



SNAPSHOT SURVEY RESULTS REPORT

— *Marketing* —
AUGUST 2017

Marketing Survey Results

ISPA Snapshot Survey | August 2017

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and help 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 subject of the August 2017 Snapshot Survey was marketing strategies and tactics.

The most used marketing tactics used by spa respondents include social media (96 percent) and email (89 percent). These were also the top two tactics used in the Day Spa and Resort/Hotel Spa segments. No other tactics listed were used by more than half of spa respondents. The same two tactics, social media (89 percent) and email (85 percent) were used by resource partner respondents, while magazines (53 percent) were also in use by more than half of them.

In terms of social media marketing, Facebook and Instagram are the most used platforms by spa respondents, at 97 percent and 79 percent, respectively. More than half of spa respondents reported they do not use LinkedIn (52 percent), Pinterest (59 percent) or Snapchat (64 percent) in their company's marketing efforts. On the other hand, the majority of resource partners use all social media tools mentioned, in addition to Twitter. The largest segment of resource partner respondents said that Facebook and Instagram were 'very effective' tools at 38 percent and 33 percent, respectively.

To track the success of marketing initiatives, the majority of spa respondents ask customers how they heard about the spa (64 percent) or conduct customer surveys (59 percent). Nearly half of all spa respondents use spa software (45 percent), and nearly a third use digital marketing software (32 percent) or Google analytics (36 percent) for their marketing efforts. Only four percent of all spa respondents do not track their marketing metrics.

For resource partner respondents, the majority use Google analytics to track their marketing successes at 63 percent. More than one in three respondents use customer relationship management (CRM) software (41 percent), digital marketing software (39 percent), or customer surveys (34 percent). About one in six respondents do not track their marketing metrics.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, August 18, 2017 to Friday, August 25, 2017. During this time, 316 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 SPA MEMBERS

Which of the following advertising methods does your company currently use? Respondents were asked to select all that apply.

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
Billboard advertisement	25%	13%	31%
Company newsletter	43%	36%	45%
Customer loyalty program	48%	67%	40%
Direct mail	35%	29%	36%
Email	89%	91%	88%
External website advertisement	43%	27%	53%
Google AdWords	27%	24%	28%
Magazine	48%	29%	57%
Newspaper	30%	20%	36%
Social media (i.e. Facebook, Twitter, etc.)	96%	98%	94%
Radio	26%	18%	32%
Targeted IP address advertising	16%	9%	18%
Television	14%	11%	16%

Has your spa promoted a percentage or dollar off discount on a spa treatment(s) within the past 12 months?



YES: 81%
NO: 19%



YES: 72%
NO: 28%



YES: 84%
NO: 16%

Please identify what you consider to be the effectiveness of the following marketing promotions used by your spa. Please select "do not use" for any of the promotions not used by your spa within the past 12 months. Please skip any offerings that are not applicable to your company.

● ALL SPAS ● DAY SPAS ● RESORT/HOTEL SPAS

	1= NOT EFFECTIVE AT ALL	2	3 = SOMEWHAT EFFECTIVE	4	5 = VERY EFFECTIVE
DISCOUNT FOR FIRST-TIME CUSTOMERS	18% 15% 20%	12% 3% 17%	33% 33% 35%	23% 30% 19%	14% 18% 9%
SPECIALS FOR SOCIAL MEDIA FOLLOWERS	7% 0% 11%	22% 18% 23%	39% 62% 29%	23% 18% 25%	9% 3% 12%
DISCOUNT OFFERED DURING SLOW PERIODS (I.E. MID-WEEK DISCOUNTS)	4% 3% 3%	6% 6% 5%	29% 18% 31%	35% 50% 30%	27% 24% 30%
FREE GIFT WITH PURCHASE	19% 17% 18%	14% 11% 15%	39% 34% 40%	17% 23% 16%	12% 14% 10%
LOYALTY PROGRAM	10% 3% 15%	10% 3% 13%	30% 23% 33%	25% 36% 20%	26% 36% 20%
MEMBERSHIP PROGRAM	14% 5% 18%	18% 10% 21%	24% 20% 25%	25% 45% 19%	19% 20% 16%
SEASONAL SPECIALS	3% 0% 4%	6% 8% 6%	29% 42% 24%	38% 34% 38%	24% 16% 28%
VALUE-ADDED PROMOTION (I.E. FREE GIFT WITH TREATMENT, FREE UPGRADE)	5% 3% 6%	8% 8% 8%	39% 40% 38%	31% 29% 34%	17% 21% 15%

Respondents were asked to describe their company's most successful marketing promotion used within the past 12 months. A sampling of responses can be found below.

- \$50 spa credit when showing their room key from other hotels.
- 20 percent off any facial service booked Monday- Friday.
- 50 percent off our highest price service (90-min Massage) intro offer VI's website pop-up widget.
- Back to School Discount 10 percent off all services.
- Bonus cards or free upgrades (value added).
- Bundle up: buy 2 products, get 10 percent off, buy three products, get 20 percent off.
- Complimentary 30-minute upgrades on 50-minute massages. This was marketed to a loyal group of members consistent with their personal training sessions.
- Complimentary cut with color.
- Complimentary enhancement added to 90 minute massage.
- Complimentary glass of champagne with any pedicure service booked.
- Development of Monthly Promotions: Each month, 5 different promotions (massage, body-treatment, facial, hair, nail) not part of the spa menu were offered. These promotions were yielded on slowest days of the week depending on the season (Monday - Thursday) with the pricing reflecting the season. This yielded pricing in a graceful way that wasn't confusing. Very successful!
- Discount for new members.
- Discount with a local ID.
- DM with gold foil -- three in a series -- Holiday 2016, Valentine's Day 2017 and Mother's Day 2017.
- During one of our slower months, we ran a mid-week promo for "book one service & get half off a second service" on the same day for one person. This was a huge success and encouraged more people to book multiple services during their visit. Guests increased the length of their day spa visit, shopped more, and ended up eating on property as well.
- During the holidays we do a "buy \$100 gift card, get \$10 for you," \$150 get \$20.
- Email blast for discounted services when slow.
- Email marketing, used sparingly for special events.
- Facebook boosted posts in the final three days of each promotion reached 3,000+ people and generated several thousand in additional business.
- Facial promotion for two months: Free gift (\$50 value) with facial.
- Flash Sales for Gift Cards. Direct email to existing client base for slow periods to fill occupancy levels mid-week.
- Free gift of skin care product with facial.
- Free hair and scalp treatment with massage or facial.
- Generally our most effective campaigns are special events (sponsor by product partners) that offer comp. free mini-treatments with registration fee credits toward products and our annual Open House event targeting directly to our local (non-resort visitor) clients promoted through direct email and newspaper advertisement.
- Groupon- 50 minute Massage and Facial for \$109 weekday, \$119 weekend (Summer is slow for us, and this promotion has kept my team busy).
- Groupon has been the strongest marketing promotion to date. We focused on a higher price target to drive our Groupon sales to guests who are not solely interested in rock bottom value. We have seen a significant decline in the number of "Groupon Complaints" using this strategy. We also recognized a significant increase in our highest priced service (\$199 Groupon Price) over our lowest priced service (\$99). This again falls in line with our desired outcome in trying to pinpoint a more discerning Groupon Guest.
- Groupon spa getaway.







- Groupon.
- Lately, we have been finding that offering dollars off as opposed to percentage off is working better. It could be the identical offer, and we will do better with dollars off.
- Local Maya traditions massage.
- Local mid-week specials, specifically on Wednesdays, has helped to fill a rather slow day and build local loyalty. Value-added promotions to celebrate events in the spa. Free gift with purchases from vendors has helped us move retail.
- Locals' appreciation discounts. We have a high snowbird and vacationer demographic from January - August, so in the slow months we do locals' appreciation discounts.
- Member Mixers and education.
- Microdermabrasion discounted from \$150 per treatment to \$100.
- Mid-week special discount.
- Mid-week specials to fill slow periods promoted on social media. We created a Summer Escape package that included lunch - many groups took advantage as well as day guests.
- Mostly email campaigns.
- New company and trying everything. Have had the most luck with a "locals' program". They sign up online and need to have a local address on their driver's license.) Each season we come up with a different offering with partnering spas/restaurants.
- No discount offered, but repeated posts about a 'few' appts available...posted on Facebook...that unfilled day got 100 percent booked as well as additional appts for the subsequent days that week.
- Offering additional percent off to our members for a limited time. The sense of urgency prompts them to book.
- Offering our spa clients complimentary upgrades has been a huge success.
- Our most successful in revenue and costs was adding a discounted Express body polish when booking any 50 or 80-minute treatment. The discount was \$25, but, that treatment does not cost us much to perform, and most therapists do the treatment. It really boosted the mid week treatments and maybe the idea of more than one treatment at a time.
- Our most successful marketing has been through social media as well as our client appreciation events we conduct. We offer clients complimentary mini treatments and product/ treatment education.
- Our most successful promotion continues to be packages (value add, GWP, etc) that are advertised on our main website.
- Our partnership with Travel Zoo generated a lot of business and buzz for our spa.
- Our postal mailer always makes our phones ring more than anything. This is a bi-annual newsletter promoting upcoming events in the next 2-6 months.
- Our referral package.
- Our weekday discount to our locals has been the most effective.
- Purchase \$100 Gift Certificate and receive a \$20 bonus gift certificate.
- Purchase gift cards with an add-on value. Radio has been our most successful medium increasing our local business 10 - 12 percent annually.
- Radio promotion with Q102 donated 25 free massages in the "Pick your Purse" contest and received numerous mentions during the morning show and throughout the day!
- Relational Marketing.
- Resort "experience" package which allows guests to upgrade their stay for a nominal fee and entitles them to receive discounts in food/beverage and spa.
- Seasonal Packages that provide a perceived value increase and encourage guests to increase spending to get a deal.
- Seasonal Specials.

- Selected treatments from menu (1 x massage, 1 facial, 1 body treatment and 1 salon treatment) for 25-30 percent discount.
- Semi-annual sale event.
- Social media.
- Spa credit package with resort room booking.
- Spa Holiday gift card promotion -- for every \$300 gift card purchased, receive a \$40 gift card for yourself. Bring the mailer into the spa and receive 10 percent off your next service.
- Spa Soirees-evening events (both complimentary and paid) where we have guests come in after hours to shop, receive mini spa treatments, and get discounts on appointments booked and/or retail purchased during the events.
- Special mid-week pricing, Spa packages with resort stays.
- Still learning as I have only been in this position for a little over two months.
- Still very new. Our first magazine promotional is due to go out in September.
- Summer menu.
- The most successful marketing promotion recently was a Mother's Day Massage gift with purchase.
- Tier Benefits based on loyalty tier for the Casino Resort.
- To gain more gym members, we offered a complimentary 60-minute massage after holding a gym membership with us after three months. This increased loyalty for both gym members as well as spa members.
- Value add-on of complimentary enhancement with service during slow periods.
- Vendor spa events- this drives new and existing clients to come in and experience a new service or product at a reasonable price.
- We created a special promotion for summer called "Mother's day off," which attracted many mom vacationers."
- We did Groupon for five years. However, their percent take made it impossible for us to adequately compensate staff. So, after running them for five years, we had conditioned guests to search for a discount each August (one of our slowest months because of back-to-school). Using our spa software, we decided to direct-email our guests with our equivalent. We have done it for two years running and doubled our "keep" in-house. the other most recent promotion was a free cleanser with purchase of a serum or masque - we used our "bonus" gimme's from our vendor to acquire the cleansers for free. People went wild.
- We do half-price microdermabrasion promotions from October through December every year as we receive an amazing deal on our products to perform the treatment, thus greatly reducing the product cost. Most clients pre-book multiple treatments as it's such a great deal with a very popular treatment.
- We had a 30 percent off special when we first opened which was very successful.
- We had an Open House at the spa when our resort business started to slow down to get more locals in the door. It was wildly successful as they joined us that evening for mini services. (and we saw some retail sales as well) We gave customers a voucher for a discounted 60-minute or longer service at another time. We have seen almost all of them return and gained a couple of new regulars during our slow time period.
- We have been renovating our spa the last six months and have chosen to offer pretty steep discounts to bring guests into the spa while not everything has been available.
- We have direct mail vouchers that are sent to our loyalty card holders. They give them a discount off a spa treatment ranging from \$15 to \$200 depending on their play in the casino. This is one of the top reasons people come to the spa when visiting the casino resort.
- We launched Perk by Hydrafacial. We had an event in the lobby and charged full price, and gave away a sample bag of goodies.,. We were fully booked at all three locations!
- We offer a 20 percent discount off Spa Services to our large conference guests and it is very well utilized.







- We paired up with three local breweries and created treatments to go with some of their beers, offering a beer after the specific treatment. No discount for the service, just a complimentary beer. Very successful!
- We provide a local discount for home owners in the area:20 percent off spa services that extends to restaurant and rooms.
- We use TravelZoo. While it is a steep discount, we reach a much larger audience than we ever could without TravelZoo. We do see repeat business from many of these customers.
- Weight Loss Program.
- We've noticed our best marketing tools to entice guests with special promotions are email and social media.
- Winter warmers: Receive an 80 minute massage with the purchase of a 50 minute. We use this promotion during our off season.
- With the purchase of our Advance Skincare Kit, receive a free Classic English Facial. A savings of \$109.

Please identify what you consider to be the effectiveness of the following social media tools used by your company. Please select "do not use" for any of the social media tools not used by your company within the past 12 months.

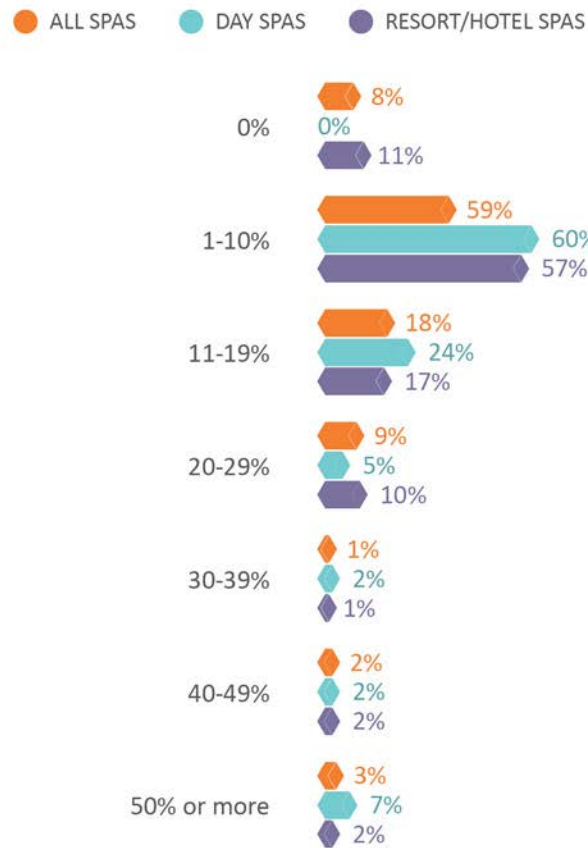
● ALL SPAS ● DAY SPAS ● RESORT/HOTEL SPAS

	1= NOT EFFECTIVE AT ALL	2	3 = SOMEWHAT EFFECTIVE	4	5 = VERY EFFECTIVE	DO NOT USE
 FACEBOOK	3% 0% 3%	6% 5% 6%	29% 21% 35%	31% 43% 26%	29% 31% 27%	3% 0% 3%
 INSTAGRAM	1% 0% 2%	7% 5% 9%	24% 26% 24%	22% 33% 18%	24% 17% 25%	21% 19% 23%
 LINKEDIN	13% 7% 12%	10% 7% 13%	14% 8% 19%	5% 8% 4%	6% 0% 8%	52% 70% 45%
 PINTEREST	12% 7% 15%	12% 15% 10%	11% 10% 11%	4% 3% 3%	2% 3% 2%	59% 62% 58%
 SNAPCHAT	10% 7% 11%	7% 7% 7%	8% 0% 13%	4% 5% 2%	8% 3% 8%	64% 78% 59%
 TWITTER	9% 10% 9%	11% 8% 12%	20% 18% 21%	13% 10% 13%	9% 3% 12%	39% 51% 33%

Which of the following social media sites, if any, have your company purchased advertising through over the past 12 months? Select all that apply.

RESPONSE	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
 FACEBOOK	72%	80%	68%
 INSTAGRAM	30%	33%	29%
 LINKEDIN	10%	8%	12%
 SNAPCHAT	9%	7%	10%
 TWITTER	13%	7%	16%
 NONE OF THESE	26%	17%	30%

Approximately what percentage of your spa's marketing budget is spent on social media marketing efforts?

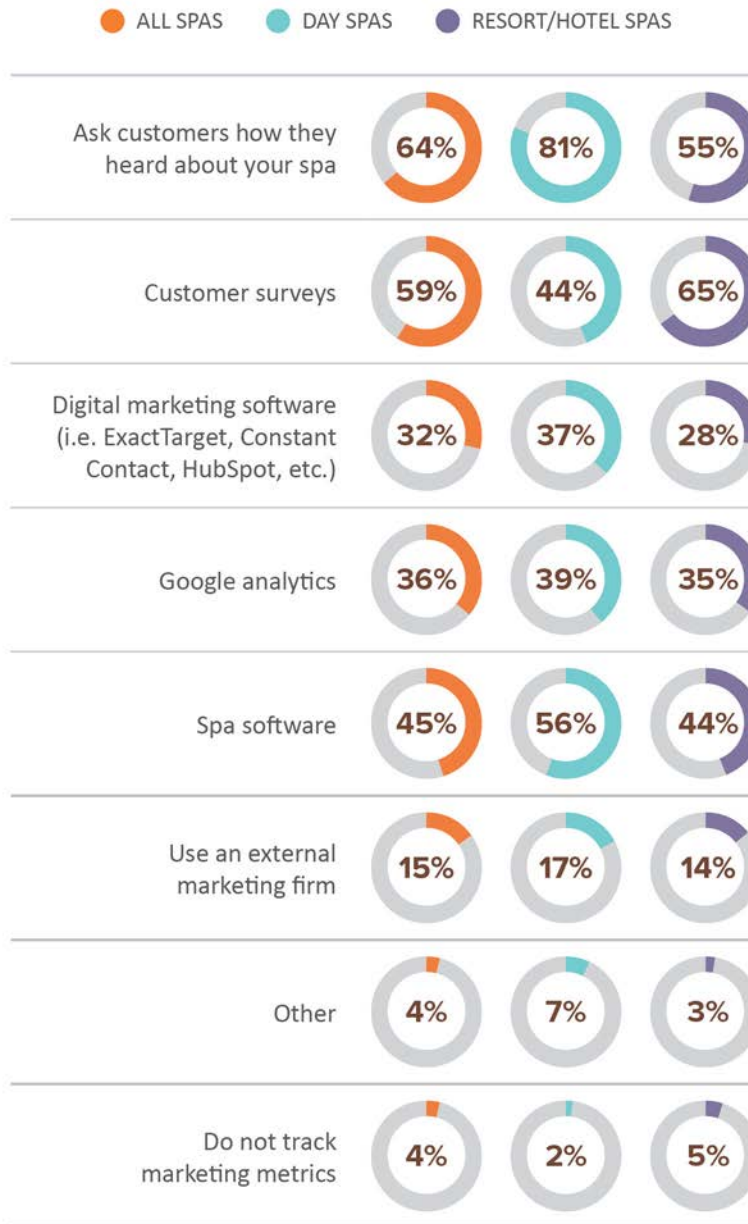


Please describe your company's most successful social media promotion implemented to gain new followers within the past 12 months. A sampling of responses can be found below.

- "Share Your Story" - An enticement for guests to share their WOW stories and pictures about our property. This was done on Facebook, Instagram and Twitter. A winner will be randomly selected from the submissions and receive a complimentary getaway with food, spa, room and activities included.
- 1 hour massage for new clients at \$79---normal price \$109.
- 12 Days of Christmas - E-mail list participants and Facebook fans to receive a daily promotions that must be booked that day to use any day in February.
- 20 percent anniversary special - 20 percent off all services.
- A Facebook campaign to a Lookalike audience was our most successful.
- A post with a great story has gained us more followers than any other campaign. People love a good story!
- After we were on the Bachlorette we did a social media promotion for a giveaway. It attracted thousands of new followers.
- Bucket list selfies around the resort with logo items. Weekly prizes and more.
- Contest for free service and gift basket.
- Creating facebook events for spa events.
- Creating posts of treatments/classes we offer at the spa on Instagram.
- Daily video posts.
- During check-in ask to follow us for a free gift during our client appreciation events. We also held a contest on social media to win free product/ gift card for service. Being consistent with posting on facebook and Instagram.
- Exclusive offers for Facebook followers.
- Facebook has been extremely beneficial for our spa and marketing to new guests.
- Fall Into You Promotion.
- First-time guests receive \$25 USD off card for follow up visit.
- For massage week, we asked followers to share why their friend, relative or significant other needed a massage.
- Free spa service for two random people for sharing our post (once we got to a certain number of followers).
- Free yoga event "enter to win" based on best hashtagged photo from the previous week.
- Group business - book a girls day in the spa!
- Hashtag contest to win a prize for best photo.
- In the process of entering Instagram world so we are putting a heavy focus on social programs. Decreasing print.
- Instagram contest featuring our vendors' products. The vendors are usually cooperative in providing the prizes since they get social media exposure from the promotion.
- Just posting any new classes, treatments, etc., gains awareness and followers.
- Last minute specials with a percentage off
- Mother's Day Giveaway - Comment on this post to tell us why your mom deserves a free spa day, winner chosen at random to enjoy two signature treatments.
- Our resort uses social media, however, we are still building our spa social media platform. Hopefully going to be pushing that out this winter season.
- Our social media is in development and we have not seen significant results yet.
- Our social media is managed for our entire property by our marketing team. It's difficult to say what percent budget is used for Spa.
- Paid Facebook ad brought us the most new followers.

- Photo contest.
- Posts of events at the spa and property. During large events we create selfie spots to encourage posts to friends.
- Purchase three retail products of a particular line and receive the signature treatment complimentary.
- Referral program.
- Share post for the chance to win a spa day.
- Since we are part of the hotel, these marketing efforts are made through our Brand marketing team.
- Social media has not proven to drive new people. We are just now expanding to Instagram postings and starting the magazine post as well. As part of a corporate group, it has been very challenging to get solid support.
- Tag a friend for a chance to win a Summer Spa Package.
- Tag someone who deserves a spa day - giveaway.
- The Salon uses Instagram, the property uses Facebook and also influencers. That has been our biggest opportunity for the property.
- Various educational posts, limited offers, etc.
- We ask customers to follow our page and watch for promotions. We prompt them first when they come in - sign them up and tell them where to find our specials. We also have done "refer a friend" for rewards points.
- We did a prize with a gift basket draw for liking our page and tagging a friend on Facebook
- We did an employee program where employees could submit pictures of our property to post on social media. If the picture got enough likes, the employee received a complimentary massage.
- We had the 12 days of Christmas with a different resort activity featured each of the 12 days using that day's number in a unique and creative way.
- We have an outdoor yoga series that we use Instagram to help attract attendees.
- We haven't done anything for new followers.
- We hired a new PR group. They have invited many social media groups here to experience a weekend for free, amenities included. They go back and blog or add their experience to their Instagram or Facebook. It has brought in a lot more traffic to our site and our resort.
- We offered a steep discount for our employees during our "slow" season.
- We struggle with creativity. But we have hired a company to help us push out offers. Also, our spa offers complimentary champagne and wine; when they "check in" or "like" us on Facebook, they receive a 2nd glass complimentary.

Which of the following resources, if any, does your spa use to track the success of marketing initiatives? Please select all that apply.



How many full-time marketing positions does your spa have filled at this time?

● ALL SPAS ● DAY SPAS ● RESORT/HOTEL SPAS



Respondents were asked what resource is at the top of their marketing wishlist for their company and why they have a need for this resource. A sampling of responses can be found below.

- A dedicated employee for social media.
- A dedicated employee to handle social media efforts.
- A full time marketing person solely dedicated to Spa within the larger organization.
- A full-time marketing person.
- A full-time or part-time marketer.
- A guide to “what works”. Where should we be spending our marketing dollars to drive the most business? I feel we need to do more marketing with a “call to action”, but is print and having brand recognition just as important? This info is needed because we are a small business with limited resources and dollars to put into marketing.
- A program that automatically pushes out emails to fill open appointments- it would include the type of appointment available, the time & the service provider. It would get sent out in the morning.
- An employee to manage social media.
- An experienced marketing rep to handle all marketing efforts and social media.
- An online booking platform! With the great majority of reservations being made online, we're WAY behind the curve. I'm excited that we may finally implement this later this year.
- Better local awareness - better signing for spa more involvement with social media on a regular basis that is more engaging.
- Better spa software, expanded social media, targeted digital marketing.
- Billboard advertising.
- Corporate marketing and collaterals.
- Creative employee to manager social media.
- CRM.
- Currently fulfilling all of our marketing needs.
- Currently we have a strong marketing team equipped with very good tools. Need additional person to manage social media so that more posts/updates could be shared.
- Dedicated employee who understands the spa industry, has experience with local market and is adept in social media - and has a passion for the industry!
- Dedicated Social Media Coordinator.
- Definitely new website. Ours is very pretty, but maybe 8 years old or more? We need to add video of "how to" use our facilities.
- Direct online boeing.
- Employee to manage social media accounts specifically for the spa, better surveying options, online booking and website enhancements.
- Employee to manage social media and printed advertisement (beauty magazine, local newspaper).
- Employee to manager social media in-house (in spa).
- enhanced marketing software for spa clients so we can know more about their buying habits, etc.
- enhanced software for spa bookings, online bookings.
- Group Sales Person Specific to spa.
- I am strongly interested in Instagram, and hotel's focus is to increase exposure within the hotel.
- Increased budget for social and target marketing; decrease everywhere else.
- In-room advertising that doesn't take up space but is effective and catching to the eye.
- JD powers.
- Marketing software would be wonderful. We currently have a marketing team for the property as a whole. The spa creates the promotions.

- Marketing software.
- More active posts that aren't relate-able to sales, but garner interest in the brand.
- More attention paid to marketing the spa!
- More consistent advertising in our local market. We have people come from all over the world, yet many people in our immediate area are not aware that we exist.
- More interative on technology side.
- More Marketing Positions focused on spa.
- National Television exposure would be nice!
- New brochures are at the printer which has been on marketings whichlist for several years. Web-site and social media is all done internally.
- New brochures, website enhancements, additional social media promos.
- New collateral for our new spa menu.
- New spa software to be able to have a better loyalty program and better online presence.
- On line booking capabilities and more social media campaigns.
- Phone app for booking, browsing offerings, push notifications, online store, etc.
- PR Firm.
- Production of internal videos for social media and website marketing.
- Real time appointment availability displayed on resort kiosks.
- Rewards / Loyalty Program.
- Separate Facebook page for spa.
- Simplified menu and a more integrated software program that can help with marketing efforts.
- Social media manager.
- Social media marketing classes, new software and a better email marketing tool.
- Social media pushes. These are the platforms that consumers are using these days so reaching the customer where they are is important. Also, easy method for texting specials to reach guests for in the day specials.
- Someone to manage our social media - adding google plus, instagram and managing our FB page - in September, we start a contract with a firm to work on this.
- Spa concierge, reach out to guests and memebrs at least for awareness. Nothing beats the personal touch.
- Spa menu promotional brochures.
- Spa software marketing.
- Update our website. Pictures are out of date.
- Updating website, new photography, revamping some menu items, new print brochure.
- We are currently happy with our marketing department and do not have a wishlist to be fulfilled at this time.
- We are searching for new Spa Software which could be utilized for many marketing purposes.
- We are using the local magazine to try and get the word out about our spa. Right now our current traffic is the residence that live in the 55+ community.
- We have a company facebook page, and individual page would be awesome. Not allowed.
- We have just hired a new PR firm and they are working closely with our Onsite media department.
- Website and mobile enhancements. More and more people purchase gift cards online, shop online, book online, etc. The ease of use is critical to success of these electronic amenities and increase in business.
- Website enhancement to accommodate live online booking.
- Website enhancements for guest booking online would be a game changer for us.
- Website enhancements, SMS functionality for in-house hotel guests.
- Website that is interactive. Allows the guest to dream the experience and entice them to book.
- Website updates on company sites, visible advertisement, it's great when employees use # on internet!

ISPA RESOURCE PARTNERS

Which of the following advertising methods does your company currently use? Respondents were asked to select all that applied.

RESPONSE	FREQUENCY
Billboard advertisement	3%
Company newsletter	44%
Customer loyalty program	24%
Direct mail	24%
Email	85%
External website advertisement	35%
Google AdWords	37%
Magazine	53%
Newspaper	6%
Radio	0%
Social Media	89%
Target IP address advertising	13%
Television	4%

Does your company have discounting restrictions that spa clients must adhere to when carrying its products?









Please describe any resource(s) your company provides to its spa clients to help with marketing efforts.

- Brochures and flyers for display with products.
- Cannot discount products without company approval.
- Corporate advertisements, counter display cards, window decals.
- Digital product images and hard copies upon request.
- E-blast, advertisements, webinars, webcasts.
- Editable templates, social media posts, marketing plan.
- In house marketing support for custom signage, treatment creation, etc.
- Information cards, shelf talkers, one free tester unit with first order.
- ISPA Media events, ISPA Conference.
- Partner Web Portal with training protocols and videos, product imagery for use with email or social media campaigns, promotional POS graphics. Seasonal buy one get one promotions.
- Posters, apparel, door stickers, samples.
- Product and model images. Service & retail tips. Educational tools - full spectrum. Eblasts. Infographics. Social Media posts. Posters. Shelf Talkers. Samples. Testers. Visuals. Displays. Display sheets. Promotional tools. Branded promotional items. Spa menu development. Custom marketing support.
- Promotional packages / Intro deals.
- Promotional Packages. Gift with Purchase offers. Reward Program. Employee incentives. Treatment Menu Initiatives. Merchandising consulting. Direct Marketing tools (brochures, inserts, prescription cards, samples etc).
- SM Assests, Shelf Talkers, Custom artwork, Videos
- Social media.
- Spa management software discount and coupon tracking, reporting, yield management, email marketing, online booking, online gift certificates, referral program and loyalty points tracking, etc.
- We help design whatever they need.
- We offer unparalleled educational and product and sales services to all staff members and inclusion to all staff in our unique self enhancement and incentive programs. In addition,our product placement and guest education opportunities create a welcoming environment for the "probiotic" wellness experience for all.
- We send table tents so that they can display a sign directing the client to the retail boutique of the spa.

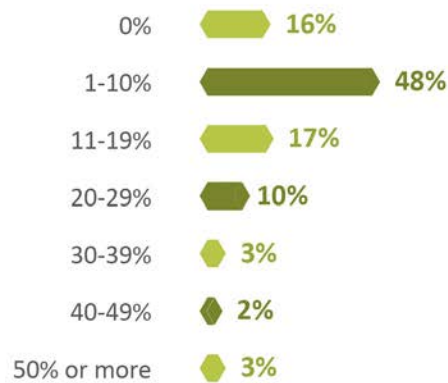
Please identify what you consider to be the effectiveness of the following social media tools used by your company. Please select "do not use" for any of the social media tools not used by your company within the past 12 months.

	1= NOT EFFECTIVE AT ALL	2	3 = SOMEWHAT EFFECTIVE	4	5 = VERY EFFECTIVE	DO NOT USE
 FACEBOOK	3%	10%	25%	20%	38%	4%
 INSTAGRAM	4%	9%	21%	19%	33%	14%
 LINKEDIN	17%	12%	19%	15%	17%	20%
 PINTEREST	17%	15%	18%	6%	3%	41%
 TWITTER	12%	29%	26%	9%	7%	17%

Which of the following social media sites, if any, have your company purchased advertising through over the past 12 months? Select all that apply.

RESPONSE	FREQUENCY
 FACEBOOK	64%
 INSTAGRAM	28%
 LINKEDIN	14%
 SNAPCHAT	1%
 TWITTER	8%
 NONE OF THESE	28%

Approximately what percentage of your spa's marketing budget is spent on social media marketing efforts?



Respondents were asked to describe their company's most successful social media promotion implemented to increase followers within the past 12 months. A sampling of responses can be found below.

- Blog-Video on use of our 2x 2 and 4 x 4. Our 4- step facial.
- Using facebook with it also posting Instagram.
- Long form, engaging targeted video advertisement.
- Video with a link to register.
- Gifts with purchases and personal stories.
- Instagram adds /giveaway.
- Giveaway.
- Presenting salon spa adverts via Youtube.
- New blog.
- Use of Instagram stories.
- Contest for a chance to win a free pedicure spa.
- Ask followers to add a comment about their favorite to be entered to win a prize.
- Picture contest to win products.
- 'My Comfort Zone Remedy' Lifestyle Photo Story Contest. Remedy is a new [comfort zone] line that was launched in May, in order to promote the line, we've started a photo content on social media. We asked people to show us where Remedy lives in their home, and learn how they've made Remedy a part of their life. We have 4 winners, who won a selection of Remedy products.
- We drive followers through consistency (posting 7days a week), Engagment - not just posting but actually commenting and liking others posts as well and Giveaways. We recently started to do more Poll Giveaways - answer the next 5 questions and you're entered to win. We then post 5 pictures throughout the weekend. People keep coming back to answer and you gain new enteries all weekend. We also ask silly question - trapped on an island with which 3 celebrities or describe your perfect date in emojis. We also encourage tagging us in selfies and do giveaways for that as well.

Which of the following resources, if any, does your company use to track the success of marketing initiatives?
Please select all that apply.



Respondents were asked what resource is at the top of their marketing wishlist for their company and why they have a need for this resource. A sampling of responses can be found below.

- Additional employees to do marketing.
- All of what you listed.
- Case studies because I need to show my spa clients the success others have had.
- CRM / email blasts.
- CRM system for efficiency.
- Currently hiring a full time VP of Marketing & Creative Direction.
- E-commerce platform.
- Employee to manage PR from the inside. No one tells our story like us but we can only do so many jobs. I'm ready to hire someone to oversee all marketing. Expect social media I like doing that myself.
- Employee to manage social media.
- Larger budget, website enhancements, internal customer portal for training and retailing needs.
- Marketing project management software.
- Marketing software.
- More social media and digital editorial.
- More tracking resources.
- New commercial brochures - new branding. A sales rep to make phone calls.
- New digital loyalty program SaaS.
- New promotional brochures.
- New website - because we are undergoing a brand change.
- Print advertising.
- Prospecting Program.
- Referrals.
- Social media manager would be helpful.
- Social Media marketing manager and organic video content.
- Speaking engagements.
- Website enhancement, so we may increase communication and product education between us and our partners and the public at large. Social Media Outreach, in order to better inform interested people on our technologies and the wellness opportunities our products offer.
- Website enhancement.
- Website enhancements and re-targeting.
- Website re-design.

Respondents were asked to give a new spa client one piece of marketing advice about how to successfully launch a new retail product/line. A sampling of responses can be found below.

- Adequate number of items from the line and give the line sufficient display space for visual impact.
- Advertise with customer more and industry less.
- As a distributor, be sure the product is absolutely ready to go....manufacturers will at times want you to start promoting too early, and you can guarantee these will be the times the clients want the product yesterday. Can be very frustrating for all!
- Be different.
- Be prepared for the cost. It's really expensive.
- Collaborate with the products representatives, involve entire staff in training efforts, keep inventory on hand, create an event to launch.
- Don't pay for followers - organic growth is the better strategy in the long term.
- Find relevant customer case studies and feature them.
- Focus on touch.
- Hire a millennial to do your social media!
- Hit multiple platforms meaning use e-blasts, social media, direct mail, free samples, etc.
- Hold a social event at your spa.
- Incorporate lots of PR.
- Incorporate part of it into a treatment and then suggest a take home version.
- Inventory tracking is very important.
- Investment in customer awareness is key.
- Join ispa!
- Learn to measure your efforts.
- Less is more, be clear and communicate why this brand/line perfectly aligns with your spa's identity and values.
- Listen to the customer and make sure you engage with them.
- Make sure the new retail product is authentic and that it lives up to the claims being made.
- Must be doing treatments using that product in combo with retail.
- Personal engagement and word of mouth.
- Reduce your margins at launch (both you and your supplier). This speaks "partnership" and by investing additional money into the location of the new line, consumer and staff incentive, events, service offer, etc. you create a fast momentum, confidence in the staff, etc. It's a great way to build a long term strong and steady growth with a small investment.
- Sample sample sample.
- Saty brand focused.
- Social Media outreach.
- Take advantage of promotional packages.
- That all marketing efforts are aligned (omni channel marketing).
- Use social media appropriately and wisely track how much it's costing.