



Let's Get Tan /SalonTouch user
Sherri Tosti
Evansville, IN

Keywords: gettan & spraytan

Objective:

To get old clients back into salon, during slow season
We put out an offer to bring them in plus offer a rewards program.

Call to Action:

I have offered free tans, 1/2 price tan & free & 1/2 price upgrades.
Within 10-20 minutes we had customers coming in saying " I just got a text."

Result:

We sent 211 texts I know the girls started out tallying but too got busy & stopped after about 20 so I'm guessing 50 or so which is great during our slow time.

The campaign worked great and I am very happy!
We are conducting interviews to hire more staff!