



SNAPSHOT SURVEY RESULTS REPORT

Marketing

SEPTEMBER 2018

Marketing Results

ISPA Snapshot Survey | September 2018

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 September 2018 Snapshot Survey inquired about marketing practices for both spa and resource partner members.

When asked which advertising methods they used, the majority of spa respondents identified email (83 percent) and social media (92 percent) as methods they used to market their services. Email was slightly more common among day spa respondents than hotel/resort spa respondents, at 93 percent and 78 percent respectively. A majority of hotel/resort spa respondents also identified magazine advertising as a method they used (51 percent). Similarly, resource partner respondents identified social media (95 percent), email (85 percent) and magazine (51 percent) as their top advertising methods.

With nearly all respondents utilizing social media as an advertising method, the breakdown of usage by platform for spa respondents included 94 percent utilizing Facebook, 85 percent utilizing Instagram and 63 percent utilizing Twitter. LinkedIn, Pinterest and Snapchat are used by less than half of all spa respondents.

Resource partner respondents had a similar breakdown for Facebook (97 percent), Instagram (83 percent) and Twitter (79 percent), with a much larger segment utilizing LinkedIn (81 percent). Facebook and Instagram were also seen as the more effective social media tools used by resource partner respondents.

In terms of social media advertising, all spa respondents purchased advertising primarily through Facebook (67 percent) and Instagram (41 percent) in the past 12 months. Day spa respondents had a higher response rate at 88 percent for Facebook and 68 percent for Instagram. Resource partner respondents also purchased advertising through Facebook (83 percent) and Instagram (42 percent) at a higher rate than other platforms.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, September 14, 2018 to Friday, September 21, 2018. During this time, 224 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).

DISCLAIMER: This document contains proprietary information of the International SPA Association. For permission to reproduce any material contained in this publication, please call ISPA at 1.859.226.4326. If consent is granted, attribution to ISPA and other sources specified in the document should be made.

ISPA SPA MEMBERS

Which of the following advertising methods does your company currently use?

ADVERTISING METHODS	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
Billboard advertisement	11%	3%	16%
Company newsletter	39%	41%	38%
Direct mail	24%	28%	25%
Email	83%	93%	78%
External website advertisement	38%	35%	38%
Google AdWords	28%	31%	27%
Magazine	45%	35%	51%
Newspaper	26%	14%	30%
SEM (Search Engine Marketing)	24%	35%	18%
Social media (i.e. Facebook, Twitter, etc.)	92%	86%	94%
Radio	26%	21%	25%
Remarketing/Retargeting	9%	10%	9%
Targeted IP address advertising	9%	3%	13%
Television	12%	10%	13%
Video Ads	16%	14%	17%

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



YES: 75%

NO: 25%



YES: 76%

NO: 24%



YES: 77%

NO: 23%

Respondents were asked to identify what they consider to be the effectiveness of the following marketing promotions used by their spa.

ALL SPAS

	1 NOT EFFECTIVE AT ALL	2	3 SOMEWHAT EFFECTIVE	4	5 VERY EFFECTIVE
Discount for first-time customers	23%	10%	45%	16%	7%
Specials for social media followers	13%	12%	40%	22%	14%
Discount offered during slow periods (i.e. mid-week discounts)	5%	4%	35%	30%	26%
Free gift with purchase	9%	27%	32%	18%	14%
Loyalty program	9%	18%	31%	24%	19%
Membership program	13%	14%	28%	28%	18%
Seasonal specials	5%	5%	29%	31%	29%
Value-added promotion (i.e. free gift with treatment, free upgrade)	2%	13%	30%	30%	25%

DAY SPAS

	1 NOT EFFECTIVE AT ALL	2	3 SOMEWHAT EFFECTIVE	4	5 VERY EFFECTIVE
Discount for first-time customers	9%	0%	41%	36%	14%
Specials for social media followers	13%	4%	42%	25%	17%
Discount offered during slow periods (i.e. mid-week discounts)	5%	5%	38%	38%	14%
Free gift with purchase	6%	17%	39%	28%	11%
Loyalty program	6%	22%	28%	22%	22%
Membership program	11%	11%	28%	11%	39%
Seasonal specials	0%	5%	35%	30%	30%
Value-added promotion (i.e. free gift with treatment, free upgrade)	0%	10%	25%	45%	20%

RESORT/HOTEL SPAS

	1 NOT EFFECTIVE AT ALL	2	3 SOMEWHAT EFFECTIVE	4	5 VERY EFFECTIVE
Discount for first-time customers	27%	15%	46%	8%	4%
Specials for social media followers	13%	14%	38%	23%	13%
Discount offered during slow periods (i.e. mid-week discounts)	6%	4%	35%	27%	28%
Free gift with purchase	11%	31%	29%	15%	14%
Loyalty program	11%	17%	32%	26%	15%
Membership program	14%	14%	28%	34%	10%
Seasonal specials	7%	6%	27%	31%	30%
Value-added promotion (i.e. free gift with treatment, free upgrade)	3%	13%	31%	25%	27%

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

- "Cranberry Festival Promotion" offering specific treatments using cranberry infused products celebrating a local festival in Muskoka area. We used elevator posters, folio inserts, radio promotions and internal communication amongst the resort guests during the month of October and November.
- \$10 -\$20 off coupon handed to guest when checking in to hotel.
- \$30 off of a 90-minute massage.
- A recent TravelZoo value added promotion seems to be working well.
- Aggressive PR placements and first-person stories.
- As a rule we do not offer dollar value discounts on spa treatments. Instead, we add value over and above regular cost (such as complimentary enhancement). Our most successful marketing strategy is to bundle treatments midweek when we are slower with spa dining to

create an attractive price point for a mid-week spa experience. Our Midweek Spa Escape is advertised as follows: Spend 4 hours for \$215 per person, includes soak in Mineral Pool, one-hour spa treatment of choice and spa dining. Sometimes we will add an Expert Brow shaping or a glass of sparkling wine to our offer to add even more value.

- Birthday discounts. Gift vouchers with every purchase of \$500 gift certificate.
- Black Friday buy a \$100 gift card, get four \$25 gift cards to be used towards \$100 purchase.
- Buy \$100, get \$100 Christmas Gift card promotion, purchase one \$100 gift card & receive five \$20 gift cards for five future visits, must be used only once per 60 minute service not to be combined.
- Combination Special: Facial, Massage, Mani & Pedi.
- Deeply discounted flat rate services.
- Direct marketing to repeat guests.
- Discount at off-peak periods.
- Due to school starting again, this brings a slower few weeks for us. We did a heavily discounted massage and facial for mid-week. This helped us to bring in more guests during the week when we are slower.
- Email campaigns to previous guests for special events. We get the best results from return guests.
- Email marketing, social media posts, FB live events have all been successful for me.
- Enjoy an 80-minute massage as an added value. Choose between one of the following services "mini facial/foot treatment or body scrub.
- ESPA Massage plus special price on retail products ESPA.
- Events featuring specialty priced services and discounts on added services.
- Expedia 15% off.
- Facebook
- Flat discount on services (i.e. \$40 off any 80-minute service).
- Free gift-with-purchase.
- Groupon and Travelzoo vouchers work so well for us in our "off-seasons".
- Holiday gift card promo with a spa robe included.
- Local Events to introduce a line, free food and swag to take with them. Including amenities for the day.
- Lunch and massage combination.
- Offer some off special treatment during Chinese New Year.
- On slow periods we would offer four-day spa sales. Last month we offer our Slow Beauty Detox Facial at 25% off. It was a "back to school, it's time for mom now" promotion. People called and booked right away and of course we sold retail at their visit.
- Once a year, during our slowest season, we create a special promotion that allows customers to purchase (with a short expiration date (90) days) a voucher that gives them a up to 30% off on a service. We limit the number we sell and we are strict about guidelines for expiration. Face value is always good after expiration.

- Our bi-annual Peel Party held at all locations. We offered a buy-one, get-one, and encouraged clients to schedule within 90 days for best results. Our retail sales were triple that day, and our skin care department was 100% booked.
- Our constant contact emails offering a discount during slow periods is very successful.
- Our new client special (a 15% discount on regular priced massage) is our best long running special. People love to come try something and we know we can get them back if we can get them in the door.
- Our Total Wellness Package includes a 50-minute massage or facial, admission and a Grotto treatment at a nominally reduced price.
- Packages are the most effective for increasing revenue. Encouraging guest to have multiple treatments at a discount.
- Re-booking discount. If you re-book on the same day as your treatment you get 15% off the next service.
- Referral reward, \$10 for the client who refers, every time and 10% off for the new guest.
- Selling a bundle of 5 gift cards that reflect a 25% discount on each of the 5 treatments.
- Spa treatment included every day of your stay. Locals off season discounting.
- Summer Spa Day Getaway
- Make a day of it and enjoy a Signature Journey Massage or Deep Cleansing facial with a glass of wine with access to the rooftop adults-only pool, grotto waterfall, steam room and eucalyptus inhalation room, whirlpool hot tub, cold plunge pool and fitness center.
- *Valid Sunday –Thursday. July 1- August 31, 2018. Mention Promotional code "SpaSummer."
- The best marketing promotion are the add-on's like 30 more minutes instead of 50-minute massage, or an upgrade (mini facial, scalp massage or reflexology) during the mask in a body treatment.
- Tranquil Tuesday/Therapy Thursday special on 25-minute massage and/or facial for \$70 each (retail price is \$105). Includes glass of champagne at check in and use of spa facilities on day of service.
- Travelzoo
- Unfortunately, the big discounts like TravelZoo have been our most successful. We are happy for the business, and the large outreach they have, even though we do have to offer a large % discount through this.
- Using Travelzoo and Groupon during the off season.
- VIP Program and First time product users.
- We are a members-only club. Our best promotion is interacting with our membership and announcing when we have openings on our schedule. We also capitalize on repeat weekly or bi-monthly services.
- We do monthly gift with purchase.
- We have a happy hour price three evenings a week on our basic massage and facials. We serve a glass of champagne after or before the treatment. Members love it and it has boosted our night time services.

- We introduced the Hydrafacial with a first-time visit price and it was extraordinary. We are now offering a first-time discount for massage. This allows us to get new clients in the door and then we need to keep them.
- We just signed up with Travel Zoo a few weeks ago and have already sold 50 vouchers for treatments. They take less of the revenue than Groupon and are keeping our providers busy. Some have purchased retail and booked regular priced services.
- We participate in the Miami Spa Month program that the Greater Miami Convention & Visitors Bureau runs. participating spas offer services for \$109 and/or \$139, but they need to be at a savings of at least 40%. The margins on these services are lower, but given the volume that we do, during these months (July and August) we have very high revenues.
- We run seasonal specials Sunday - Thursday. Our average ticket does not take a hit, because our providers are amazing at add on's, upgrades and the ladies up front are awesome at booking 90 minute service.
- We use "Frederick," a marketing tool associated with Booker.
- Weekday Pricing.
- Weekday Specials (10% discounts to drive weekday business on slower days); targeting specific treatments with discounts.
- Wellness days super low pricing on services for a 2-week period.

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

	1 NOT EFFECTIVE AT ALL	2	3 SOMEWHAT EFFECTIVE	4	5 VERY EFFECTIVE	DO NOT USE
Facebook	3%	6%	33%	20%	32%	6%
Instagram	3%	7%	26%	22%	27%	15%
LinkedIn	15%	7%	15%	3%	7%	53%
Pinterest	14%	11%	11%	0%	2%	62%
Snapchat	13%	8%	7%	0%	1%	71%
Twitter	13%	13%	21%	7%	9%	37%







DAY SPAS

	1 NOT EFFECTIVE AT ALL	2	3 SOMEWHAT EFFECTIVE	4	5 VERY EFFECTIVE	DO NOT USE
Facebook	4%	4%	32%	24%	32%	4%
Instagram	4%	0%	16%	40%	28%	12%
LinkedIn	18%	9%	9%	0%	0%	64%
Pinterest	17%	9%	4%	0%	4%	65%
Snapchat	9%	4%	9%	0%	0%	78%
Twitter	13%	17%	29%	0%	4%	38%

RESORT/HOTEL SPAS

	1 NOT EFFECTIVE AT ALL	2	3 SOMEWHAT EFFECTIVE	4	5 VERY EFFECTIVE	DO NOT USE
Facebook	3%	6%	36%	15%	36%	6%
Instagram	3%	10%	28%	14%	30%	16%
LinkedIn	15%	7%	16%	3%	10%	49%
Pinterest	14%	12%	11%	0%	2%	61%
Snapchat	16%	9%	5%	0%	2%	68%
Twitter	13%	13%	17%	8%	10%	38%

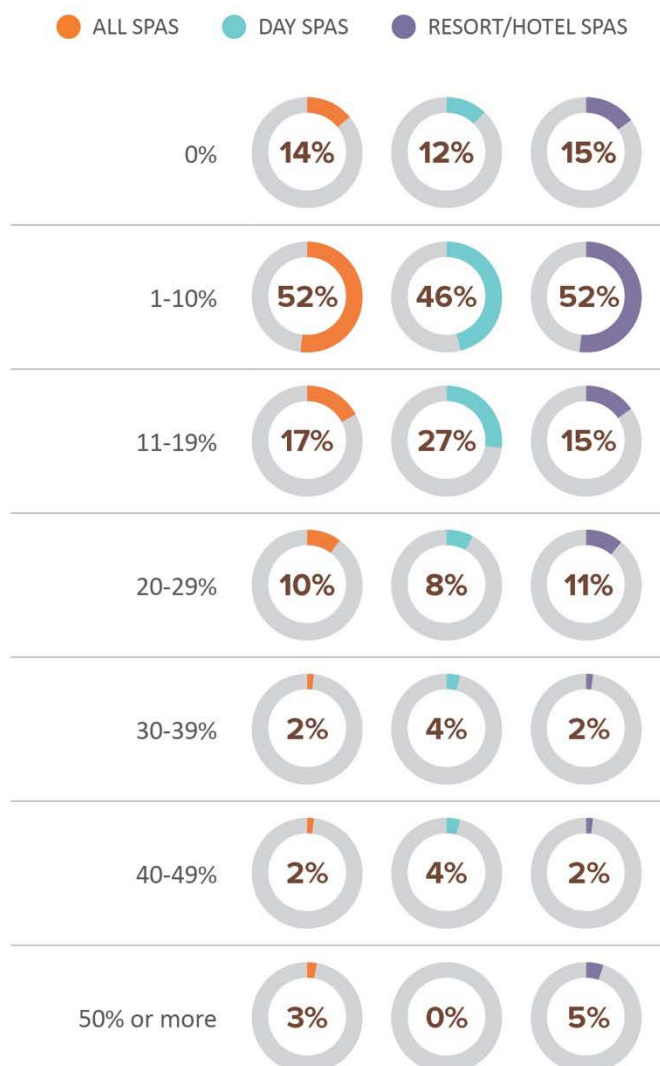
Which of the following social media sites, if any, have your company purchased advertising through over the past 12 months? Select all that apply.

MEDIA	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
 Facebook	67%	88%	58%
 Instagram	41%	68%	32%
 LinkedIn	6%	4%	6%
 Snapchat	0%	0%	0%
 Twitter	5%	4%	3%
 None of the above	32%	12%	41%

Does your company make use of any of the following live video or story functions on social media? Select all that apply.

MEDIA	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
Facebook Live	48%	71%	38%
Facebook Stories	57%	50%	59%
Instagram Live	35%	43%	31%
Instagram Stories	65%	64%	66%
Snapchat	4%	7%	0%
Periscope	0%	0%	0%

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 gain new customers within the past 12 months. A sampling of response can be found below.

- "Find your OM event" Yoga event targeting local, cottagers and resort guests to enjoy a yoga session followed by the opportunity to use the spa facilities.
- A contest on FB where you tag a deserving friend, teacher, mother, etc. to win a spa day.
- Birthday promotion. Over 6k views on that ad in last two weeks.
- Contests
- Contests where you tag a friend.
- Curated stories of spa experiences.
- FB for residents that live close to the spa.
- Instagram story
- Monthly news letter.
- Our app
- Our website is primarily our main draw for guests (monthly specials and what nots) but recently we have been active in our Facebook posts that we feel it has helped draw more attention and interest.
- Social media doesn't tend to bring in new visitors it's used for maintenance and marketing to existing customers. Display ads and PPC(pay per click), GoogleAds seem to provide the most new customers.
- Social media giveaways. Like, share and comment on FB. I don't think FB allows this anymore so we don't offer this now.
- Specials offered only on social media.
- Stories about the resort and spa connecting to people's hearts.
- Videos showing the resort and amenities.
- We are very new to using social media and handle this in-house which takes a lot of time and planning to keep consistently in front of our audience. Announce a new midweek package on social media by giving a Package for Two away to one lucky winner. Our followers seem to get excited and share details with their friends. But we haven't actually tracked who is joining us for the first time through seeing our social media announcements.
- We asked "Who would you take with you if you won a side by side Mani / Pedi?"
- We do a 'Wine Down Wednesday'- free glass of wine with any service and it definitely gets the most action/responses on social media.
- We have been building our page the last year and place a monthly promotion out. We hired a professional company to manage our presence and we have added 500 new page followers. So, not sure it has been just one promo but the constant presence.
- We offered 10% off a product that was mentioned on the Rachel Ray show if the guest could give us a specific answer to a question that was mentioned on the show.
- We partner with other local businesses and do giveaways to like each other's pages.

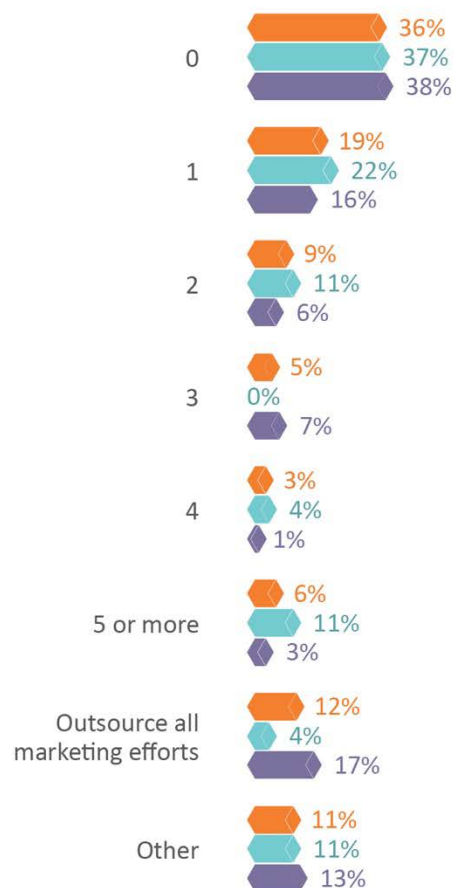
- We ran a #metime special that gave guests 10% off spa services. Also running limited ads for special events has enabled us to quickly book-in low-attendance events.
- We started a video Spa Tour Tuesdays.

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

RESOURCES	ALL SPAS	DAY SPAS	HOTEL/ RESORT SPAS
Ask customers how they heard about your spa	49%	63%	44%
Customer surveys	47%	56%	43%
Digital marketing software (i.e. ExactTarget, Constant Contact, HubSpot, etc.)	32%	37%	28%
Google analytics	34%	52%	26%
Spa software	47%	52%	47%
Use an external marketing firm	10%	4%	13%
Other	4%	4%	3%
Do not track marketing metrics	12%	7%	14%

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

● ALL SPAS ● DAY SPAS ● RESORT/HOTEL SPAS



What resource is at the top of your marketing wishlist for your company and why do you have a need for this resource? This could include anything from new promotional brochures, website enhancements, employee to manage social media, marketing software, etc.

- A reliable and trusted app that links directly with our website so we could do push notifications, etc.
- All of the above - new brochures, new website for the spa, other social media outlets other than Facebook.
- Attend a media event (maybe ISPA) as well as have support promoting spa stories through social media.
- Changing the spa menu and updating the website.
- Dedicated marketing person who understands and can be effective with social media.
- Definitely having an employee dedicated solely to social media and local marketing efforts.
- Different brochures to highlight our services.
- Employee to manage marketing.
- Employee to manage social media & company newsletter, reviews, web updates etc.
- Employee to manage social media for just spa.
- Employees to manage social media sites.
- I need a passionate person in the field of social media to regulate the development of social spa media in particular because now our spa marketing is joining the hotel marketing so that it can be more frequent and intense to post and promote our spa.
- Improve social media.
- Manager to manage all social media.
- Mobile website enhancements. Most click-throughs are done on a mobile device.
- More flexible reservation system that allows for expanded promotions, app development and improved online booking experience.
- New menu and website enhancements.
- One full-time employee dedicated to managing all social and print media aspects of the business.
- Online booking.
- Permission to use social media and more marketing tools.
- Promotional brochures, advertisement in relevant publications, more on-property advertisement, teaser gifts.
- Re-branding is needed. Has been in the pipeline for a while.
- Separate Facebook, Email & Twitter accounts for our Spa specific, not just through Resort account.
- Software integrated into current (Book4time) that would allow better yield management and push notifications for off peak times or bookable premium time.
- Someone to manage social media and create content- time consuming, specialty, not enough knowledge.

- someone to monitor and manage social media more than we do now. Making sure each one of our team members are sending us content.
- Spa app with the option to purchase any time.
- Spa Brochure
- Spa software that tracks guest information.
- Spa software to send out promotions.
- Spa staff to manage social media, currently we have marketing person handle all media for hotel & spa.
- Spa website. We are one of the few spa's in our area that allows external guests in addition to hotel guests to use the spa.
- Upgrade in our menu.
- Using radio and print are always a good exposure. It creates better retention and familiarity.
- We are in the middle of a marketing material re-vamp! We will be re-launching all of our print media in 1 month.
- We are located within a large resort and unfortunately our marketing team does not see a need to market our spa. We have built our business through networking amongst influencers in our community and by building a reputation as a place to go and celebrate special occasions. If we could wish for anything, it would be our own dedicated Instagram account and more social media support from our resort.
- We are part of an HOA and have a marketing department however we need more dedication to social media, website updates, and brochures. The menu/brochures have fallen on me, the Spa manager for editing. I can create the verbiage but need someone to edit and layout.
- We need a director of marketing, updated website.
- Webhancements and online 'brochure' rather than clunky PDF.
- Website enhancement due to ADA accessibility issues on our pages and the pages of our 3rd party vendors such as booking software and on-line store.
- Website enhancements
- Website enhancements, our current site is not very user friendly.
- Website enhancements. (5)

ISPA RESOURCE PARTNERS

Which of the following advertising methods does your company currently use?

ADVERTISING METHODS	RESOURCE PARTNERS
Billboard advertisement	5%
Company newsletter	18%
Direct mail	31%
Email	85%
External website advertisement	23%
Google AdWords	44%
Magazine	51%
Newspaper	3%
SEM (Search Engine Marketing)	28%
Social media (i.e. Facebook, Twitter, etc.)	95%
Radio	3%
Remarketing/Retargeting	23%
Targeted IP address advertising	5%
Television	5%
Video Ads	13%

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



Respondents were asked to describe any resource(s) their company provides to its spa clients to help with marketing efforts.

- Development of integrated marketing plan for properties. Spa/retail/wellness.
- Gift with Purchases, Sachet and deluxe samples, Gift Sets, Staff Incentive programs, marketing and display materials, marketing budget
- Image library
- Marketing materials and photos of products, treatment descriptions, etc.
- Marketing portal with collateral pdf files, print collateral, sampling, gifts-with-purchase, brand & lifestyle images available for download, merchandising planograms, etc.
- Moroccan oil provides sales, marketing and education support to all spa hospitality partners. POS units, consumer brochures, customized tools based on the marketing request, sampling, are a few examples.
- Print material 'library' for new and past launches, seasonal promotions, custom-created pieces upon request.
- Pro ftp site containing social media, marketing, advertising and educational support materials.
- Reposts/Shares of social media posts of spa clients when our product is mentioned. We provide digital hi res files of images and other digital marketing assets per spa client's request. We supply hard copy product brochures for the spa to share with their clients.
- Samples, signage, partnering.
- Shelf talkers, signs, brochures, samples & testers.
- Social Media Posts, Menu add-ons, marketing materials.
- Spa Impressions has been a resource for Ispa Spas and Resorts - supporting their marketing and retail efforts with logoed gifts. These items can be used for inexpensive give-a-ways, added to a







goodie bag or some of our higher end gifts are used for retail and holiday gifts. The feedback we get from our spa clients is very positive when "advertising" their business. Adding a logo gives the business an established look and feel for the client. Rebecca Hettig/Spa Impressions.

- Travelzoo connects its 28 million affluent, desirable members with high quality, well reviewed spas. We help spas overcome issues pertaining to seasonality, capacity, and location.
- Videos, seasonal displays that they can print out.
- We don't sell retail products at this time. However, when we do, we will have MAP pricing.

Please identify what you consider to be the effectiveness of the following social media tools used by your company.

	1 NOT EFFECTIVE AT ALL	2	3 SOMEWHAT EFFECTIVE	4	5 VERY EFFECTIVE	DO NOT USE
Facebook	0%	3%	37%	26%	32%	3%
Instagram	3%	6%	25%	22%	28%	17%
LinkedIn	8%	11%	31%	22%	8%	19%
Pinterest	15%	21%	12%	9%	6%	36%
Twitter	12%	32%	24%	12%	0%	21%

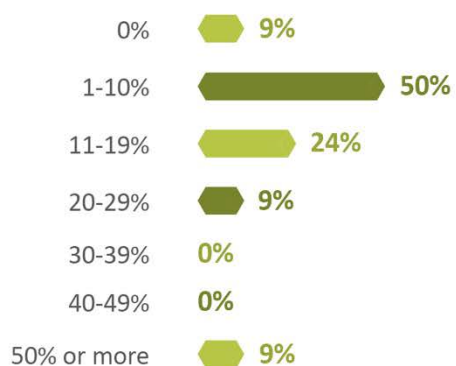
Which of the following social media sites, if any, have your company purchased advertising through over the past 12 months?

MEDIA	RESOURCE PARTNERS
 Facebook	83%
 Instagram	42%
 LinkedIn	14%
 Snapchat	3%
 Twitter	6%
 None of the above	14%

Does your company make use of any of the following live video or story functions on social media?

MEDIA	RESOURCE PARTNERS
Facebook Live	27%
Facebook Stories	23%
Instagram Live	5%
Instagram Stories	41%
Snapchat	0%
Periscope	5%

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



Which of the following resources, if any, does your company use to track the success of marketing initiatives?

RESOURCES	RESOURCE PARTNERS
Customer relationship management (CRM) software	53%
Customer surveys	50%
Digital marketing software (i.e. ExactTarget, Constant Contact, HubSpot, etc.)	42%
Google analytics	63%
Use an external marketing firm	18%
Other	5%
Do not track marketing metrics	5%

What resource is at the top of your marketing wishlist for your company and why do you have a need for this resource? This could include anything from new promotional brochures, website enhancements, employee to manage social media, marketing software, etc.

- Analytics specialist or content person.
- Business to Business marketing that generates new leads from great Spas.
- Consumer Brand Awareness Study
- Employee to manage social media and promote the website.
- Facebook campaigns that convert. I want one, maybe two social media managers to manage this process.
- Integration of our website with our ERP. This will increase our back-office efficiency and lower general administration costs.
- Media events at an affordable price.
- New brochures and packaging.
- Reviews management software. Quality products and Customer service is what we are known for, would like to share our customer's opinion in our website.
- Video ads on Instagram. Video is proven to increase conversions,
- Website being redone.

- Website enhancement and a new quoting software that will assist "marketing" all of our complementary products we have at LEC/Earthlite.
- Website enhancements including website/consumer outreach to our spa accounts.
- Website enhancements, videos.
- Website enhancements.
- Website upgrades. It is a constant battle to stay ahead.