
T&S PARTNERS PR GROUP

SPAS PROFIT FROM NAME RECOGNITION

How do you reach your market in an over-advertised world? You do it with PR. The value of publicity to a Spa's business can't be underestimated, nor can it be measured in exact percentages. It's an evolutionary process that establishes the defining point between you and your competition, with benefits that can extend well into the future.

Unlike advertising, public relations delivers a message that can establish you as a leader in your community and in the Beauty and Wellness industries. While it's an investment that may sometimes be hard to justify, a mention in a major magazine, or a feature on your Spa will multiply business and get people talking about your products and services.

There's a spin-off to publicity that goes beyond the client base. The visibility attracts a better class of aestheticians, masseuses, stylists and medical practitioners to your Spa. Being well-known in the profession will help you achieve Industry awards and the recognition that ensures your Spa has the acknowledgement clients can trust. It can also help secure distributors for product lines. The ultimate evolution of your public relations efforts can culminate in having the name recognition necessary to sell products effectively nationally---and internationally on your website.

While location can dictate price, PR can be an integral part of business success. It's very difficult to compete in major cities and prime destinations without the public relations that differentiates you from the competition. Ironically, the biggest challenge may be in being able to consistently meet the expectations that PR delivers. While the spa visit is all about feeling great, repeat business is based on the delivery of that experience so it's important that your staff has the same philosophy and sense of purpose that you have. They must know and understand what they have to deliver.

While quality can be your best local PR, effective public relations will bring your Spa high visibility and international attention. It will also establish your name within the community and position the Spa's sensibility. Implementing savvy PR within the profession can further develop your industry profile. With well-focused objectives and a reputation built on talent, expertise and consistent client satisfaction, public relations will ensure the name recognition that builds business success.