



# SNAPSHOT SURVEY RESULTS REPORT

## *Social Media*

JUNE 2017





## Social Media Survey Results

*ISPA Snapshot Survey | June 2017*

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and helps identify the needs of spa professionals. Snapshot Surveys are conducted on the third Friday of each month, with full results provided only to respondents two weeks from the release date of the survey. Knowledge is a valuable tool and these quick surveys provide a wealth of information shared by ISPA's members. The June Snapshot Survey asked questions about social media use for companies in the spa industry.

The last Snapshot Survey to cover social media as a topic was the March 2012 survey. Notable usage changes over that time include 40 percent of all spas using LinkedIn as a business tool in June of 2017, compared to just 31 percent in 2012. Pinterest saw a similar increase with 10 percent of spas using it in 2012 and 20 percent using it in 2017. Twitter has seen a decrease in use as 67 percent of all spa respondents used it in 2012 compared to 52 percent in 2017.

The most notable change is Instagram, which was still in its infancy in 2012, is now used by 80 percent of all spa respondents and 76 percent of resource partner respondents. Facebook saw slight growth as well with 98 percent using it in 2017 compared to 93 percent in 2012.

With stories becoming an increasingly used feature in social media, respondents seem to use Facebook Stories (43 percent of spa respondents, 38 percent of resource partner respondents) and Instagram Stories (28 percent of spa respondents, 38 percent of resource partner respondents) more frequently than Snapchat Stories (7 percent of spa respondents, 3 percent of resource partner respondents).










Paid social media advertising is also most often done on Facebook (66 percent of spa respondents, 74 percent of resource partner respondents) and Instagram (21 percent of spa respondents, 31 percent of resource partner respondents) than it is on other platforms. Day spa respondents tend to use social media advertising more than other segments, with just 18 percent responding that they do not use any paid social media advertising.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, June 16, 2017 to Friday, June 23, 2017. During this time, 320 ISPA members responded to the survey. The categories "all spas" and "ISPA Spa Members" referred to within this report include data from all spa respondents (day, resort/hotel, medical and destination spas).

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## ISPA MEMBER RESPONSES

Which of the following social media networks does your company use as a business tool?

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS	RESOURCE PARTNERS
 FACEBOOK	98%	98%	98%	94%
 INSTAGRAM	80%	75%	82%	76%
 LINKEDIN	40%	38%	39%	62%
 PINTEREST	20%	26%	15%	35%
 SNAPCHAT	14%	9%	15%	8%
 TWITTER	52%	44%	56%	65%
 YOUTUBE	24%	24%	22%	41%
 OTHER	5%	7%	4%	6%
 DO NOT USE SOCIAL MEDIA	2%	2%	2%	2%

## Who is responsible for managing your company's social media presence?

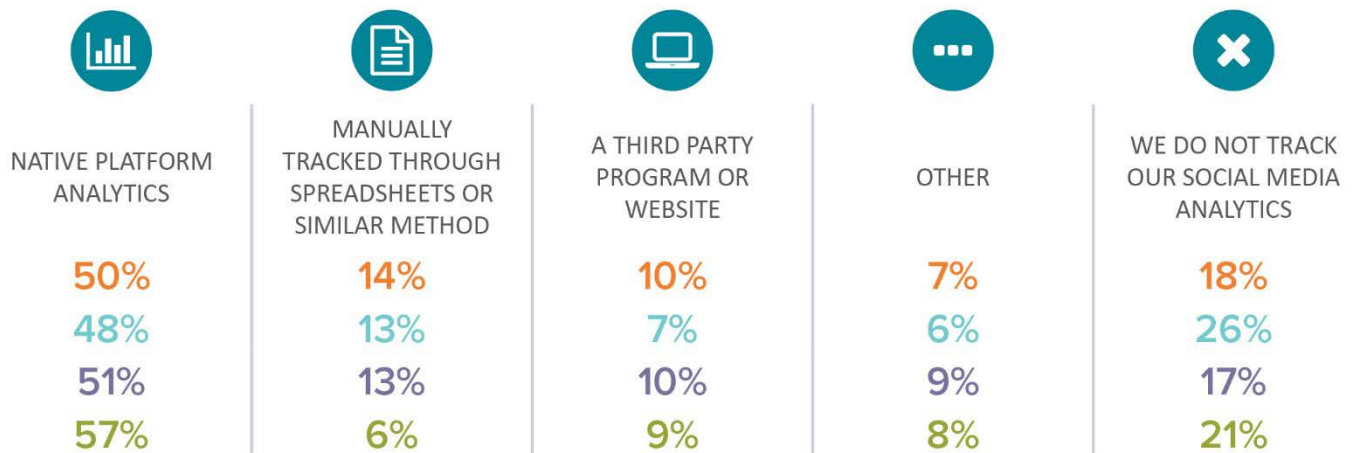


## How many total employees have login access to your company's social media accounts?

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS	RESOURCE PARTNERS
1	22%	20%	22%	16%
2	28%	31%	29%	33%
3	27%	24%	29%	28%
4	8%	16%	3%	13%
5	4%	6%	5%	3%
MORE THAN 5	11%	4%	12%	6%

## How do you primarily track your company's social media analytics?

● ALL SPAS   
 ● DAY SPAS   
 ● RESORT/HOTEL SPAS   
 ● RESOURCE PARTNERS



Has your company produced measurable results by increasing its client base and/or revenue through social media?



YES: **48%**  
 NO: **13%**  
 DO NOT KNOW: **39%**



YES: **45%**  
 NO: **11%**  
 DO NOT KNOW: **44%**



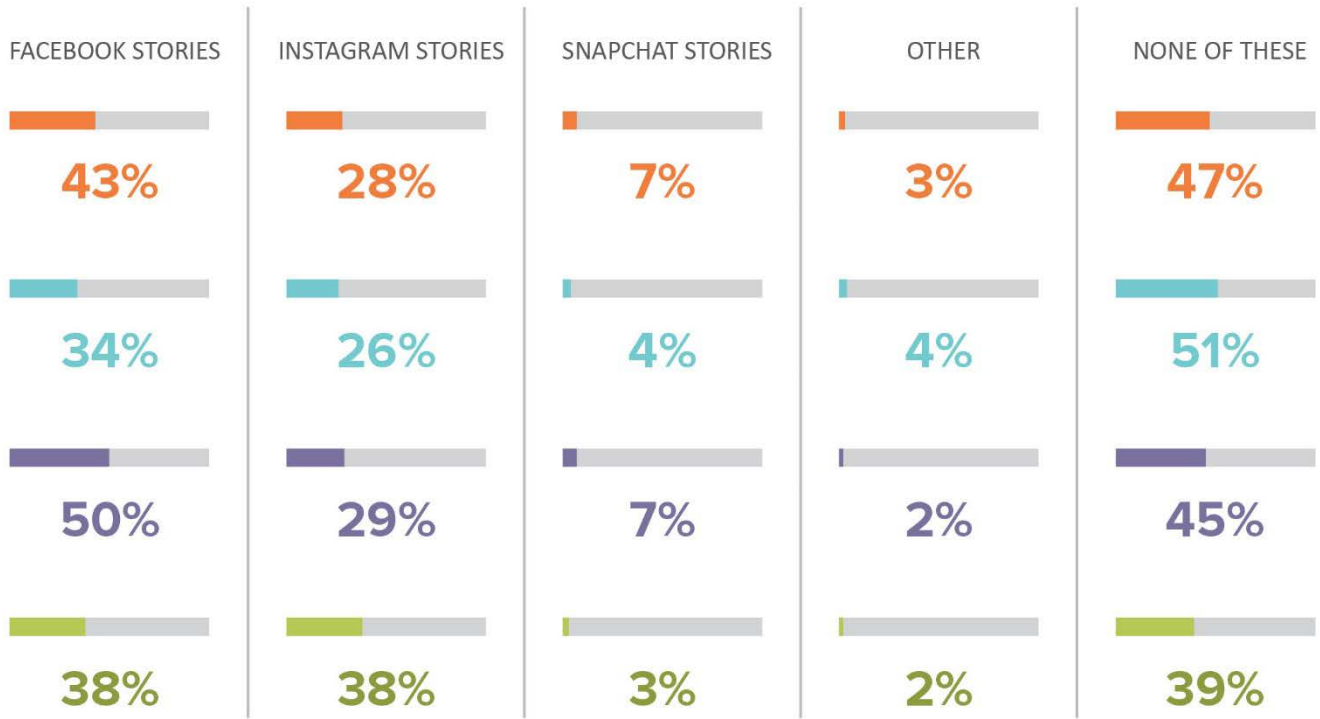
YES: **49%**  
 NO: **13%**  
 DO NOT KNOW: **38%**











YES: **58%**  
 NO: **24%**  
 DO NOT KNOW: **18%**

The use of stories on social media is an increasing trend for 2017. Please select any of the following platforms your company has utilized for stories.

● ALL SPAS   
 ● DAY SPAS   
 ● RESORT/HOTEL SPAS   
 ● RESOURCE PARTNERS



Does your company make use of paid social media advertising? If so, on what platforms?

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS	RESOURCE PARTNERS
 FACEBOOK	66%	84%	54%	74%
 INSTAGRAM	21%	27%	15%	31%
 LINKEDIN	8%	2%	12%	6%
 PINTEREST	3%	0%	5%	2%
 SNAPCHAT	1%	0%	1%	2%
 TWITTER	6%	4%	8%	5%
 OTHER	3%	2%	2%	2%
 DO NOT USE PAID SOCIAL MEDIA ADVERTISING	34%	18%	44%	22%



**Participants were asked to share a social media promotion or strategy that produced measurable results. A sampling of responses can be found below.**

- \$150k unit sales following Instagram promoted post @schillerbikes featuring "Riviera Water Bike Challenge," world's first pro waterbike race.
- \$5 off next visit for a positive review posted about William Wesley and the service provider.
- A partnership with Soulfest, a yoga festival in Harlem, where we created a custom printed sweatshirt that proceeds went to charity and it was shared on many platforms. An influencer who was photographed in the sweatshirt and a local yoga studio helped -- it was the combined reach that created the lift.
- Ad campaign, resulted in selling products.
- Advertised a spa and yoga stay in Facebook in March 2017. We got 8 enquiries and converted three into actual stays worth USD \$2,800.
- Asking the audience to 'share' something for a chance to win.
- Boosting a post on Facebook has a really great reach. We make sure to post three to five times a week (though we are part of a large property so each department gets their own "day"). We always make sure to use pictures that are bright, current, and if possible show people in our space. Each post we try to make a call to action and attempt to engage our customers to comment and share the post, we ask questions etc. Really our main focus is the picture. No one wants to see basic stock photos in their feed, so we try to use our own photos taken by our own employees and guests.
- By daily promoting before and after photos against a media wall we have increased monthly website click through from 1,000 to 5,000 in just three months. It also raised google map searches from 500 to over 3,000.
- By producing relatable imagery with our E Retail Web Partners, we have seen spike in sales based on leveraging one E-Retail platform using a "word of mouth" concept to help drive sales on others.
- Celeb program in which they tweet, Facebook or any other social media, about their stay by posting pictures.
- Consistency is key. We focus on building our audience so we have a platform to market to.
- Contests always get more follows, friends tagged and post shares.
- Facebook ad promoting website- the ad reaches out beyond core audience, hence more eyes to the website and more sales.
- Facebook contests adds 20+ new likes per contest.
- Facebook events for specials events.
- Facebook giveaways during holidays, to enter, like, follow, tag and comment. Instagram still a mystery on how to get locally targeted audiences.
- Facebook live for events, scavenger hunt per Facebook, promotional post.
- Facebook room package prom which included a \$200 Spa credit, GWP of a longer treatment.
- Facebook videos directly tied to new product launch.
- Father's Day contest on Facebook and Instagram- tell us your best dad joke and win a free massage.
- Father's Day Promo, we had to run it for the month of June because it was in high demand.
- Flash sale on Facebook for discounted rooms.

- Gave away a free UV Detector Keychain on my late husband's birthday on Facebook which produced 2300 new fans. (My company, UV Skinz, was founded on losing my husband to melanoma).
- Gift basket giveaways for "liking" our Facebook page and sharing it with a friend. Almost doubled our Facebook "likes" which then allows us to reach a broader audience for future specials, etc.
- Great turnouts for Open House events through the use of social media.
- I am always blown away with how easy it is to connect with other industry professionals on Instagram.
- I recently posted a photo on LinkedIn where I was presenting at a regional spa event and received over 3,000 views in less than three days. Posting photos and articles is a wonderful tool to grab attention without too much effort.
- Invitations to specific events: measurable by number responding/attending; Specific promotions for services or specials requiring booking with that code: resulting in additional bookings/sales. Sharing "odd" posts and the 'sharing' results are measurable compared to 'normal' posts; Odd=unusual wellness/health fact with a twist of some kind.
- It is challenging to determine the results on anything we do on social media. We have no way of tracking specifically social media revenue. We do know that 60% of all new clients come from online searches and 30 percent come from Client referrals. The other 10%, we don't know because they don't tell us.
- It's all about nurturing community, relationships and emotional attachments vs. a direct promotion or revenue. The engagement factor is critical that leads to the revenue.
- Landing pages, which builds client lists for newsletters, which in turn generated increased clients for services.
- Launched our portal Tuska.com through social media.
- Minimal results, more about brand recognition. Our most successful / trackable campaigns are based on "coupon" redemption through our websites.
- Peel Party promotions increased attendance and retail revenue. HydraFacial launch event raised brand awareness about a new service offered; increased initial memberships and series; products repeat HF clientele.
- Personal pictures always tend to perform better for us - usually by at least 50 percent.
- Personal pictures or video of a team member doing or saying something.
- Photo contest. The most shares and likes wins!
- Post new products and specials, receive likes but don't feel like it draws in any additional business. We use social to keep our business fresh in their mind so when they choose a location to receive service we are fresh in their mind.
- Posting compelling photos of the resort or surrounding area that pique interest.
- Posting holiday specials resulting in clients messaging us through Facebook to enquire about services.
- Primarily supports our monthly promotions - generates demand. supports our tradeshow and special events.

- Promoted our massage treatments over Easter with a Banish Stress promotion on our Social Media pages which led to increased awareness of our newly opened spa and increased bookings!
- Promoted our mindfulness program by starting with a social media awareness / thought leadership series of posts, followed by a boosted Facebook event post which sold out our four-week mindfulness based living program.
- Regular ads on Facebook and Instagram featuring our products, have increased our followers by 33 percent since the beginning of the year.
- Respond efficiently to every comment in Trip Advisor to create a good reputation on the platform and be present in the first list.
- Sculpting leads. Use of CRM system, tracking phone number with recorded calls. Spreadsheet used to track calls, consults, purchases etc.
- Sharing and posting blog reviews and magazine mentions and awards.
- Sharing photos of work done and promotions and contests has boosted attendance and new business
- Snapchat has driven prospective students to come in and take a tour of our campus. Not specifically measurable but the Snapchat audience is a core demographic for our academy.
- Social media 'contests' where clients are asked to post photos or experiences to our social media.
- Sponsored Instagram posts with Influencers.
- Summer Promo, sold in May, 60-minute session for \$55 and 10 percent off on all future services until 8/31/17. Boosted posts on Facebook and Instagram. This promo secured regular clients, inactive clients, new clients through post shares and overall exposure to the spa for our other services.
- The resort did a countdown to summer for 15 days. Separate activities were involved in the process by incorporating the number for the day of the countdown with something in their area. For instance, for our horseback riding on the beach program, they had day eight and made an eight on the beach with horseshoes. The campaign was a big hit gaining us many more followers.
- Using Eventbrite to promote pop-up events.
- Using promos and giveaways to convert social followers to email subscribers has resulted in ROI after eblasts.
- We create specific offerings / packages and title them accordingly so we can identify the participation and return rate by booking the specific offerings by name.
- We did a giveaway of one of our products on Instagram.
- We had a contest for Louboutin shoes. We posted on Facebook and everyone who wanted to enter had to attend our open house, like our page, check in and post. It was well attended!
- We have focused on being more interactive and personable with our followers by finding ways for them to connect with our spa and our team through spa bucket list challenges, logo selfies around the world and giveaways.
- We have had several. One promotion to have guests share a picture with our hashtag to be entered into a raffle. Another is with a special offer that once redeemed we track by how they were referred.



- We have increased our following and newsletter subscriptions but do not have metrics for correlation to retail sales or appointments booked other than events that we launched on social media.
- We have pushed out theme days i.e. Strawberry Day which resulted in products sold and also Spa Together, Save Together for a facial promotion that resulted in a 50 percent increase in appointments booked.
- We have seen significant traffic and engagement in "tell your story" campaigns that allow the guest to tell about their amazing experience at our resort. We usually offer a "best of" prize of a weekend stay with spa treatments included.
- We host and sponsor Yoga and or Pilates challenges.
- We launch all specials via social media on the Thursday prior to the start of the promotion. We also post one general post at least once a week, keeping our followers thinking of us, but not overwhelmed by daily posts.
- We posted on IG and FB a statistic that esthetics was a fast-growing career then linked to a blog post on the topic on our websites and our admissions had a 10% increase in tours within about 3-5 days.
- We use all Social Media to post Job Opportunities with our Company.
- We use Likeshop links through DashHudson to manage our Instagram feeds and have been able to track conversion from this link, people shopping our Instagram feeds.
- We use social media to keep our identity out there and to have a place in the lives of our clients. I think our most successful use of social media is when we have openings either the day of or the next day, we post them and typically, we book up with people who prefer last minute appointments.
- We used Facebook to promote last-minute day packages and got an extra 25 days booked!
- When a post organically does well on Facebook, specifically video. We then will promote it to a targeted audience of spa directors, owners, and aesthetics professionals to achieve maximum results.
- When last minute openings are announced on Facebook they are often filled.
- When we did a contest where people shared their engagement story with a photo that we put into a FB album, we did a "most likes wins a couples massage." This generated a large number of shares and new page likes because the participants shared their photo to get likes. Other We have had good luck filling last minute bookings with posts to Instagram/Facebook/Twitter.
- When we receive new products we post a picture with a small description on the property's main homepage.
- Yelp check in offers, boosted fb posts, social media contests.

**Participants were asked to identify how they are using Facebook, Instagram, Snapchat or another platform's stories feature for their company. A sampling of results can be found below.**

- Blogs and more organic articles that are related to our industry but not solely focused on our business.
- By blogging guest experiences and announcing specials.
- By doing live videos with clients we have increased customer engagement.
- Celebrating multi-generational visits with photo and quotes.
- Customer feedback or celebrity events.
- Emotional engagement with the values, experiences and memorable moments/experiences we provide.
- Every Friday we produce a new story to share with our fans. We just completed a Father's Day story where several of our employees took pictures with their dads and then we mixed it up with messages. Some were sentimental, some silly and some fun! It was a big hit with our fans.
- Facebook we use more as a resource for where to post things like specials and events so that the information is there when people go looking for it. We need to do more facebook live videos and prefer those instead of live on Instagram so it can continue to be an ongoing resource.
- Features from events, races around the globe.
- For the spa we created a hash tag #WellnessIs we do posts showing that Wellness takes many forms and is found through all kinds of experiences on property not just in the spa. We feel it makes spa and wellness approachable by all kinds of guests.
- Golf stories, guest experience stories, wedding etc.
- Guests' testimonials.
- I love using stories when we get new products or services in the shop or when we got to training. Instagram we use to create an overall palette to represent the feel that we are trying to create for our business and maintains a certain palette. Also using hashtags of course! This seems to be one of the easiest ways for us to interact with guests by commenting and liking.
- More of a behind the scenes look into the brand.
- New product launches and special events.
- Promos, before & after pics, launching new services and or retail, highlighting employees/ services/ retail.
- Recently following a lost toy's journey to get back to his owner, raised great awareness and boosted shares, likes and posts for a two-week period till he found his owner.
- Sharing regular updates from our properties.
- Sharing stories of partnerships with the community to give back.
- Showing behind the scenes of the brand, more personal approach to our company. Snapchat we use mostly just for random events that we are at and training fun.
- Stay front of mind for potential clients, share client stories, promote upcoming education.
- Talking about guest experience or featuring special events and staff.
- Telling guest experiences.



- They help us reach a wide range of potential guests. As well as helping us reach those who haven't experienced us by seeing what others who experienced us have enjoyed.
- To present new styles and also to personalize the interaction.
- To show new product.
- To showcase events and spa travel, as well as product highlights.
- Uploading useful content that is linked to activities or hotel services.
- Using organic content created by our customers.
- We are featuring expert associates providing advice (fitness, spa).
- We are mostly promoting global events like Global Wellness Day Global Yoga Day etc.
- We are putting together stories of our therapist involvement in the community in hopes to be highlighted.
- We are using Facebook and Instagram Stories to build brand awareness, showcase new launches, how-to's and step by steps.
- We are using it to raise awareness for new products, showcase current product features, give fans behind the scenes look at our headquarters, tips and tutorials, as well as showcasing some of our favorite fan nail art.
- We post Instagram stories for treatment prep, when new product arrives and to educate our clients on sun safety, waxing 101, etc.
- We promote specials if contractors or service providers aren't 100 percent booked.
- We share behind the scenes footage, off site events, design snap shots, ask customers to pick favorite colors/prints, etc.
- We use Instagram stories to announce promos, how-tos, step-by-step demos, etc.
- We use Instagram stories to feature behind the scenes events or special activities.
- We use it to speak to events and any special promotions so that our actual Instagram page keeps a clean branded look.
- We use these platforms for staffing, business building and to tell our stories as a company.
- We've used it to share what we do "outside" the spa (i.e. community outreach/volunteering), but we haven't found that the Stories feature is a lucrative one for us yet.



Respondents were asked if they had noticed another ISPA member company that does an amazing job with their social media marketing. Those that received a special shout-out are listed below. Numbers in parenthesis identify multiple responses.

- American Spa
- Babor
- Clarisonic
- Colorescience
- Eminence Organics (2)
- Farmhouse Fresh (2) has done great work with their animal rescue and dog bed charity work by sharing on social media so we can share too. Very compelling stories that generate engagement.
- Gaddabout
- Hyatt Coconut Grove
- Knesko
- Live Love Spa. (3)
- Mario Tricoci
- Massage Envy
- Rhonda Allison's private fb group for professionals using their product is an incredible tool for our employees to get quick answers to questions on product or skin conditions.
- Salt of the Earth. (3)
- Saltability (2) Their social content is always engaging.
- Tennessee Fitness Spa
- The Oaks of Ojai
- ToGoSpa