

Business

Spa and Social Media

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Research studies have shown consumer's trust and rely on their friend's recommendations about finding a new service provider. The fundamental shift in the way we communicate is here to stay- this is not a fad- it is a trend! Texting- Face book- Twitter- Linked In- all social media that instantly shares an experience- great or not so good. Someone can be in the process of getting a pedicure and texting their friend saying- "never again" and you as the service provider would not know the difference. On the other hand- the text could read- "love it- you need to book

an appointment with Sally- she is awesome".

Previously marketing and advertising strategies such as Yellow Page listing, television commercials, local radio spots, ads in local newspapers and magazines were relied upon to positively advertise your services, treatments, staff and business. Even though these strategies are still being used- if the service/treatment or staff member does not effectively give the guest/client the results they expected- your advertising means nothing. A real shift in accountability- you have

to be "on top of your game" as far as skills go- and your emotional intelligence- how you handle your guest/client is of vital importance. Total personal responsibility is required in the industry- something, not everyone is used to.

So, if you are having a bad day- it definitely will affect your daily work. We need to be more conscious and accountable about what we are doing- being more mindful of what the expectations are is of prime importance.

Spa and Salon employees- including the receptionist- not just the service provider- must be very "friendly and accommodating" and the facility must be "spotlessly clean." The local health inspector can easily get a photo sent via the cell phone of dirty and disorderly areas.

The Text World advises everyone- so rather than spending your money on marketing/advertising- spend it on upgrading and having a spotlessly clean facility- and on training and educating your staff on how to treat and keep a guest/client!

You desire the texts coming from your facility and the posts about your facility and staff to be very positive- brain storm with your staff on what strategies you plan to implement to ensure those results. ■



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