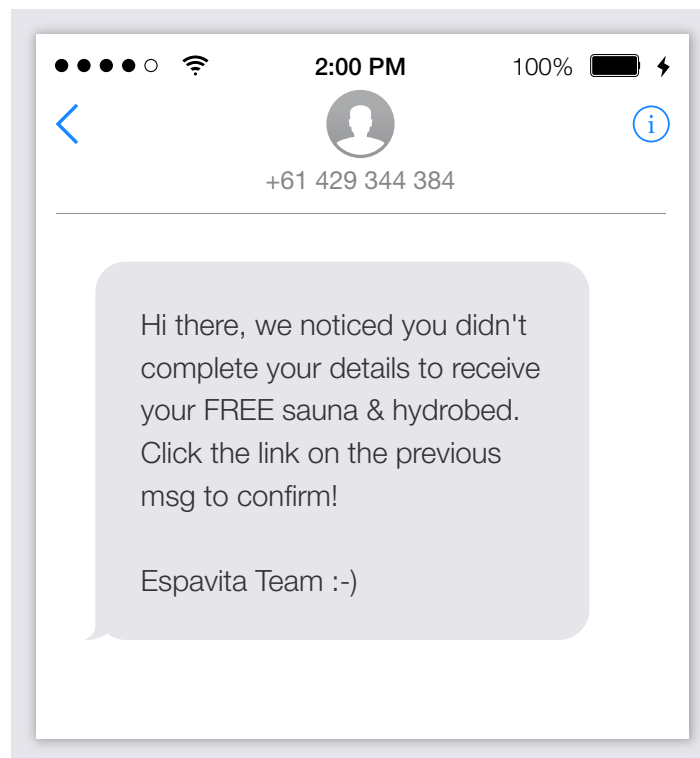
SMS Solutions

Here are 3 quick SMS solutions that are perfect for busy spas and beauty professionals.



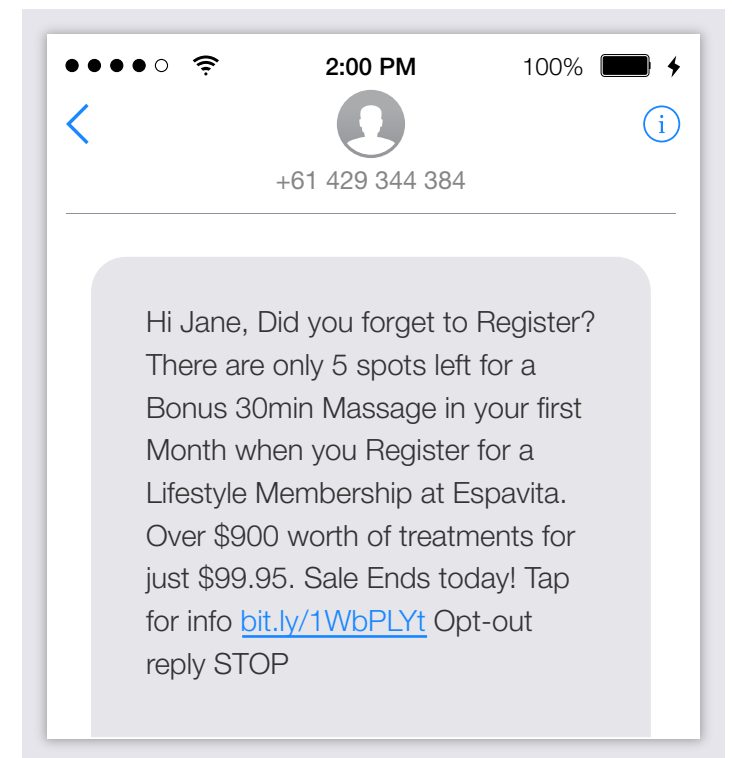
SMS Competitions

Allow participants to easily enter your contest by allowing them to text-in with an SMS keyword. This will then trigger an instant auto-response.



Email to SMS

If you're expecting many responses to your message, try using Email to SMS. This will allow you to respond to texts through your email.



SMS Reminder

Don't let a potential lead slip away. Try to re-engage your leads by sending an SMS reminder one week after being inactive.



Contact us to learn more about
our SMS Services

helpdesk@burstsms.com
go.burstsms.com

Free Trial Available