Phorest

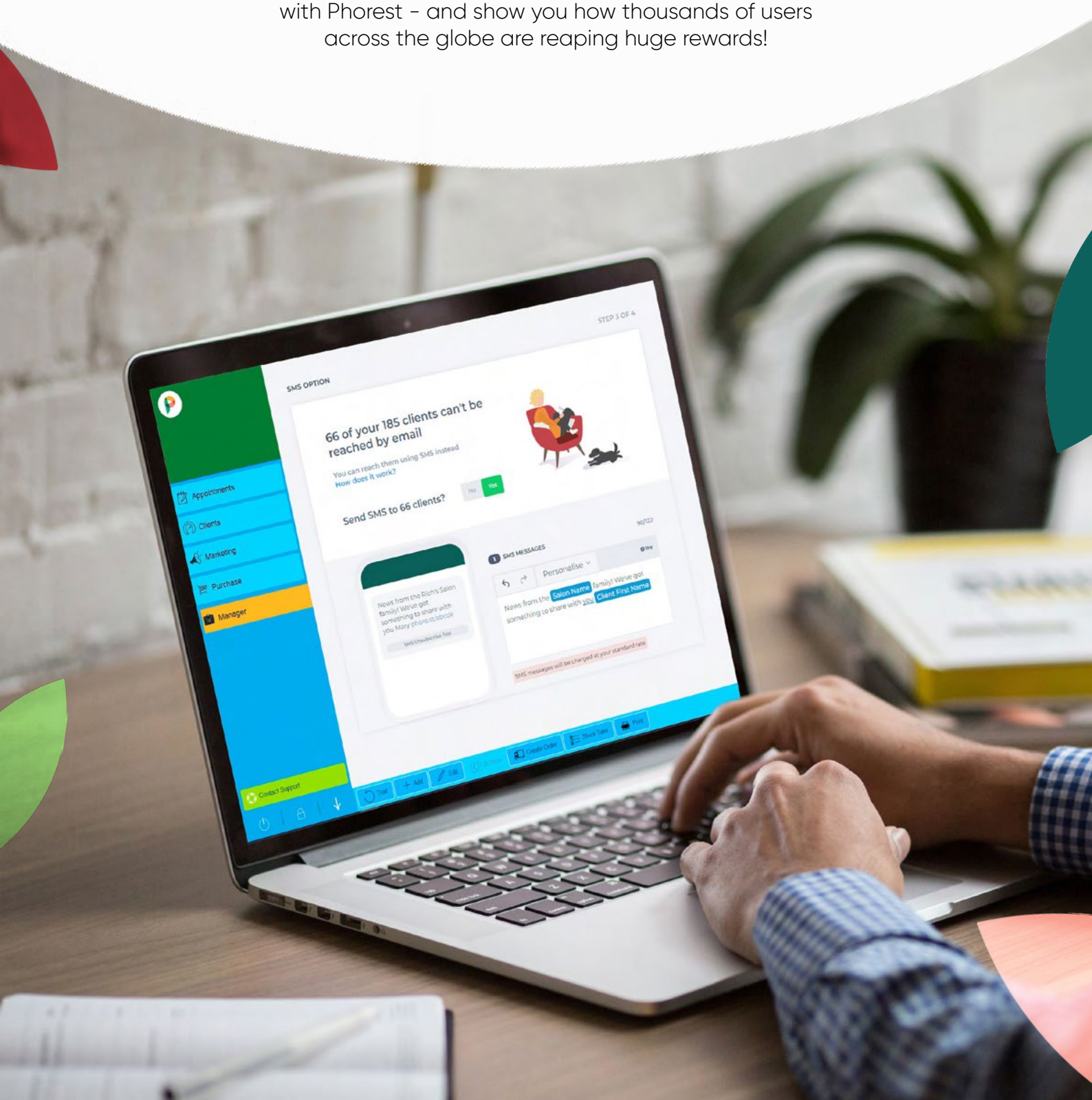
Get *Growing* with SMS!

A snappy how-to guide to increasing your revenue with SMS

Unlocking the power of SMS

Phorest's suite of SMS features provides salons with a simple, concise and cost-effective way to reach your customers and massively grow your business revenue.

This ebook will guide you through mastering SMS with Phorest - and show you how thousands of users across the globe are reaping huge rewards!



Let's get to the facts about SMS

SMS is the most surefire way to reach your customers. Why?

SMS boasts a **99%** open rate compared to email, which pales in comparison with **just 20%**

(Source: ManyChat)

The message is sure to reach your customers quicker! Why?

90% of SMS are usually read within **3 minutes** of being sent. An email can take up to 48 hours to be read.

(Source: Forbes)

Finally and most importantly, the ROI is significant!

Phorest salons generate **x29 more revenue** from SMS than what they spend!

(Sorce: Phorest)

What kinds of SMS can I set up with Phorest?

Phorest SMS fall primarily into 2 categories:

These SMS allow you to promote your salon, get customers to book online, purchase from your online store, and avail of special offers - all contributing to **increasing your revenue**!

These SMS include rebooking, reminders, and no-show messages that can be set up to automatically to send your clients important appointment information.

Reach your full revenue potential with Marketing SMS!

Let's look at the basics: the what, the how, and the who.

What do I send my customers?

Sending an SMS can seem like an overwhelming task, as there are endless possibilities of campaigns you could run. If you are starting off marketing campaigns for the first time, it's a good rule of thumb to start off simple. Let's look at three of our most popular SMS templates.

Special Offers

FLASH SALE at Salon Name is now on! 10% off all services, this week...

Flash Sale
Current Offers

These can be offers for special occasions, holidays, gift vouchers, referrals, sales etc.

Booking Reminders

Client First Name, we miss you, here's a gift! Book online and get 15...

Non-Returning Clients
Current Offers

Keep clients within their normal booking cycle. Remind lapsed clients to book!

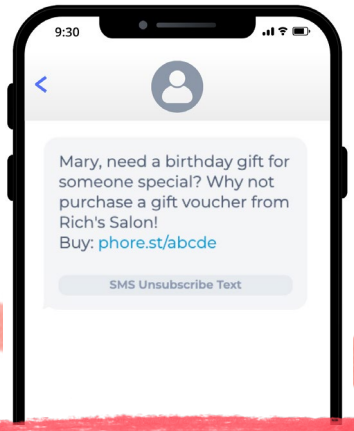
Last-Minute Availability

Client First Name, we have some last-minute availability at Salon...

Last-Minute Availability
Online Bookings

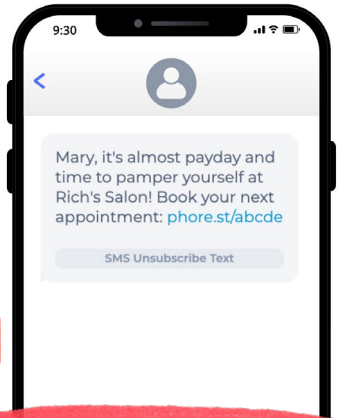
Create a sense of urgency and let customers know that you have a few slots left!

Check out some other popular templates!



Birthday Gift Cards

Payday Booking Reminders



How do I set up a Marketing SMS campaign?

To create an SMS campaign, go to **Marketing > Compose SMS**. Choose an SMS template that suits your needs!

TIP: If you are a frequent user of particular SMS campaigns, why not try a brand-new template? Remember, the templates are frequently updated, so check back regularly.

You might want to edit this template (a little or a lot, it doesn't matter!). When you click **Use Template**, you can **edit the text** and **add links** to Online Booking, Online Store, Gift Vouchers, and more. Don't forget to **add the customer's name** for that personal touch!

TIP: Remember to stay within the 160-character limit! If you go over the limit, you will be charged for 2+ SMS!

...but WHO do I send it to?

With Phorest, you can choose who to send campaigns to in 3 ways:

All Clients

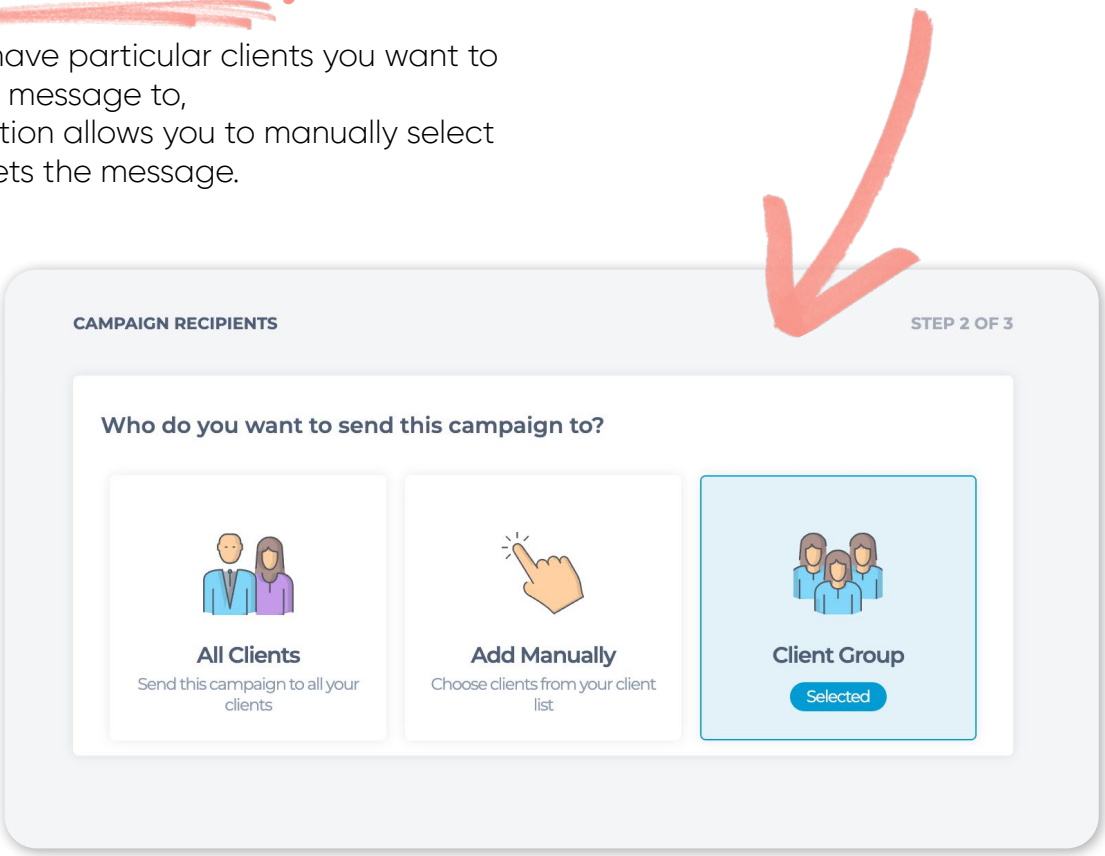
This sends a message to all your clients. It is the easiest way to reach your client base but also the most expensive. You shouldn't overuse this method, as not all clients will want to be contacted too frequently.

Client Group

This is the most powerful way to reach the right clients with the right message. We'll take a closer look at how you can use Client Groups in the next section.

Add Manually

If you have particular clients you want to send a message to,
this option allows you to manually select who gets the message.



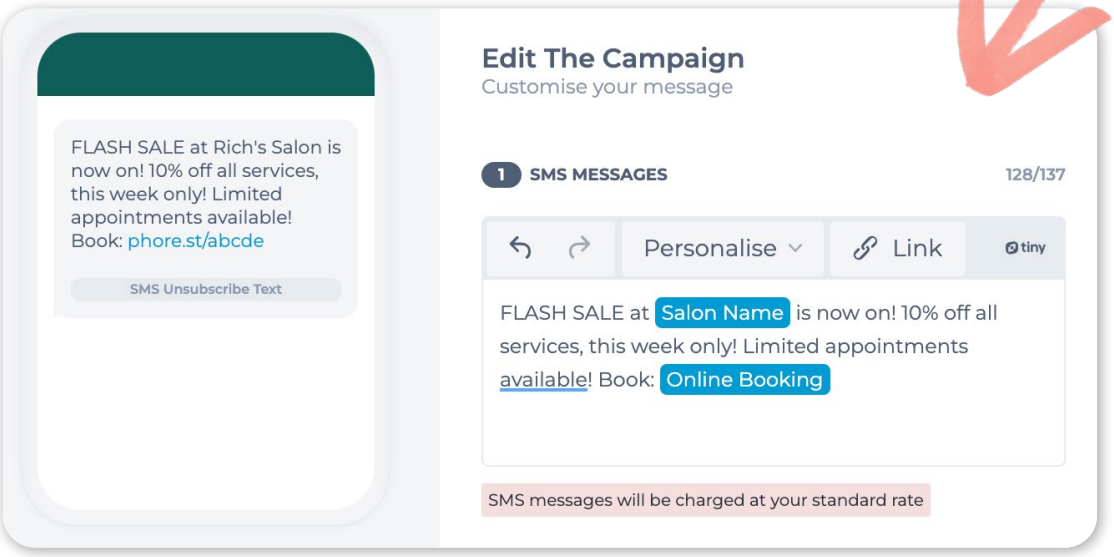
Let's take a closer look at Client Groups

Example:

Say you wanted to promote a **'15% off when you pick up in-store'** in your salon, you might want to target only **top-spending customers** who have an **appointment in the coming month**. This lets customers pick up their order in-store during their appointment.

To create a targeted campaign like this, simply select **Client Group**, then add Spend (set the threshold for your 'top spenders') and add **Upcoming Visits** (set the time frame to one month from today).

Remember, this is just one example! Experiment with tailored messaging for different client groups to see great results!'



Don’t let your message get lost!

Fallback SMS can save the day when a client can’t be reached via email.

Did you know, on average, salons only have email addresses for 30% of their clients?

This means that each time an email marketing campaign is sent, you miss out on contacting 70% of your clients!

To tackle this problem, Fallback SMS was created to help salons reach their entire customer base.

Any clients for whom you don’t have an email address saved will receive a web link of your email content via SMS. This means your message won’t get lost!

Read **here** how to get Fallback SMS set up.

PRO TIP:

Don't forget the 3 Golden Rules of SMS Marketing!

You only have 160 characters to work with,
so make them count.

1.

Include your
business name

2.

Create a
sense of urgency

3.

Add a **link**

It doesn't end with Marketing SMS... don't underestimate the revenue benefits of Automatic SMS

Phorest's suite of Transactional SMS protects your revenue by automatically sending confirmation, reminder and no-show SMS to clients, ensuring that they never miss important appointment information.

Ok, so what types of Transactional SMS are available, and how do they help me?

1. Rebooking SMS

Rebooking SMS will be your next big revenue generator after Marketing SMS. This feature will allow you to schedule a reminder for any clients who didn't book their next appointment on the day of their last visit.

Globally, Phorest customers can achieve on average **63 times back** what they spend on Rebooking SMS alone.

To set up Rebooking SMS, go to **Marketing > Reminders** and select the **Rebook SMS** tab.

2. Reminder & Confirmation SMS

Both Reminder and Confirmation SMS will greatly reduce the number of no-shows, meaning that your forecasted revenue is protected against anyone forgetting about their appointments.

Reminder SMS reduces no-shows by up to 70%.

You can set up Reminder SMS in just a few minutes by going to **Marketing > Reminders > SMS Reminders**. You can read the full guide to setting up Reminder SMS **here.**

Confirmation SMS can be set up by going to **Marketing > Templates/ Filters > Confirmations.**

3. No Show SMS

No-show SMS can be set up for any client who misses an appointment, letting them know that they can reschedule their appointment. This means that forfeited revenue from missed appointments can still be saved.

No-Show SMS can be set up by going to **Marketing > Templates/ Filters > No Shows**. From this screen, you can switch on the SMS no-show message and determine what you want the message to say!

Do you have any questions on SMS?

We'd be happy to help!

Email **grow@phorest.com** today!

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