



Is Your Social Media Working for You?

It's the shiny new marketing toy everyone wants to play with. But there's a better way to engage your customers.

By Tina Kalogeropoulos, Marketing Manager, Vicinity

As a spa owner you likely see social media's potential for customer engagement and generating new leads through sharing. It's the "I told two friends, and so on, and so on" phenomenon from the old Faberge shampoo commercial.

Social media is powerful. But it's just a single marketing channel—and one you don't control.

Facebook, for example, changed its platform so that any **"fan page" posts you make reach less than 10 percent of your fan base** at the best of times. That's a low engagement rate, considering how many of your customers are Facebook users and how much effort you dedicate to making your posts timely and relevant.

Being relevant is another problem with social media. If your followers aren't interested in your posts and tweets they'll simply scroll past without clicking or sharing.

Consumers are interested in offers that feel personal – a promotion chosen with

them in mind. Which is why loyalty marketing is so effective and popular.

Spa and beauty customers are especially interested in that personal touch. And a loyalty marketing program can engage them in a way that social media cannot. Here's why:

YOU CAN IGNORE THE MASSES.

Existing customers make up the majority of your revenue and they're the ones you want to spend time and marketing dollars on to build the relationship into one that's even more profitable. A loyalty program makes it easy to up-sell and cross-sell spa and beauty services to customers who already patronize your business. With a complete loyalty marketing platform like Vicinity, you can reach more than 90 percent of your customers through highly targeted offers via text or email.

YOU CAN BUILD BETTER RELATIONSHIPS.

Consumers love to feel rewarded when they shop for services. An effective loyalty program helps you to keep your top customers coming back and spending more per visit.

Even better, it can help you transform those already-loyal customers into brand ambassadors who attract other customers to your business. It's simple with a tool like Vicinity, which you can customize to send offers that reward customers for each referral they bring into your spa.

Vicinity also lets you set up automatic text or email campaigns to reach out to

different customer groups with highly personalized messages that are triggered automatically when certain dates (their birthday; 60 days after their last visit; one week after their first visit; etc.) or purchasing thresholds are reached.

YOU CONTROL THE CUSTOMER DATA.

Vicinity helps you create your own Customer Relationship Management (CRM) database full of customer emails, phone numbers, birthdays, and notes about product and service preferences so you can send specific messages to specific customer groups based on demographics and shopping behaviour. With all this data at your fingertips, you also have access to analytics through the Vicinity Dashboard to view which offers resonate best with which customer groups.

GET MORE MARKETING TIPS FROM VICINITY

Download our free Loyalty Marketing Playbook today at www.vicinitywelcome.ca.

Tina Kalogeropoulos is Marketing Manager at Vicinity, a complete, customizable loyalty program for small and medium-sized businesses.



Vicinity provides an easy, cost-effective way to recognize, communicate with and reward customers to help drive repeat business. Launched in 2013, Vicinity is a division of Rogers Communications. More than 1,500 Canadian small businesses are part of the Vicinity loyalty program, which has more than 900,000 cardholders across Canada. To learn more, call 1-844-284-2464.

