

Text Message Marketing Case Study with SalonTouch user Let's Get Tan

Business Owner:

Sherry Tosti

Name, City and State of Company:

Let's Get Tan in Evansville, IN

Website:

<http://letsgettan.net/>

Keywords:

gasdfettan & 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, and I had some of the girls that work with me in the salon record some of our redemptions tallying them out on a piece of paper, but it just got way too busy we stopped after about 20, but from my observation I am I'm guessing 50 or so came in, which is great during our slow time. The campaign worked great and I am very happy! We are conducting interviews to hire more staff!"