

# MARKETING MUSTS

While word of mouth marketing is not exactly dead, it is not the cash cow it once was. Modern businesses must cater to the over-informed and overly stimulated consumer, and the spa industry is no exception. With progression comes complexities, so it is no longer a choice to inform, engage, and establish a reputation through marketing as a business to stay relevant, as well as competitive. Whether a business is reflecting, reinvesting, or rebranding, marketing is the way into a designated demographic's trust through good old-fashioned communication and informed decisions. DERMASCOPE created this section to highlight the basic business and marketing plans, tips, and ideas that can not only bring back a failing business, but also influence and revitalize during these crazy times.

## Quick Tips for Client Comfort

by Micah Kopchenko, Jr. Editor at DERMASCOPE

Putting a customer at ease when visiting a spa should be a skin care professional's number one priorities before they even make it to the treatment room. With this in mind, COVID-19 has changed the way most spas do business.

For spas that have been able to remain open or reopen their doors, now is the time to rethink how one does business. Skin care and spa professionals must learn to read a client's body language and comfortability level like never before. From new sanitation and safety procedures to the skin care professional's ability to engage with a client, times have changed. Use these few quick tips to create a place of serenity for clients:

- Be welcoming
- Listen carefully and observe their body language
- Offer a simple add-on with each treatment
- Practice precautionous methods during COVID-19
- Offer discounts on retail or services
- Create a treatment menu based on COVID-19 maskne conditions
- Promote the safety and peacefulness of the spa space



Treating clients with the utmost attention and care will allow them to feel safe, welcomed, and wanted. There is nothing better than a client who feels appreciated and truly at home. These tips are necessary for a spa's survival and allow the professional to re-establish client loyalty and a good review. ▽