

211 Guests Recovered Post-COVID with Zenoti's Smart Marketing

The Problem

Boss Gal Beauty Bar prides itself as "a sleek and contemporary take on the traditional medi-clinical environment," offering facials, Botox injections, microneedling, chemical peels, and much more. After COVID lockdowns interrupted their springtime business, Boss Gal needed to motivate a long list of former customers to resume visits. This would require strategic marketing to a variety of customer types, a daunting job even under normal circumstances.

The Solution

Zenoti's Smart Marketing helped Boss Gal reach out to missing customers through messaging campaigns to motivate booking. Boss Gal hoped to get customers in the door for an initial visit, using that appointment to reconnect and tempt them back into a routine of subsequent appointments.

Smart Segmentation

- Boss Gal launched 12 campaigns to different customer segments, ensuring customers received messaging that fit their buying history and interests.
- Smart Marketing followed personalization best practices and selected the best send times.


Volume


- Smart Marketing sent a total of 15,117 messages from May to Oct .
- The open (35%) and click rates (3%) of these messages was almost double the industry standard for health and wellness brands.




Results

*May - October 2020.

 **211** recovered guests

 **41%** of recovered guests booked follow-up visits

 **20%** revenue attributed to Smart Marketing campaigns

“With Zenoti, we were able to scale our marketing effortlessly. The ability to customize campaigns and personalize the messaging really made a difference and was a key contributor to the 20% increase in total revenue! I'm thankful we have Zenoti supporting us during these unprecedented times.”

About the Brand

Boss Gal Beauty Bar aims to bring out every woman's "inner boss gal" with treatments designed to enhance self-confidence. Registered nurse Kathy Keeney founded Boss Gal after working in the medical field for a decade. Boss Gal was named one of the Best Day Spas in Columbus 2020 by Expertise.com, with scoring based on availability to customers, qualifications, reputation for customer service, experience, and professionalism.