

Promotional Ideas . . .

One Week or Beyond?

The offer, or offers, you choose to run during Spa Week are completely up to you just so long as they are in line with the message of the week which is “spa for everybody and mind”.

It is also completely up to you and your business to decide if your offers are only available during Spa Week itself, or whether you choose to carry on the offers throughout November; which can be a typically quiet month for spas in the pre-Christmas phase.

The more creative and enticing your offer, the more interest you will generate. Don't forget to let us know about your offers as the most interesting and creative ones will be featured in our weekly emails to all consumers signed up to receive offer alerts in the lead up to spa week. Please contact updates@spaweek.co.uk to let us know.

Simple Ideas to Add Value . . .

Taster Sessions

Encouraging existing and new clients to try something new is a great way to promote the health and wellbeing benefits of spas . . . but some clients are reluctant to commit to a whole new thing so why not offer some 15 - 30 minute tasters of typically much longer services . .

Examples might be:-

- Taster fitness classes
- Taster PT sessions
- Taster Treatments
(e.g. arm, hand, neck or scalp massage, mini-facials, file & paints, chair massage etc.)

Don't be a Stranger - Encourage Spa Discovery

Get out and about in to other areas of your facility to encourage people to give something new a try.

If you have a pool area that is outside of the spa area, why not try some mini-pool side massages and then have a follow up offer if anyone wants more of a massage?

If you are based in or near a conference hotel or large office building, set up a pop up spa at break times and offer mini chair massages, again have a follow up offer should anyone want to give a longer treatment a try.

More Than Just Treatments

Don't limit yourself to treatments either, just like the poster for National Spa Week says, there's more to spa than you think and many people think spas are only about massage and facials.

Show off your other services by offering mini sessions of, or special deals on:-

- Nutritional consultations
- Lifestyle consultations
- Meditation Sessions

Take It Home

It is always a great idea to encourage your clients and potential clients to continue their treatments and new experiences at home by incorporating a retail product promotion or even a free gift with purchase.

We are reaching out to all the major product houses and suppliers in the UK to support Spa Week so make sure you speak to your own product supplier to see if they have any special deals or offers for you to make the most of National Spa Week.

Promotional Campaign Ideas

If you really want to make the most of National Spa Week, why not have a specific package available to help promote your business and support for the industry. We have put together a few ideas for you to use or simply to get your creative juices flowing.

Spa Week Day Package Upgrades

How about taking one of your existing popular packages and giving it a Spa Week boost by upgrading it? Replace the standard Facial with the Advanced Version. Add Hot Stones to the standard Massage normally on offer.

Penny for The Guy (or Gal) Day/Offer

It is Guy Fawkes night on the 5th November . . . a sort of closing ceremony for National Spa Week we like to think. Why not create a couples treatment or package where it only costs 1p to bring your husband or boyfriend or wife or girlfriend for that matter.

Meet and Treat

Every spa goer has a friend who still hasn't discovered what spas are all about. In a similar idea to the above promotion, you could create a treatment or a package designed for one, priced for two, but you would only be able to book the package if you bring a friend to enjoy it with you . . . ideally a spa virgin. All the friend has to do is give their contact details to you so that you can add them to your contact database for notification of future offers and promotions.

Mini Spa Day - Mini/Express Treatment plus Lunch and Facilities Usage

Sometimes the price of a full day package is enough to put people off trying out a spa day. So why not squeeze all of the goodness of a long relaxing full spa day in to a more compact version with a couple of taster treatments, use of your pool or thermal facilities and a light lunch or snack? Call it the "Give Spa A Try" package. It might not be as high a value as a full day package . . . but you can fit more of them in and potentially find some new clients along the way.

Buy a Treatment, Bring a Friend and get Facilities Usage for Both

Sometimes people don't want a whole package . . . they just want the treatment they like. So why not make your Spa Week offer the treatment they want PLUS they get to use your pool or thermal facilities for free, something that would normally only come with a full or half day package. All they have to do is bring a friend along for a treatment too (paid for) and both get to relax for a little bit longer.

Keep Spa Week Going and Continue to Benefit . . .

The focus is of course on Spa Week itself . . . but there is no reason you only need to limit your offers to that particular week. Use it to launch your November or even Christmas promotion and take advantage of our National Campaign to boost your visits throughout the last part of the year.

There are other ways you can continue to benefit from any interest and visitors you receive from your National Spa Week participation . . .

Bounce Back Vouchers

Within your Marketing Pack we have included a number of Bounce Back Gift Vouchers. Print these out and hand them to any clients who visit you during National Spa Week (or who booked in during spa week) to get them to come back and see you again.

We want to encourage more people to make spa more of their ongoing health and wellness toolkit, so it is important to bring your visitors back to see you again after Spa Week has finished.

We've included gift vouchers for money off another treatment, free gift with next treatment, treatment upgrade and free mini-treatment for you to use. We have also included a blank voucher for you to add your own bounce back offer.

Gift Voucher Promotions During the Week

Not sure if you noticed, but Christmas is just around the corner and what better time to promote your Christmas Gift Vouchers and Christmas Gift Sets than during National Spa Week.

Boost your early Christmas Gift Voucher sales by offering an “Uplift” on any vouchers purchased during Spa Week. This might be a percentage value uplift (e.g. a voucher purchased for £50 might be uplifted to be worth £60 when redeemed against a future treatment) or you might choose to offer a treatment uplift (e.g. a £50 Gift Voucher purchased during Spa Week would include a treatment upgrade or free mini-treatment upon redemption).

We hope we have given you some great ideas, borrow them, steal them or use them as a starting point to come up with your own offers and promotions.

Don't forget to add your offers and promotions to your page on the National Spa Week Website if you didn't add them when you signed up, simply send an email with your Business Name to updates@spaweek.co.uk and make the subject “NSW Promotional Offer from <<YourSpaName>>”.

We will keep an eye out for the most fun, exciting, innovative and unusual offers and feature them in our weekly emails to consumers starting in mid September to help deliver more clients to your business this National Spa Week.