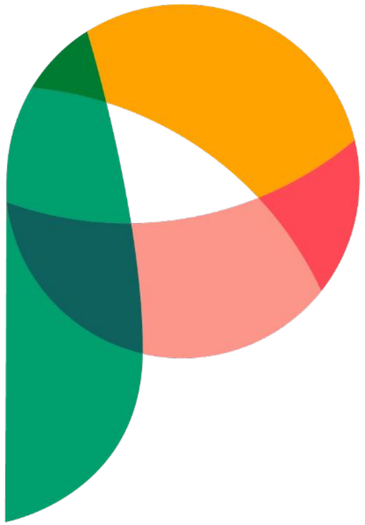


Phorest

Share The Love

Watch the recording

Contents

1. Create a special offer

2. Online Vouchers & Promotions

3. Referrals

4. Send an Email / SMS

5. Create a Meta Ad

Create a Special Offer

A couples Package

Create a couples package by selecting the number of people in the package. You can also add a choice of services to pick from.

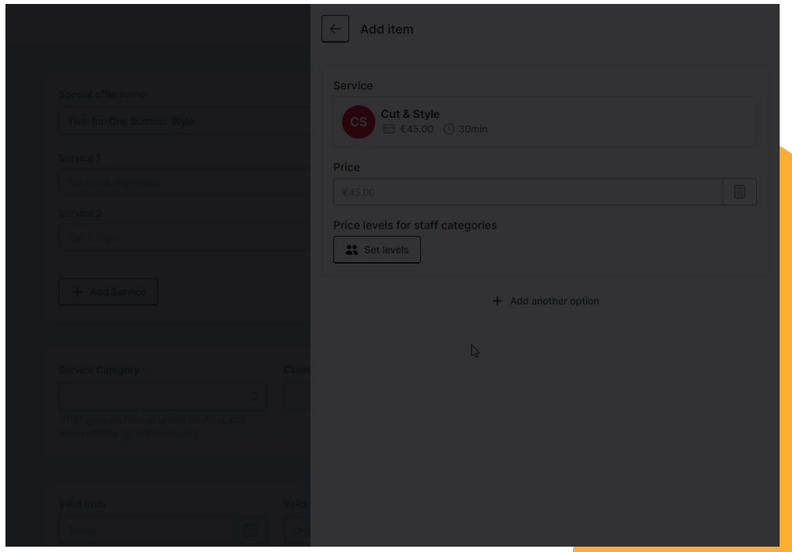
Remember, they will both receive the same services and the price is total. Not per person.

A discounted service for one

Create a discounted service for just one person, leave number of people in the package as 1.

Notes

You can set when it turns on and off or leave it running continuously. Don't forget to give your offer a description as it wont pull the description from the service.

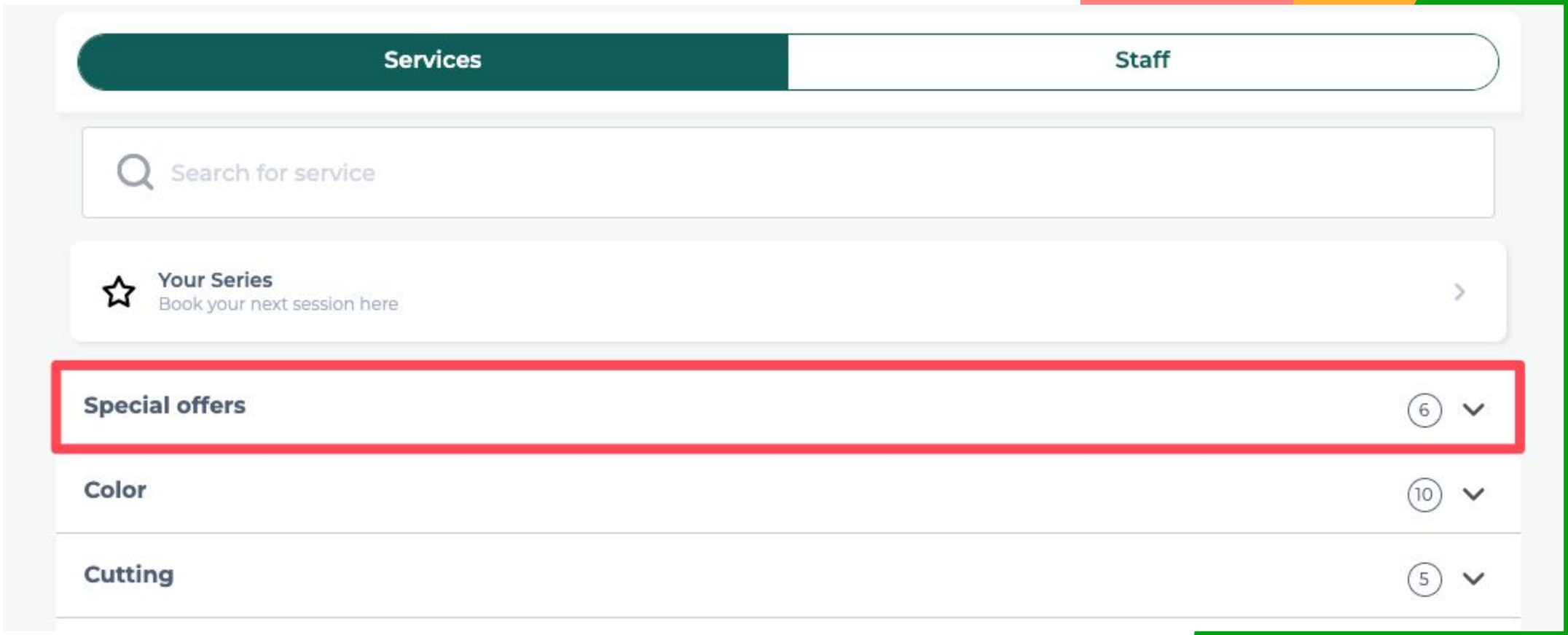


Click here
for our
special offers help sheet

Phorest

Special Offers Online

Special offers will appear at the top of your online booking



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Online Gift Vouchers

Turn on your online gift vouchers

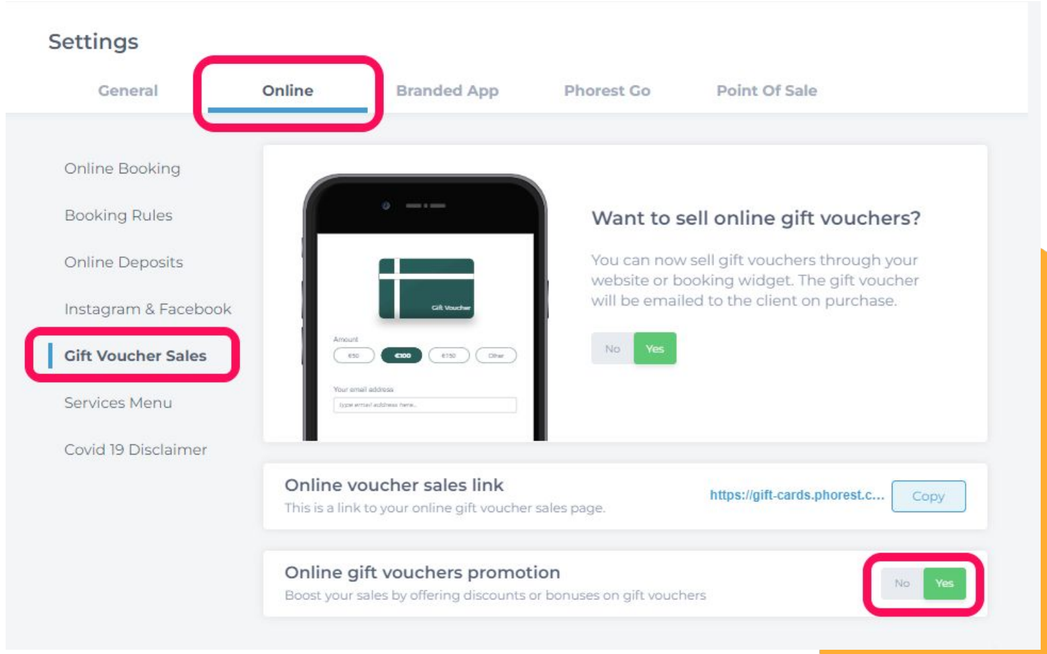
Activate your online gift vouchers, this will automatically appear on your online booking homepage.
You also get a separate link to use in emails, on your website or socials

Apply a gift voucher promotion

Set a promotion of money off or added value

Notes

Don't forget to turn off your promotion when it ends.
You can add logos to your vouchers, set terms and conditions and pre-set voucher amount here too.



[Click here for our Online Vouchers help sheet]

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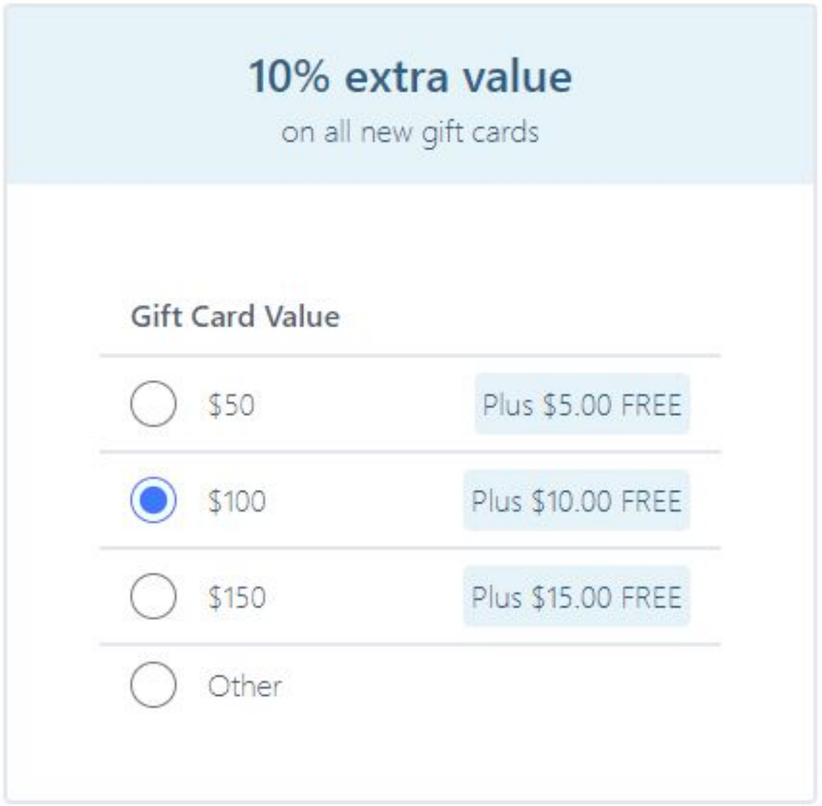
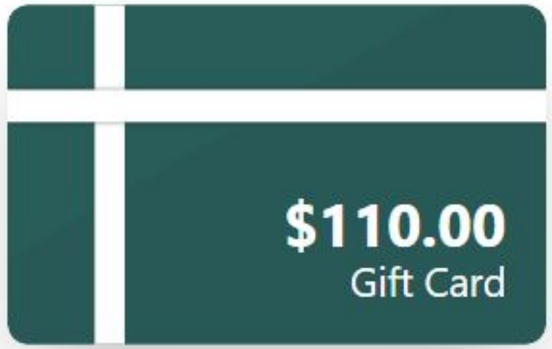
Gift Vouchers Online

Gift Vouchers will appear at the top of your online booking homepage





Total cost

$100.00

Checkout

Phorest

Share The Love

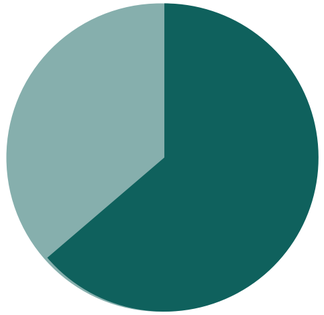
Referrals

Clients can share the love and get rewarded in the process

A trackable, automated system that

- creates and sends the vouchers to the new client
- Tracks the new clients booking
- Tracks when the new client pays for their appointment
- Creates and sends the voucher to the referring client
- Reports on number of referrals and conversions

Available via email / SMS or promote it as an exclusive feature in your branded app.



62%

of clients trust word-of-mouth recommendations from people they know the most.

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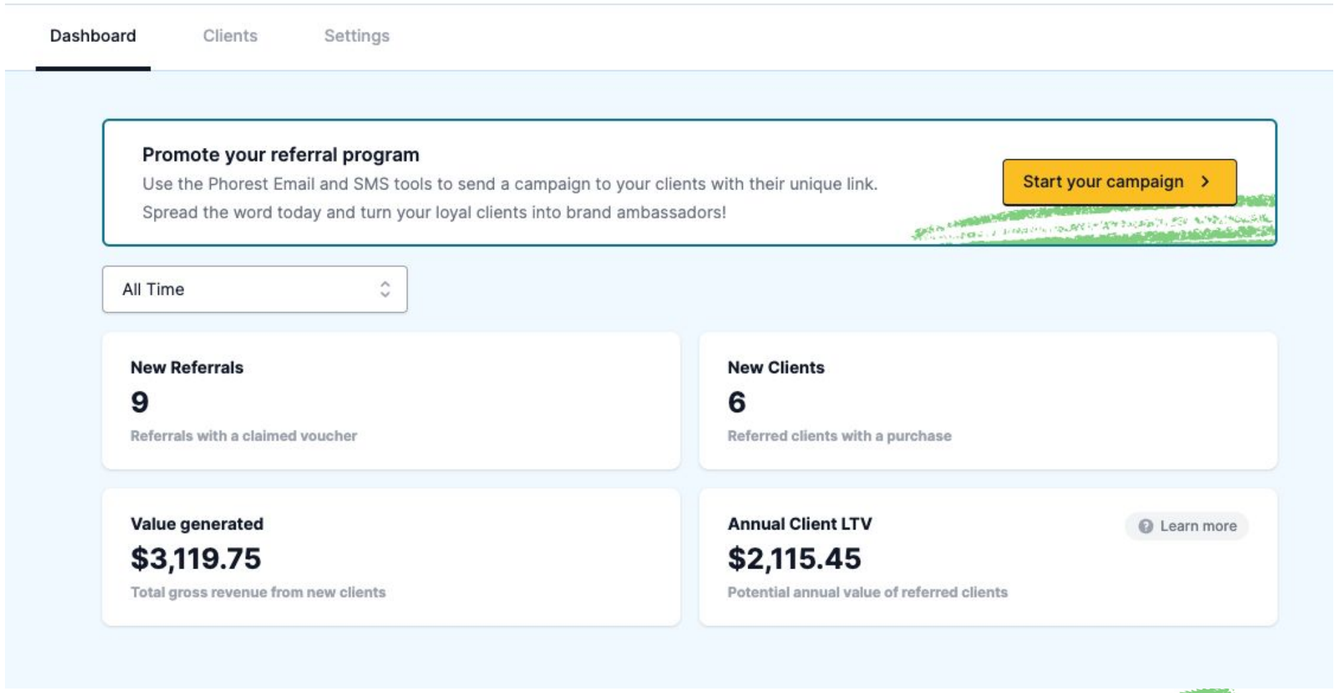
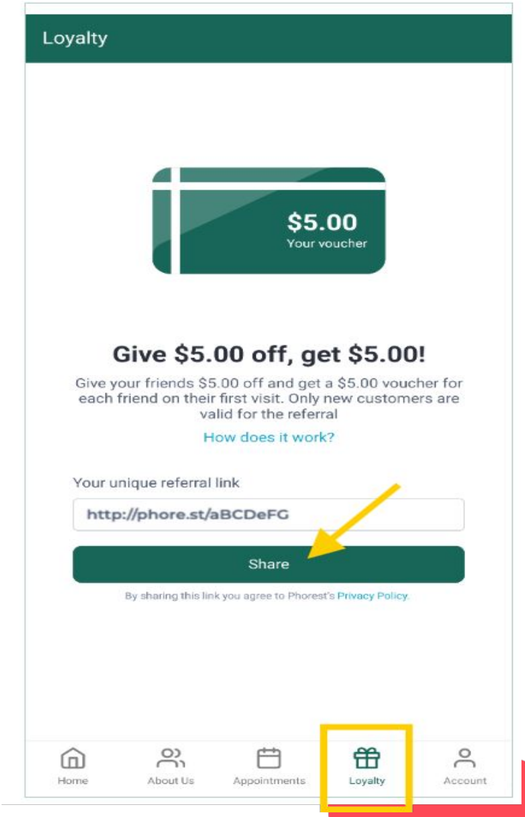
Referrals



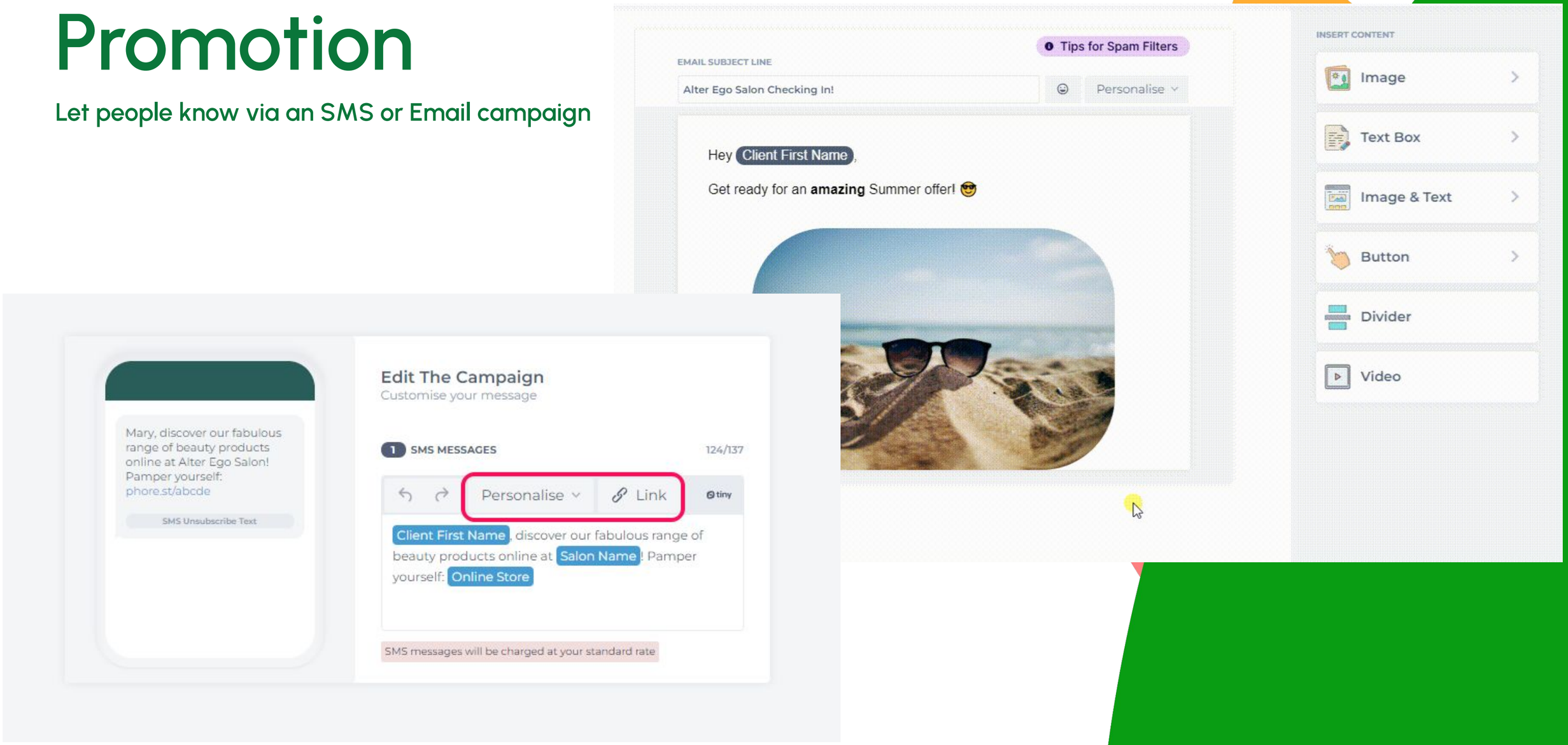


[Click here for our Referrals help sheet]

Phorest

Promotion

Let people know via an SMS or Email campaign



Phorest

SMS & Email

Don't forget your links
Ensure you add links behind images, buttons and highlighted text. We need to make this easy for clients to grab these offers so make it obvious what to do next.

Timing
Timing is everything. Early morning, lunch and early evening are best.

Email vs SMS
SMS have a 93% open rate but are limited in characters and are best if you are promoting a single offer.

Emails have a much lower open rate but you can include multiple offers, build your brand through great visuals and are a zero cost option.

Use your own images
Stay away from stock images if you can, using your own images keeps it real and personal. You can edit images within Phorest or use a tool like Canva and import them in.

Follow Up
As the big day approaches, this is the perfect time to follow up clients who may have forgotten. Schedule a campaign to go out the evening before the event to catch the last minute rush.

Check the results
Once the campaign has completed, don't forget to go back and view the results. Open rates, direct and indirect purchases are all tracked in the marketing suite. Your campaign history will help you build better marketing campaigns in the future.

Click here for the marketing help sheets

Phorest

Create an Ad

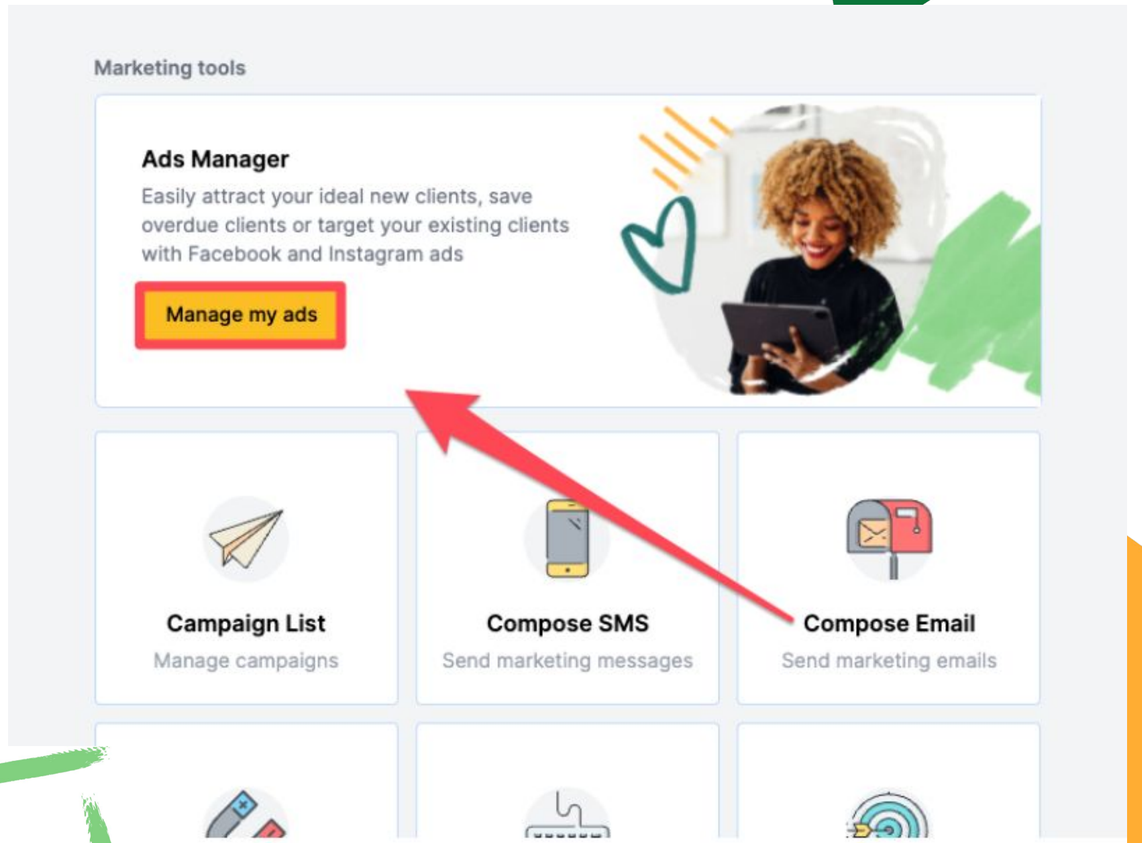
Meta Ad Manager

Utilise the power of social media by creating Facebook & Instagram Ad's

Use your existing client database to target

- New clients (lookalike audience)
- Existing Clients
- Lost Clients (no visit in the last 6 months)

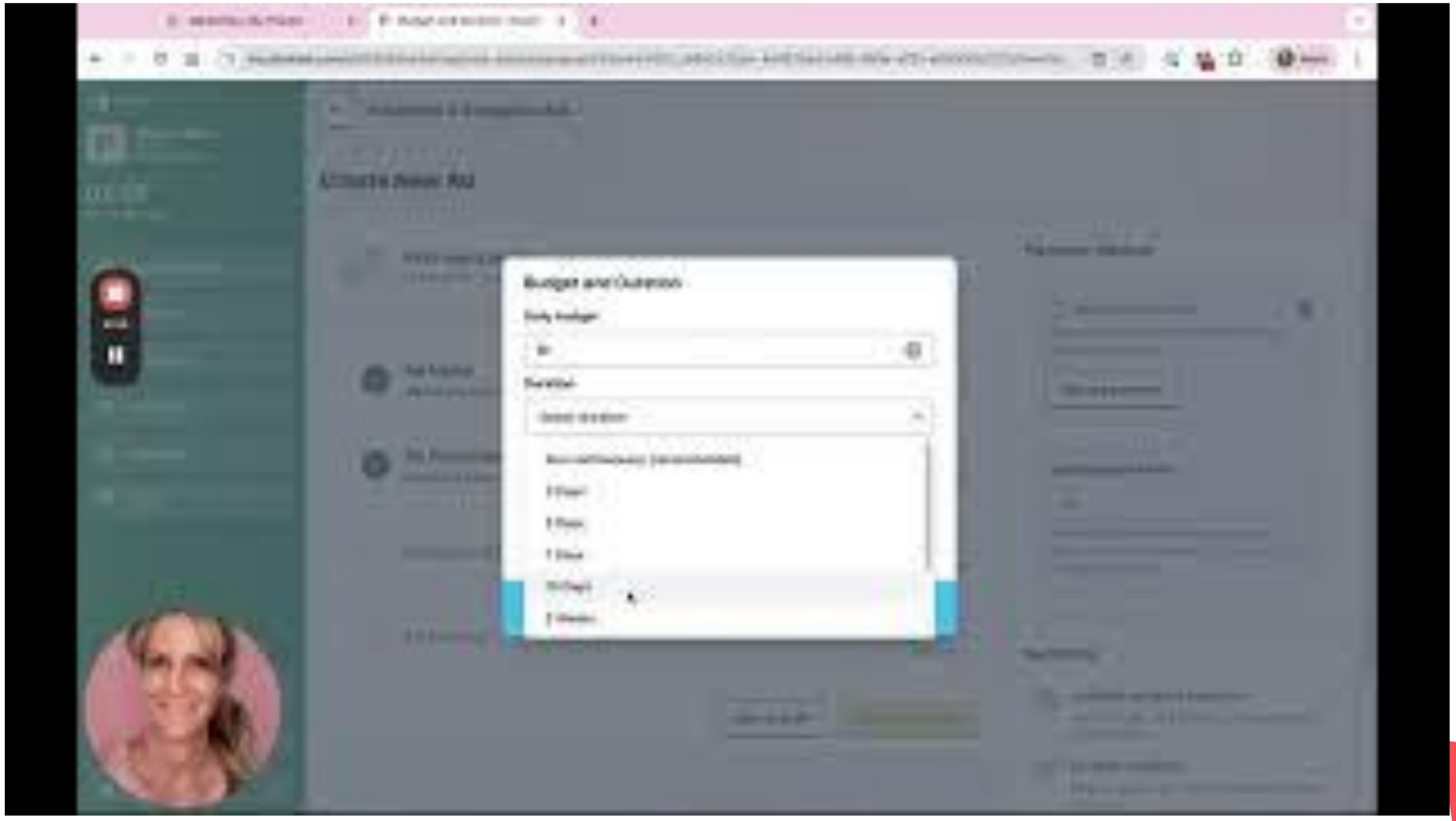
Email and SMS can be ignored, blocked or not received,
Facebook and Instagram ads use targeting algorithms to deliver your ads to maximise conversion and brand presence.



[Click here for our Ads Manager help sheet]

Phorest

Walkthrough



Phorest

Audience

Existing Clients

Target an ad to all clients in your database. No new clients will see this.

New Clients

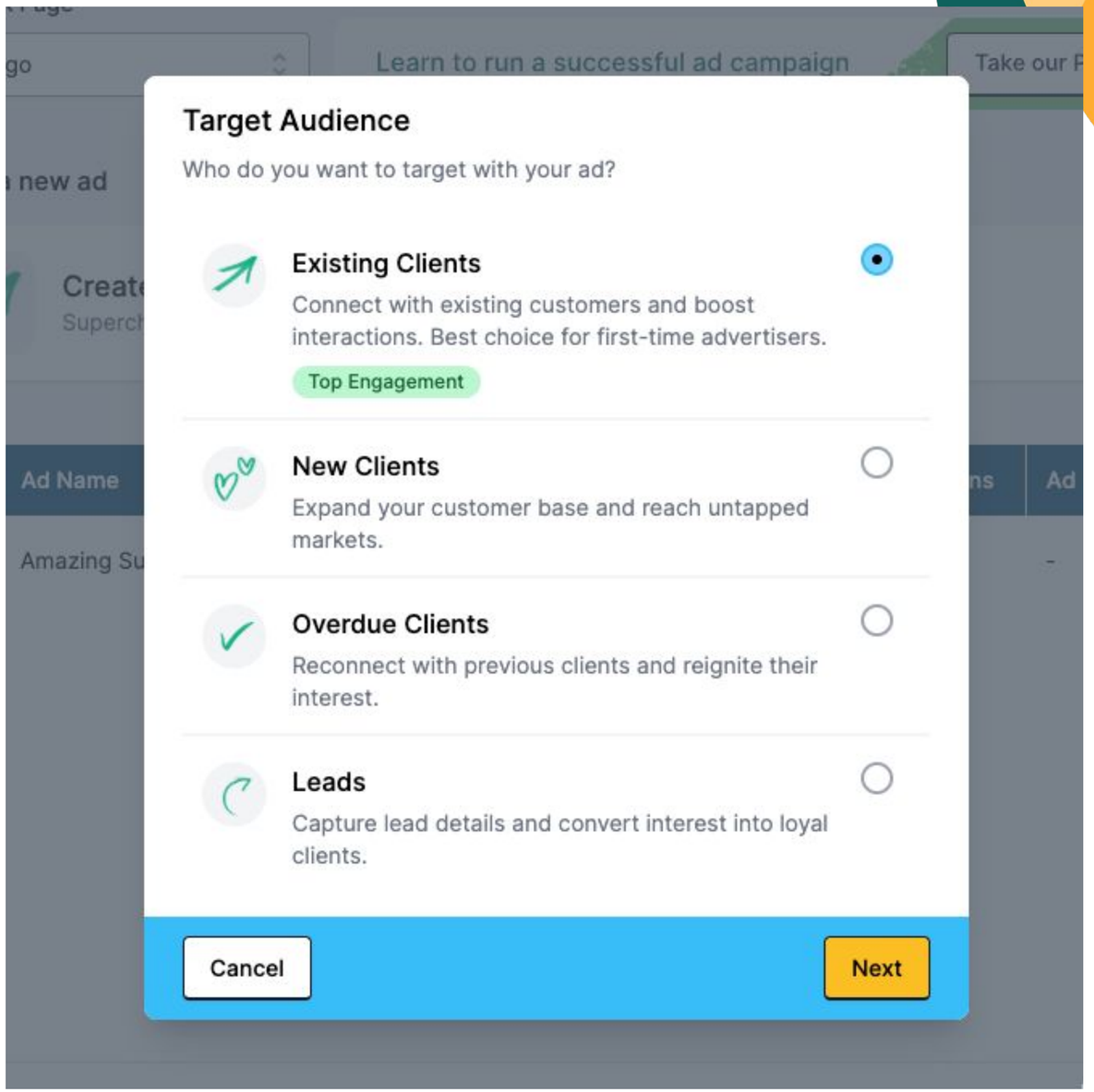
Finds you new clients using your top 100 spending clients as a basis of your ideal client. Existing clients will not see this.

Overdue Clients

Target clients who have not had an appointment in the last 6 months.

Leads

Has the same audience as new clients but replaces with book now button with a link to your lead form.



Phorest

Select your placement

Facebook

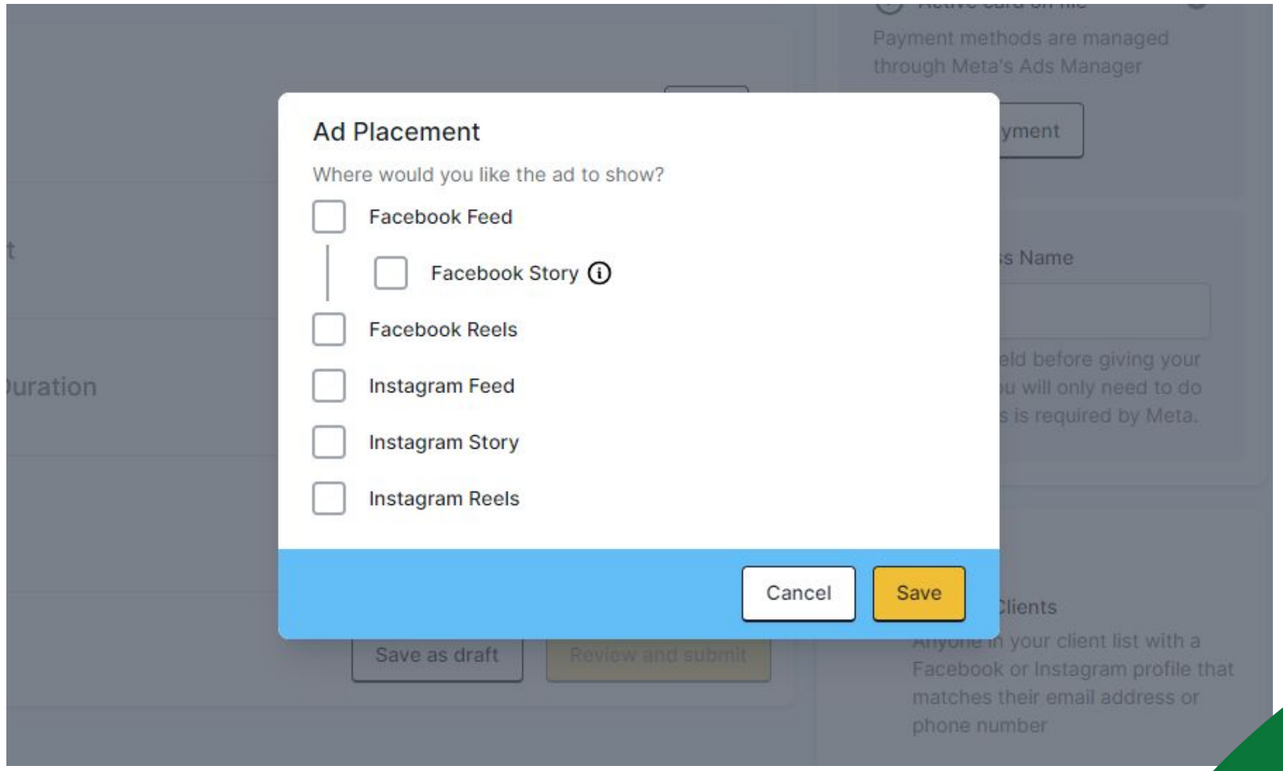
Total Reach: ~17.7M - 22.8M users.
Gender Split: 54.7% Female, 45.3% Male.
Primary Age Group: 25–34 years (approx. 6.1M users).
Secondary Age Group: 35–44 years.

Instagram

Total Users: Approx. 14.9 million .
Gender Split: Female majority (~55%).
Primary Age Group: 25–34 (approx. 4.6M users).
Secondary Age Group: 18–24.

Stories and Reels

Are best for video content



Sources
Instagram Statistics
Facebook Statistics

Phorest

Budget & Duration

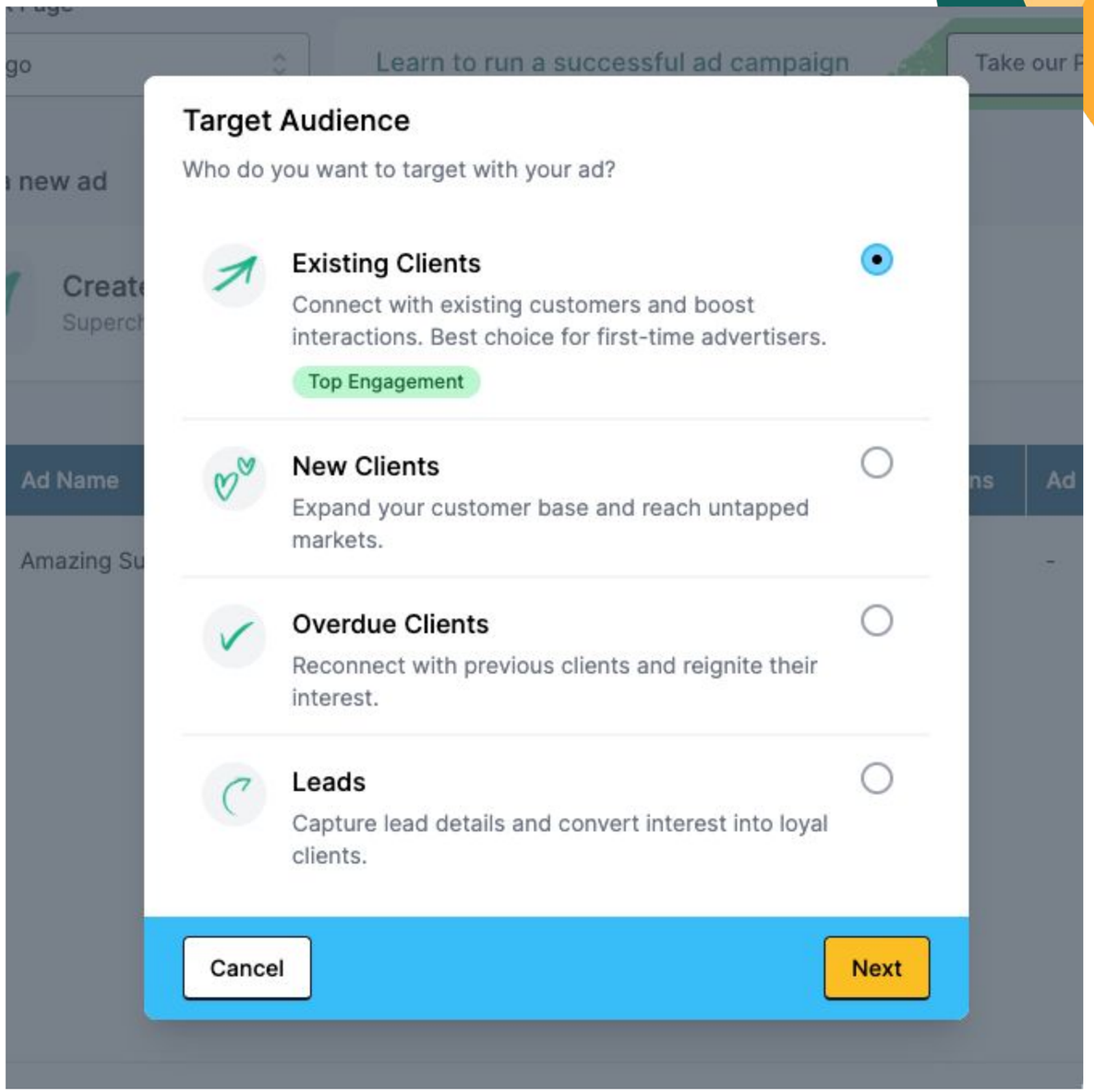
First and foremost, you need to have a monthly budget to run ads on Facebook and Instagram. Every business is different, so you will need to determine how much you can spend per month.

Budget

As a base, it's recommended that you spend at least $10 per day for each ad that you wish to run

Duration

the ad should run for at least 10 days to improve its performance. However, we recommend that you continuously run social media ads across the month to see a better return on your investment.



Phorest

Create your content

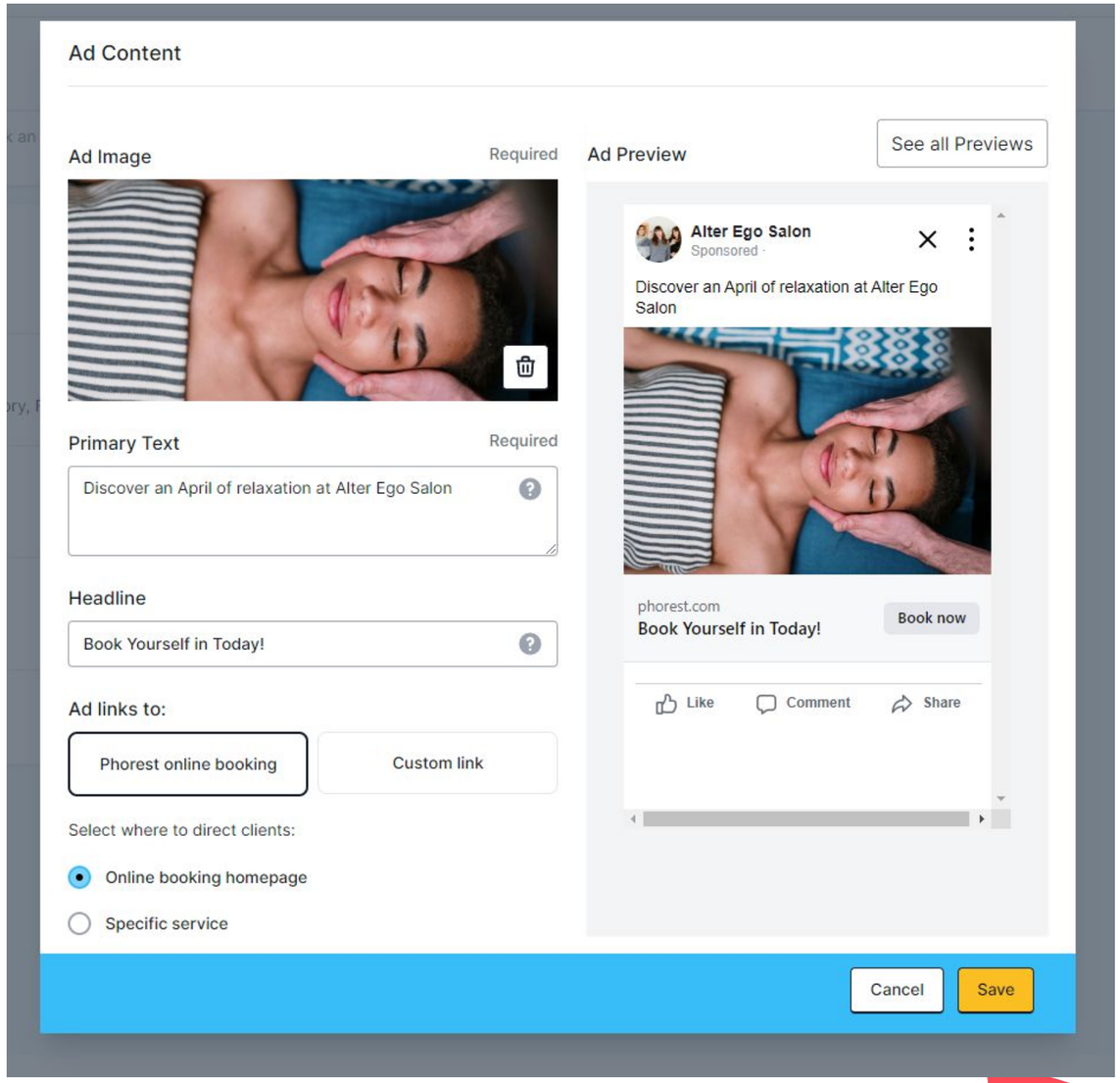
Video
Best for reels and stories (1920 x 1080 Px)

Static Images
Best for feeds (1080 x 180 Px)

Primary Text
Keep it concise 120 characters or less

Headline
Appears next to your link

Link
Direct links to services or special offers are best



Phorest

Monitor Results

Bookings

This shows you how many individual services that were booked from clients that viewed the ad. Not how many individual clients.

Direct Revenue

Revenue from clients who book the exact service you advertised. For example:

- Your ad promotes "Botox" with a link to that specific service
- A client views the ad and books Botox
- That booking counts as direct revenue

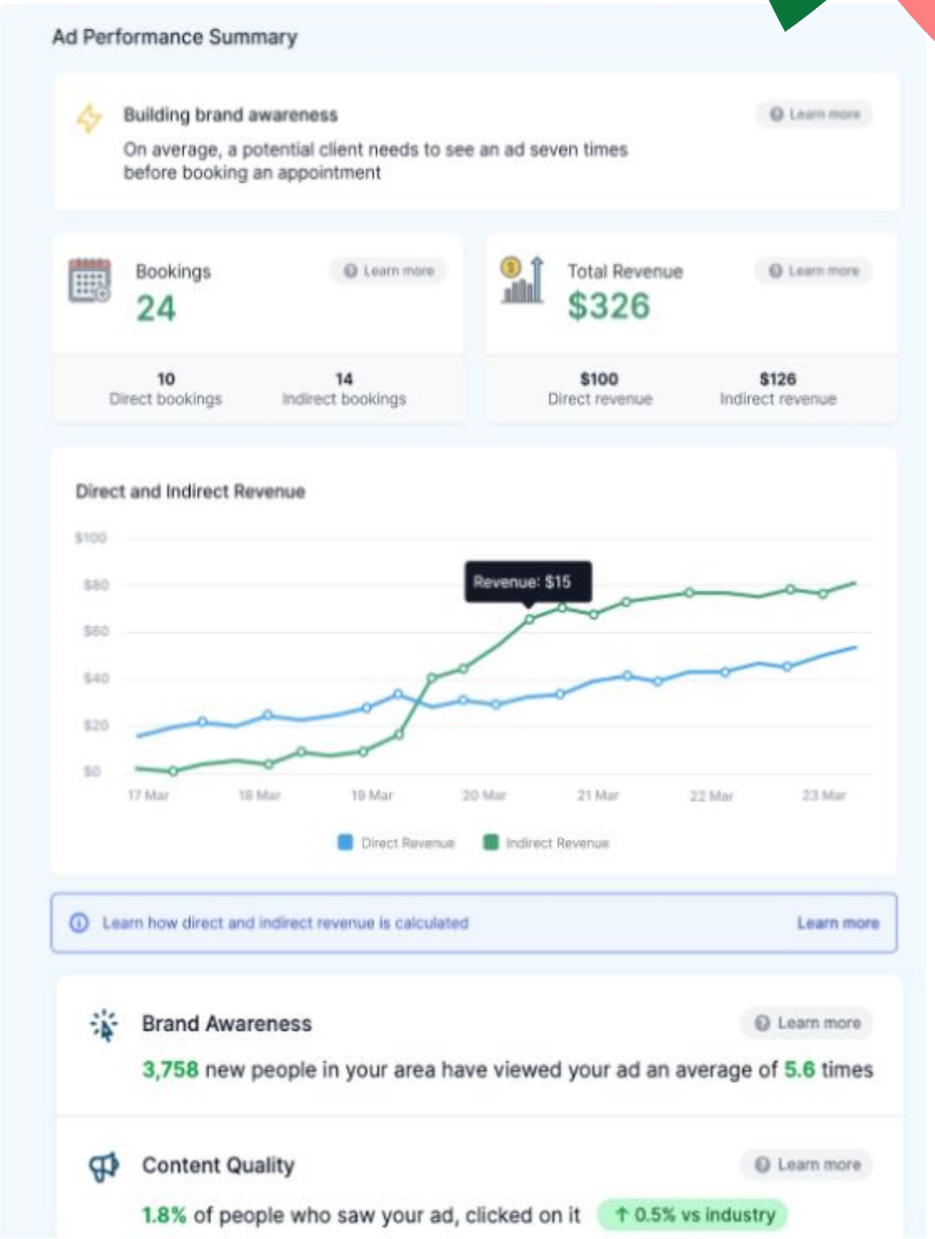
If a client books multiple services in one appointment and one matches your advertised service, only the matching service counts as direct

Indirect Revenue

Revenue from clients who viewed your ad but booked a different service than what was advertised. For example:

- Your ad promotes "Botox"
- A client views the ad but books a "Facial" instead
- That booking counts as indirect revenue

Indirect revenue also applies when you use a custom link in your campaign



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Missing Features?

Click here

Phorest Grow Homepage

Click Here

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