



# The Salon Owner's Guidebook to SMS Marketing

Reach clients, boost revenue & grow your business

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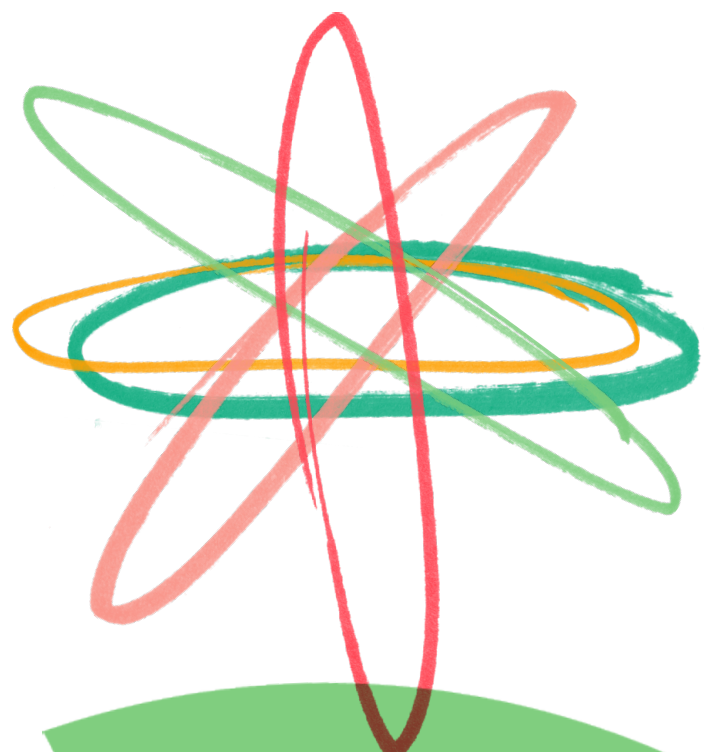


Imagine a **marketing tool that effortlessly reaches clients, keeps them engaged, and increases your bottom line.** Sounds too good to be true, right? With **SMS marketing**, this could be your reality.

In today's digital age, consumers are slammed with marketing material; whether they want it or not. From crowded email inboxes to always-on social media feeds, we are being shown more advertising than ever before, making it a highly saturated and competitive market.

With this in mind, SMS marketing is your salon's superpower, designed to get the right message to the right people; saving you time and increasing your revenue and client retention rates.

In this ebook, we will explain the benefits of SMS marketing for the salon and spa industry, drawing on case studies from salons and spas that are smashing it while also discussing some of **Phorest's most popular SMS marketing features** and **how to use them.**

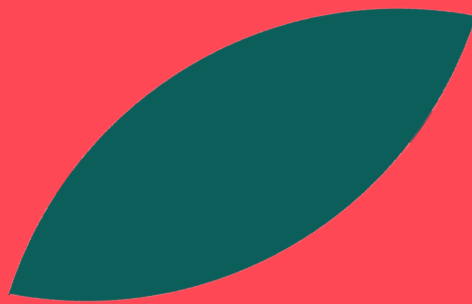


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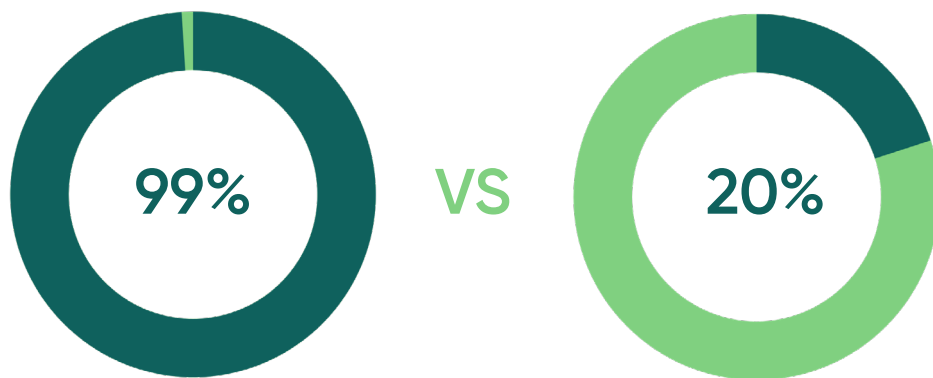


# 1 The Benefits of SMS Marketing



# The Benefits of SMS Marketing

When planning a marketing strategy for your professional salon or spa business, one of the **most important things** to consider is how **visible your message is**. SMS marketing has the **highest open rate** and **visibility** of any digital marketing channel, meaning that recipients are more likely see your message; something that's not guaranteed when using other types of digital marketing.



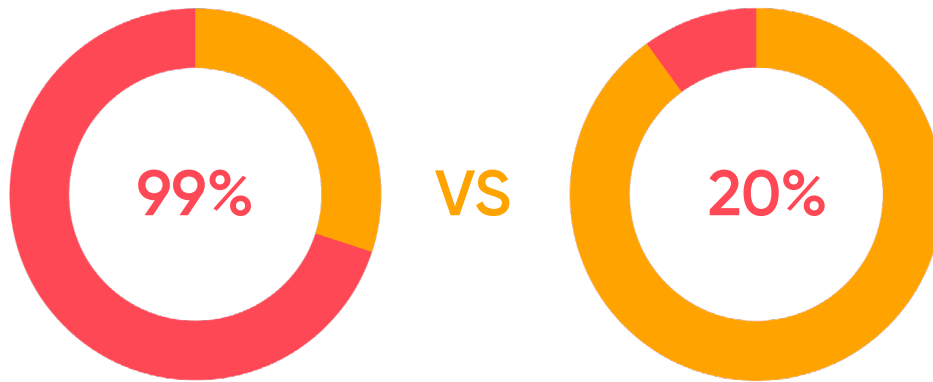
Did you know that **SMS has a whopping 99% open rate**, compared to 20% for emails? <sup>1</sup>

<sup>1</sup> Source: ManyChat

## Why are these figures so high?

Well, SMS is the only universal application across mobile phones. No matter what type of phone a client has, they can receive a standard text message.

With this in mind, **it's almost a guarantee that when you send an SMS it will be seen.** That is virtually unheard of in digital marketing. Mobile messaging is one of the **most effective direct marketing strategies** in the world. Your salon is missing out if you're not making the most of it.



Phorest research shows that most salons only have access to 30% of clients' emails, but **90% of clients' phone numbers**

## SMS marketing empowers your business to:

- X** **Communicate instantly with clients**, advertising time-sensitive messages or special offers with the click of a button
- X** **Prompt clients to rebook with personalized offers and notifications**, as well as straightforward links to your booking platform
- X** **Reduce no-shows and late cancellations** with automated SMS reminders that arrive straight to their mobile phones
- X** **Reach a larger audience** with lower costs per message, and **higher conversion rates**, than social media or search engine advertising
- X** **Build brand loyalty, engagement, and trust** by sending personalized messages straight to clients' text messaging inboxes.



“

*Clients love the SMS to remind them about their appointment and find it very professional and efficient. Since introducing the SMS reminders, we have noticed fewer clients missing appointments because they have forgotten, or clients at least giving notice that they cannot make it rather than on-the-day cancellations. We have used SMS marketing to do quick boost campaigns for new treatments, gift vouchers, and special offers, and it works well, and gets seen.*

”



**Alex Heavens**  
The Sun Lounge UK





The background features a light green color with a large teal shape on the left side and an orange shape at the bottom left. A white brushstroke is positioned below the main text.

2

Case Study:  
SMS

Marketing  
vs Email  
Marketing



# Case Study: SMS Marketing VS Email Marketing

Meet our two salon professionals; Sophie and Susie. Both manage the marketing for the salons they work in. They are both based in Toronto. In terms of business size, capability, services, and location, their two salons are virtually the same. Both professionals are passionate about digital marketing and the salon industry.



### Owner: Sophie

**Mindset:** If I send emails to my entire client base, they will resonate with some people, and those people will book.

**Question:** How do I keep marketing costs low while attracting my clients to the salon?

**Tactics:** Limited-time offer emails, Large-scale email blasts to entire customer base

#### Results:

- Unreliable open rates
- Potential to be triggered as spam
- Non-targeted marketing may not be relevant to many clients
- Only targeting a small percentage of clientbase (those whose emails she has)



### Owner: Susie

**Mindset:** By keeping my clients up to date with the salon in a personalized manner, they will book more appointments, more often.

**Question:** How do I keep my clients engaged so that they will remain loyal and book regularly?

**Tactics:** Automated reminder SMS messages, SMS review requests, marketing SMS messages

#### Results:

- Consistent open rates and visibility
- Messages delivered directly to clients' phones
- Personalized messaging that makes clients feel valued
- Large-scale targeting covering most of the client base



Using SMS and email marketing in tandem can keep your salon on top when it comes to advertising.

“

*SMS marketing is a game-changer for salons and spas because it puts your message right in the palm of your clients' hands- instantly. It's a direct line to them and creates an immediate connection between you both*

”



**Claire Herbert**  
Salon Success Manager, Phorest

Now that you're aware of the benefits of SMS marketing, here are some different methods to explore...



# 3 Demystifying SMS Marketing for The Professional Salon & Spa Industry



# Demystifying SMS Marketing for The Professional Salon & Spa Industry

SMS marketing has a number of applications to help you **achieve your salon goals**. Whether you want to build brand loyalty, keep your clients engaged, or just send on some old-fashioned marketing material, **SMS has you covered**.

These messages are generally set up in advance and consist of;

- Booking Confirmations
- Appointment Reminders
- Thank You Messages
- Review Requests
- Birthday or Anniversary Messages
- No-Show Follow-Ups
- Rebooking Prompts

These messages **take the hassle out of clients having to schedule** or remember appointments themselves, help **reduce no-shows**, and keep your salon front of mind for clients.

## SMS Marketing

### **Promotes offers, tips & news to encourage clients to book**

No salon wants to experience white space in their appointment book. High-quality marketing can help reduce this by allowing you to target specific client groups with material suited to them to encourage them to book.

These marketing messages are usually made in advance or on-the-spot, and include;

- Time-limited offers or discounts
- Seasonal promotions
- New product or service launches
- In-salon news that you want to share with clients
- General updates or information on anything salon-related

**As well as encouraging clients to book on the spot, marketing SMS keeps your clients engaged and up-to-date with your business, boosting client loyalty.**



## Client Reconnect

**Is a personalized way of reminding clients to schedule their next appointment.**

It can be awkward to reach out after a loyal client hasn't visited the salon in their usual timeframe, which is why Phorest created **Client Reconnect**.

This feature helps you send **personalized** and **hyper-targeted** SMS messages, and works by:

- Identifying clients who haven't booked in their usual timeframe
- Segmenting these clients in a straightforward list
- Allowing you to reach out in a personalized and friendly manner, encouraging them to book in

**By using smart technology to segment clients clearly, you can take the fear out of reconnecting with someone who hasn't visited in a long time, showing them that you still care and would love for them to revisit.**



## Fallback SMS

**Ensures you're reaching your whole client base, regardless of the material you send**

Even if your main marketing strategy is email, SMS can be used to ensure that your email messages are reaching everybody in your client list.

Phorest's **Fallback SMS** works by;

- **Flagging clients** that you've targeted in an email marketing campaign whose email addresses you don't have
- **Putting together** a straightforward **list of these clients**
- Allowing you to **target these clients via an SMS** that links out to the email you attempted to send

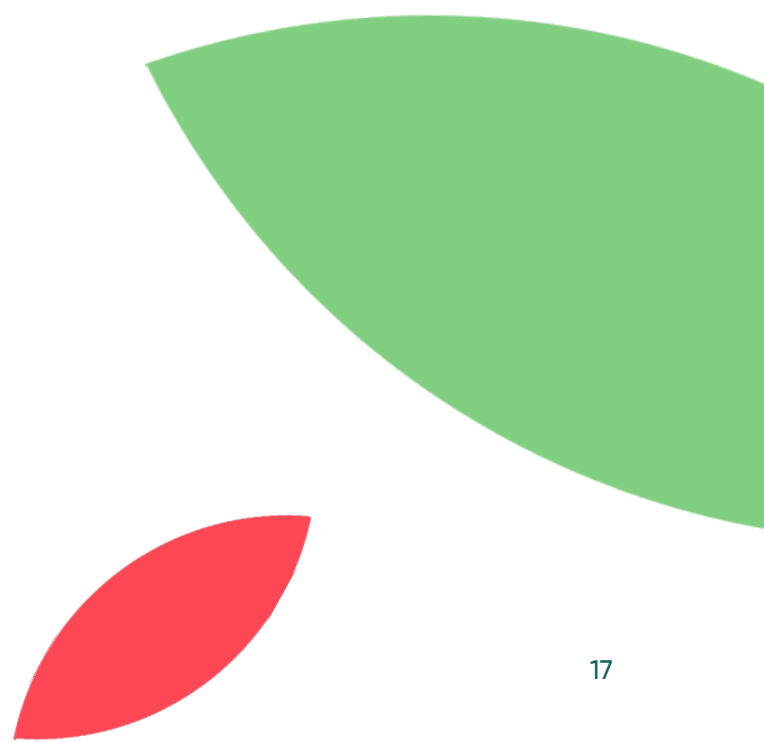
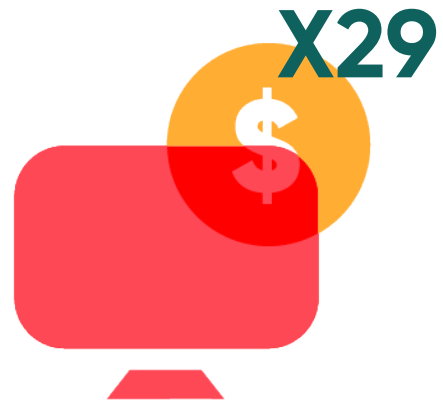
**Fallback SMS ensures that your email marketing messages are reaching every client on your list, even if you don't have their email addresses captured on your Phorest system.**





## But What About The Cost?

One of the main concerns business owners have regarding SMS marketing is the fact that it costs money in comparison to email marketing, which is free with Phorest. However, research shows that Phorest salons tend to generate, on average, **29X more revenue from SMS than it costs to send.**



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Case Study:  
How Soffiato  
Via Uses SMS  
Marketing to  
Bring in Guests,  
Increase Revenue  
& Automate Client  
Communication



# Case Study: How Soffiato Via Uses SMS Marketing to Bring in Guests, Increase Revenue & Automate Client Communication

Located in the heart of *New Jersey, USA*, since 2017, Soffiato Via is a full-service hair and beauty salon known for offering high-quality services and exceptional customer service. Something that has helped them build this enviable reputation is Phorest's SMS marketing features. We spoke to Owner & Stylist Caroline Dodig about how she uses text messaging to help her business thrive.



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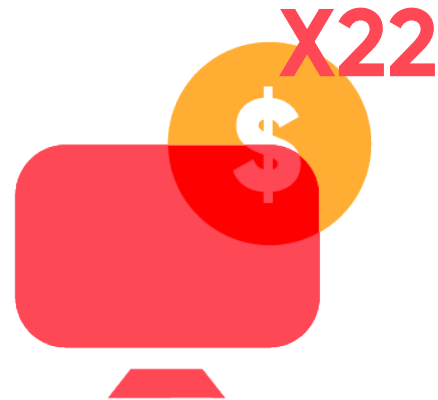
*We use SMS marketing for last-minute openings [in our diary], or to focus in on [advertising to] one person. We send out specials and deals... we use SMS if we need a quick turnaround, because it lets clients see a message right at their fingertips*

”



Unlike email marketing, which Caroline uses to advertise upcoming events or promotions, **SMS marketing is a quick way to encourage instant bookings.** Utilizing the feature in this way has helped Soffiato Via to;

- **Reduce empty spaces** in their appointment calendar
- **Quickly rebook** appointment slots after a no-show or late cancellation
- Keep the salon **front-of-mind for clients**
- **Enhance client communication** overall



SMS marketing campaigns by salons like Soffiato Via generate, on average, **22X more revenue than the cost of sending a campaign**<sup>2</sup>

“

*Everybody's on their phone constantly and text messages pop right up on the home screen. [text messaging is] a way of just getting your name straight into clients' heads when you need to...I don't think we've ever run a campaign where there was not a financial benefit, or we didn't get bookings from it*

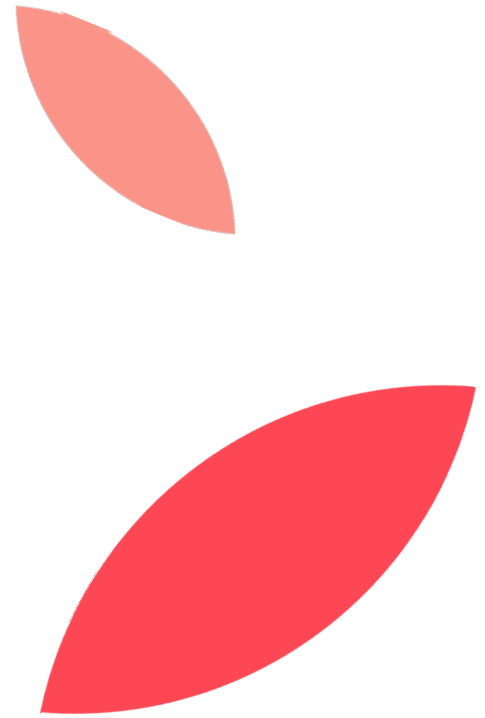
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<sup>2</sup> Based on 2022 research of Canadian salons using the Phorest system

## As Well As SMS Marketing...

These Phorest SMS features are routine in Soffiato Via;

- **Appointment reminder SMS** messages have **reduced no-shows** and help busy clients remember their appointments
- **Automated review requests** have helped the salon garner over **400 5-star Google reviews**
- **Client Reconnect messages** have **encouraged lapsed clients back into the salon**, with many of these clients thanking the team for reminding them to invest in their self-care again



**Clients of salons like Soffiato Via were 543% more likely to submit a Google review after receiving a review request SMS <sup>3</sup>**

## The Benefits Aren't Just Monetary.

They come in the form of client satisfaction, too. On receiving a personalized Client Reconnect message, one of Caroline's clients got in touch with the salon, booking an appointment and thanking them for reaching out to her; "I had the cutest client. She just forgot that she wasn't putting her hair first," says Caroline. **"Getting that message made her book an appointment and got her back in the door."**

<sup>3</sup> Based on 2022 research of Canadian salons using the Phorest system

## SMS Marketing is Quickly Recieved & Quickly Constructed

"[Phorest has] a template created for you, but then I can customize it and change it to my brand and wording. It takes two seconds. It just keeps it consistent." notes Caroline, about SMS marketing.

**And if you're still trying to manually confirm appointments and communicate reminders to clients?**

**Stop!**

"One feature we couldn't live without are the [appointment] confirmation messages. Clients think that we manually send them! I'm like, no, no, no, our system sends it out two days before your appointment. We couldn't do it without this feature... **I couldn't even think about having to call every individual client to confirm them!**"



# 5 How to Structure a Marketing SMS



# How to Structure a Marketing SMS

Now that we've gone through the benefits of SMS to help you achieve your goals, here are some tips on how to structure your text messages so that they have the maximum impact on the clients that are receiving them.

**The purpose of an SMS is to deliver a clear & concise message. Keep it short and sweet, and follow the five golden rules below**



## 1. Personalize

Avoid sounding like you've just sent a batch SMS campaign to everyone in your address book by personalizing all messages and **including your clients' first name**. This can be done automatically by inserting the <name> feature in Phorest's SMS marketing suite.







## 2. Keep It Clear & Concise

An SMS is all about words and is limited to 160 characters of text. Make your message clear and concise by **keeping it simple** and to the point; whether you're telling clients about a limited-time special offer or just want to reach out and remind them to rebook.

## 4. Give Your Client Value

Whether you're offering your client a highly sought-after appointment slot or are advertising a special offer, your SMS messages should show value and **make your clients want to engage** with your salon after reading them.

## 3. Include a Time-frame & Strong Call-To-Action (CTA)

What do you want clients to do after they receive your text? Book an appointment? Purchase a product? **Direct them to where you want them to go via a link** or clear instructions to ensure your SMS has the impact you want it to.

## 5. Include an Opt-Out

While nobody likes to see clients choose not to receive marketing material, **including an opt-out link is the law** in a number of countries. This can be done at the touch of a button in Phorest's marketing suite, ensuring you stay professional and compliant.



Need some more help setting up SMS within your Phorest system? We've got you;

Creating a new SMS marketing campaign

Sending an SMS reminder message

Editing Client Reconnect templates

Editing Review SMS messages

Setting up Fallback SMS

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Example  
SMS

Marketing  
Templates




## Example SMS Marketing Templates

Here at Phorest, we take pride in **the quality of our marketing templates**, which have helped hundreds of thousands of salon owners send high-quality, professional marketing material to clients.

Whether you're trying SMS marketing for the first time or simply want some inspiration for your next campaign, **here are 10 of our tried and tested templates** that you can try sending out to your client base;






**1. The Special Offer**  
Hi <name>, Book any service this week and get 20% off!  
Hurry, limited availability! 🍷💅 <OB link>

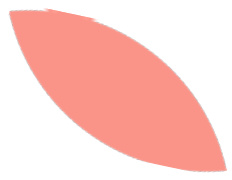
**2. The Birthday Message**  
Hi <name>, Happy Birthday! Enjoy a complimentary  
[service] to celebrate. Let's make your day fabulous! 🎂  
<OB link>

**3. The Booking Invitation**  
Ready for a pampering session? Click the link to secure  
your spot. We can't wait to see you! 💕 <OB link>



**4. The Salon Announcement**  
Hi <name>, we're excited to announce that [name] is  
joining the [salon name] team! Book today to make her  
feel welcome 🎁 <OB link>


**5. The Product Launch**  
Hi <name>, Exciting news! We're thrilled to announce the  
arrival of our newest products. Treat yourself 🎁🛒 <online  
store link>





**6. The Seasonal Deal**  
Hi <name>, Summer special! Enjoy 15% off any waxing service. Limited-time offer! Hit the link to book. 🧑💇👉👉<OB link>

**7. The Appointment Reminder**  
Hi <name>, just a reminder of your upcoming appointment at [Salon Name] on [Date] at [Time]. We look forward to seeing you! ✨



**8. The No-Show Follow-Up**  
Hi <name>, we missed you at your recent appointment. To reschedule, please hit the link. We hope to see you soon! 📞<OB link>

**9. The Refer a Friend**  
Hi <name>, Love your recent salon visit? Refer a friend and get 10% off your next visit when they book 💖

**10. The New Client Welcome**  
Hi <name>, welcome to [Salon Name]! Enjoy your first visit and treat yourself to our exceptional services. See you soon! ✨

“

*At Phorest, we understand your clients' marketing needs firsthand because many of our own team members are past industry professionals. Our SMS templates are fully customizable, meaning your brand's message remains consistent and crystal clear, regardless of what you're communicating*

”



Mary-Louise O' Connor  
Product Marketing Manager, Phorest

By this stage, we're sure you're well aware of the endless possibilities that SMS holds for your salon business. **By harnessing the power of SMS, you can effortlessly connect with clients, boost bookings, and create meaningful connections that drive revenue and repeat visits to your salon.**

*Are you ready to revolutionize your salon's SMS game?*

[salon]718

# Phorest; Born On The Salon Floor, Bred To Help You Thrive

Phorest Salon Software was born on the salon floor and bred to help owners and their teams thrive. Founded by CEO Ronan Perceval in Dublin, Ireland, in 2003, Phorest has earned recognition as one of the fastest-growing technology companies in the hair and beauty industry and is honored among the Deloitte Fast 50. Phorest serves nearly 10,000 businesses globally and over 160,000 beauty professionals across 10 regions.

For nearly two decades, Phorest has supported and enabled salons, spas, and clinics to manage, market, and grow their businesses. The company collaborates with real hair and beauty teams every day to build technology solutions that will make an impact.

Phorest employs 300 people in offices located in Ireland, the UK, Finland, Germany, Australia, the UAE, Canada, and the US. Its Board of Directors includes significant industry players and independent directors Paolo Braguzzi, former CEO of Davines Group, and Janna Ronert, Founder and former CEO of Image Skincare. In 2022, Barry Mulligan, a partner in [Tribal.vc](#), joined the board. Mulligan has

been an active investor in young, dynamic tech companies in Ireland since 2010 and was one of the first investors in Phorest Salon Software.



The growing Board of Directors includes individuals with diverse experience, including Olivia Leonard, Director of Instagram EMEA (Chair); Jonathan Klahr, Growth Equity Investor at SGE; and Colin Day, Founder and former CEO at iCIMS.

