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## CASE STUDY FOR HAIR & BEAUTY

### CAN SMS REACH PEOPLE?

50 million phones in the UK

6.7 billion texts and rising sent each month

[SIGN UP NOW](#)[HAIR & BEAUTY USING SMS](#)

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## HAIR & BEAUTY

This salon with a database of 550 clients uses The Txt Works to:

- Attract new business
- Drive repeat business
- Promote beauticians and cross sell

By sending a personalised message 4 weeks after each clients' last appointment prompting them to rebook, the salon reduced the average time between customer visits from 8-9 weeks to 5-6 weeks. Over a twelve month period this raised the average number of appointments per customer by over 50% from 6 to 9.5 visits per year.



The salon also wanted to make use of its database of numbers to bring back customers who may have moved on. A personalized voucher was sent to all clients on the data base who had not visited the salon in the past six months offering them 25% off their next visit. Out of the 110 customers contacted, there were 12 whose mobile numbers were no longer in use, but 43 customers made an appointment and used the voucher. By effective targeting with an appropriate offer, these 43 customers were drawn back to the salon and they now remain regular customers.

### PROMOTING BEAUTICIANS AND CROSS SELLING

The salon decided to send a message to everyone in their database advertising new beauty therapy rooms. They wanted to create a form of viral advertising offering a free facial to customers if they passed on the 25% discount voucher to a friend who then made a booking. They used unique codes so the original recipient could be rewarded. Over 60 customers used the 25% discount, and 23 of them referred a friend who made a booking. So for 23 free facials, the salon gained 23 new customers.

### PROMOTING BEAUTICIANS AND CROSS SELLING

Another salon used a variety of advertising, but was unsure of its effectiveness. With growing concerns about costs they were looking for ways to gauge how well each area was working for them. They decided to add a text prize draw to their advertising, asking people to text the name of the salon to 87474 to enter. They delivered 1000 leaflets and had 87 text responses. They gave away one free cut and highlights, and sent a consolation voucher through to the losers.

**The Salon**  
Easter  
Prize Draw

**1st Prize** Any colour service & restyle with our award-winning creative director.

**2nd Prize** Styling and finish with creative director.

**3rd Prize** Matrix professional shampoo & conditioning treatments worth £30.

**To Enter:**

**Text HAIR to 87474**  
Closing date Thurs 16th April.

**Opening Hours**

Monday	closed
Tue/Wed/Fri	10.00-7.00pm
Thursday	10.00-8.00pm
Saturday	9.30-6.00pm
Sunday	11.00-5.00pm

**The Salon**  
123 High st,  
London,  
SW1 12A  
0207 123456



The salon also placed a text competition in its newspaper advertising. As a result they found that there was a marked difference in the level of response from the two publications. By looking at the results they were able to see that one newspaper was clearly reaching their target audience far better than the other. Cancelling one of their bi-monthly newspaper ads saved them £2000 a year which alone covered the cost of their silver package with The Txt Works.

**BY USING THESE METHODS THE SALON HAS BUILT UP A SIGNIFICANT DATABASE OF MOBILE NUMBERS WHICH IT CAN USE FOR FUTURE MOBILE MARKETING.**



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