

SMS Marketing

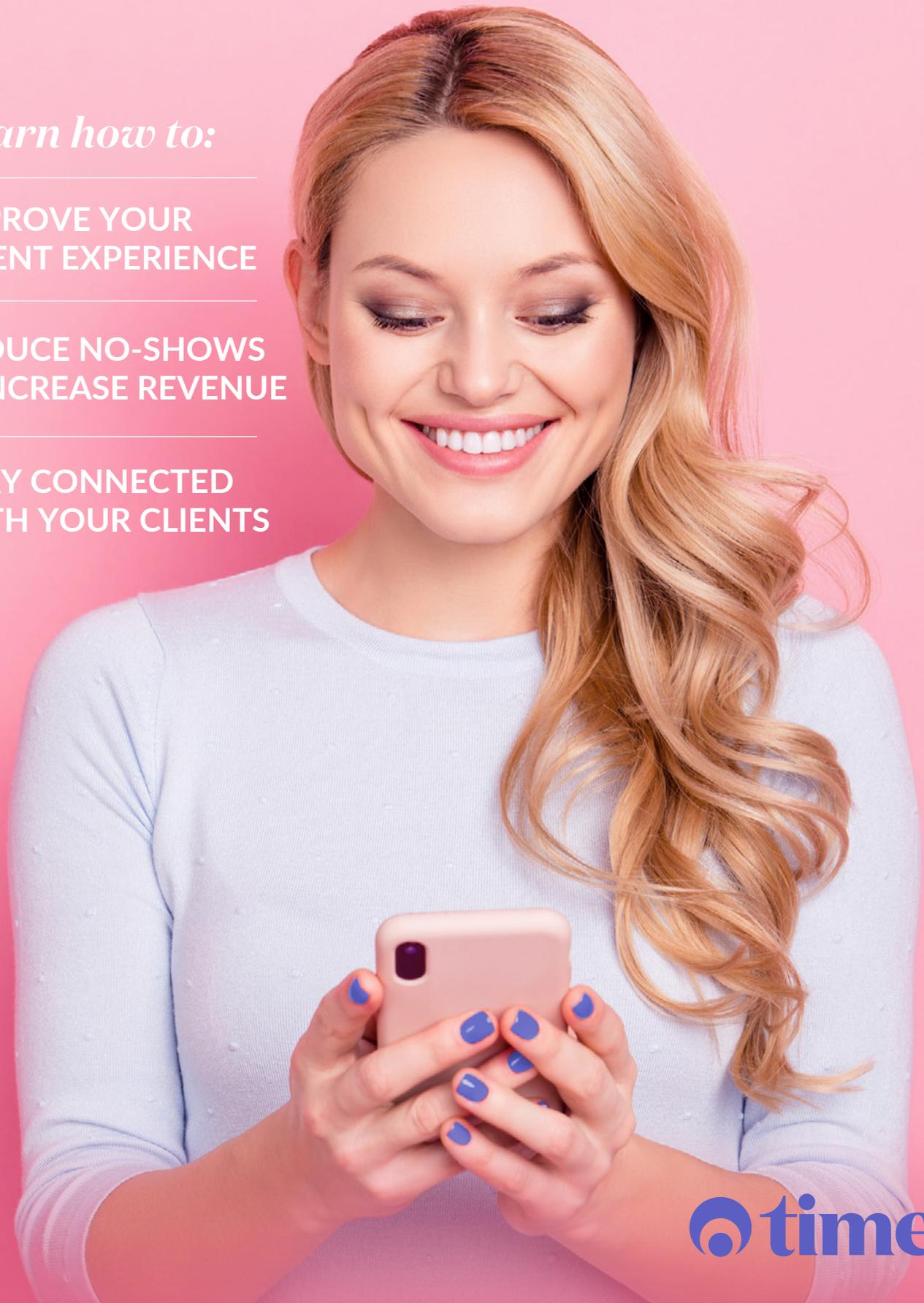
YOUR BRAND'S NEW BFF

Learn how to:

IMPROVE YOUR
CLIENT EXPERIENCE

REDUCE NO-SHOWS
& INCREASE REVENUE

STAY CONNECTED
WITH YOUR CLIENTS



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Introduction

Are your email offers going unread? Facebook algorithms got you puzzled? Are you sick of spending money on marketing tactics that don't drive results for your business?

We hear you.

With so many brands competing for your customers attention, across a million different channels, it's hard to get noticed.

Cut through the noise, and get your brand straight into the palm of your customers with SMS marketing.

With an open rate of 99%, and an engagement rate eight times higher than email, SMS is a sure fire way to increase conversions and give your clients a trustworthy, caring brand experience.



Better yet, our analysis shows that Timely businesses that use SMS have a 28% lower no-show and cancellation rate than those that don't. On average, this is worth AU\$5,438 or GBP£3,538 per year.



That extra revenue is pretty enticing, right?

In this guide we'll teach you how to create a buzz with SMS, jumping straight into your client's pocket and pairing powerful conversion potential with genuine connection.



THE EFFECT OF SMS REMINDERS

28%

lower no-show and
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1 / Why is SMS so powerful for marketing?

Your customers text on the regular.

Did you know the average person checks their phone 85 times a day? Texting is a universally popular communication channel for everyone from millennials, 97% of whom text regularly, to 70+ year olds, 94% of which are texting on a weekly basis!



89% of people have their smartphone within arm's reach, always.

And unlike other digital channels, SMS doesn't require an internet connection — making it a great leveller for the breadth of your client base.

SMS open rates are like no other channel.

Unlike emails and social media, SMS messages have an open rate of 99% percent, often within minutes of receipt. Email open rates, by comparison have an average of around 33%.



It's personal.

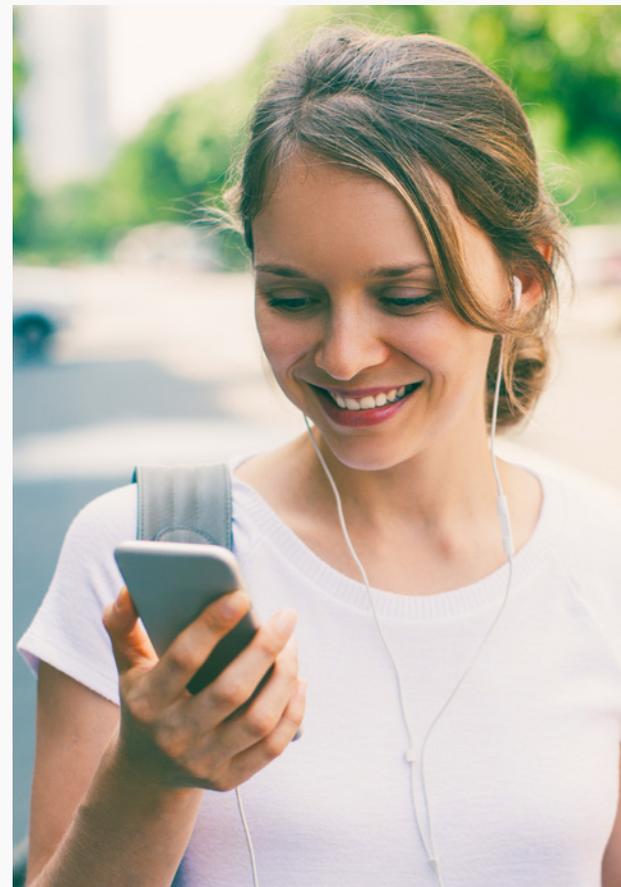
SMS makes it easy to build brand familiarity with your clients. With their trusted salon or spa in their pocket at all times, you're demonstrating that you care about connection and your client's time.

SMS is cheap as chips.

Looking for a nifty competitive advantage that allows you to sidestep larger, better-known brands? You don't need to budget for the expensive graphics and interactive elements of a digital marketing or social media campaign when you're simply sending texts.

Anything is possible!

Send out deals and discounts, share your best beauty tips, encourage feedback on your services, and connect to clients with dynamic calls-to-action. SMS marketing is a simple platform with ultimate versatility.



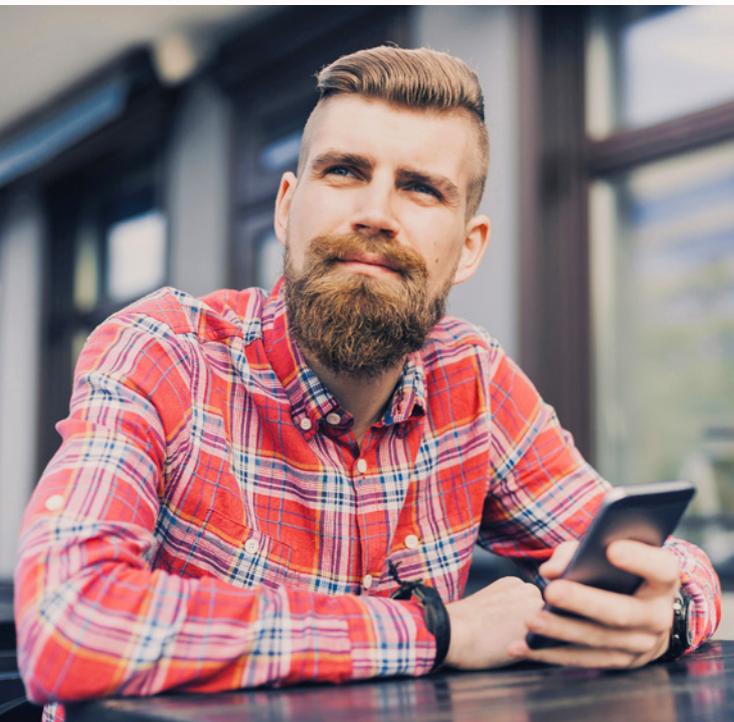
2 / What can SMS marketing do for my business?

Elevate your client experience

SMS is a cost effective and easy way to stay connected with your clients, and provide a seamless customer experience. Use SMS messaging to confirm your clients bookings, remind them of their upcoming appointments or provide those all important aftercare instructions to show you're willing to go that extra mile for your clients.

Save time and reduce admin

How many hours a week do you spend chasing clients to confirm appointments, or trying to acquire new clients? Using automated SMS marketing, you can set and forget and spend more time doing the things your love.



Grow your revenue

We've said it before and we'll say it again, SMS marketing is a super cost effective and easy channel to get measurable results for your business.

Appointment reminders alone reduce appointment no shows by 28%, and businesses that use SMS marketing have an 18% better customer retention rate than those that don't. It's a no brainer really.

Lift your brand reputation.

Maintaining your brand reputation through friendly, useful SMS marketing also impacts (and can significantly increase) your bottom line, too.

Start a conversation with your client by asking for feedback. Is there anything they would like to share with you that they feel would improve their experience? Ask for reviews or referrals - positive word-of-mouth can do wonders for your brand awareness!



3 / What are the SMS marketing ‘must-haves’?

Here are the best types of SMS messages to deliver value for your clients, all while increasing your business’ profitability:

Client reminders

There are many types of client reminders that we recommend you use to run your business efficiently, and provide the ultimate client experience.

Here’s our top performers:

Appointment confirmation: Save time with automated appointment confirmation messages to clients. In Timely, replies to booking confirmation messages will automatically confirm in your calendar, so you won’t be left wondering whether or not your clients will show up.

Appointment reminder: Your clients are busy – so be sure to send them reminders when they have upcoming appointments, either 24 or 48 hours prior to their booking. Reminders are not only a great client experience, but they can also reduce no-show rates by up to 28%.



Rebooking reminders: Reminding your customers to rebook is an important part of a client retention strategy. Sending them a reminder will ensure you don't miss a chance to get a client walking back through the doors of your business. Timely customers that use rebooking reminders see rebooking rates increase by 11%.



The client retention strategy that top salon coaches recommend

Clients will sometimes forget to rebook a new appointment or not be able to rebook when they normally would. They might try a new salon or spa because it has been recommended to them, or they've been offered a special deal online. Don't worry, you can do your best to stop this happening, and still get them back if it does!

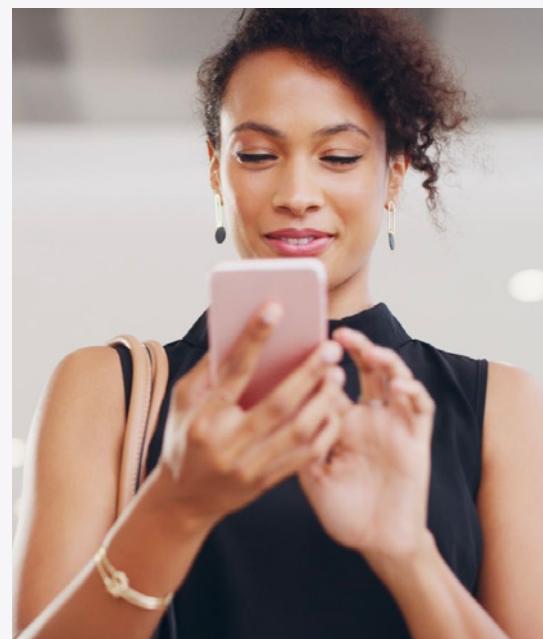
Here's a simple strategy that top salon coaches recommend using automated Rebooking Reminders:

If the average number of weeks between bookings is 5 weeks for most of your clients, you would set up automated Rebooking messages as follows. Make sure to include an online booking link in every message.

4 weeks since last appointment: Set these up to remind clients who may have forgotten to rebook after their last appointment, or didn't rebook for another reason.

8 weeks since last appointment: If your client hasn't rebooked after the 4-week reminder, they might have tried another salon. Put yourself front of mind with another rebooking reminder to try to win them back at this point. You could include an offer or a discount to sweeten the deal.

12 weeks since last appointment: If they still haven't rebooked, it's likely that they've switched salons or have been out of town or unable to visit for a specific reason. At this point, it's worth trying one final offer to entice them back, so make it a goodie!



One-off messaging

Stay organised and in control with the ability to send one-time SMS messages to clients. You want software that delivers any replies right to your account, so all your communications are in one place.

“I’ve saved 1.5 hours per day since joining Timely - thanks to their online booking and automatic reminders.”

- Simone, Simone Joy Lash Brow Skin

Automated marketing

Many software or SMS providers offer automated SMS functionality (including us!)

Want to know how to use automated SMS marketing to deliver an exceptional service for your clients? Here are some top performing messages we think you should try!

Thank you messages: Deliver an exceptional client experience with thank you messages. A thank you message should be short and sweet (SMS is the perfect channel for this). Thank you messages help build client relationships and lift your brand.

Referral request: Gain new clients entirely by word of mouth referrals. Setting up an automated SMS message to encourage referrals is a quick and easy way to get new clients coming through the door. You can even track referrals in Timely.

Review requests: Improve brand awareness, credibility and SEO search rankings by requesting reviews from your loyal clients. Timely offers flexible options so you can get reviews from your preferred channels, i.e. Facebook, Google – just add the link to your message and watch your brand grow.

Aftercare instructions: A great client experience continues after they've walked out the door. You can set-up automatic aftercare messages by service, so if you're offering services like IPL, dental work or body

art, you might need to follow up an appointment with some important information. This could be aftercare instructions, post-treatment advice or some tips on how to maintain their new tattoo.

Share guides and documents: Add handy links to your message. This a great way to share guides, send detailed aftercare instructions or share a map to your location.

Reconnect messages: Reconnect and entice clients you've not seen or heard from for a while. Sending them a message lets your client know you care, and want to see them again. You can increase the chances of a rebooking by including a sweetener like 10% off if they rebook now. You could even throw in a nice add-on to get them rushing back through the door. Everyone loves free stuff!

Take the time to set up automated text messages properly and then sit back, relax and watch the appointments roll in.

Bulk SMS marketing

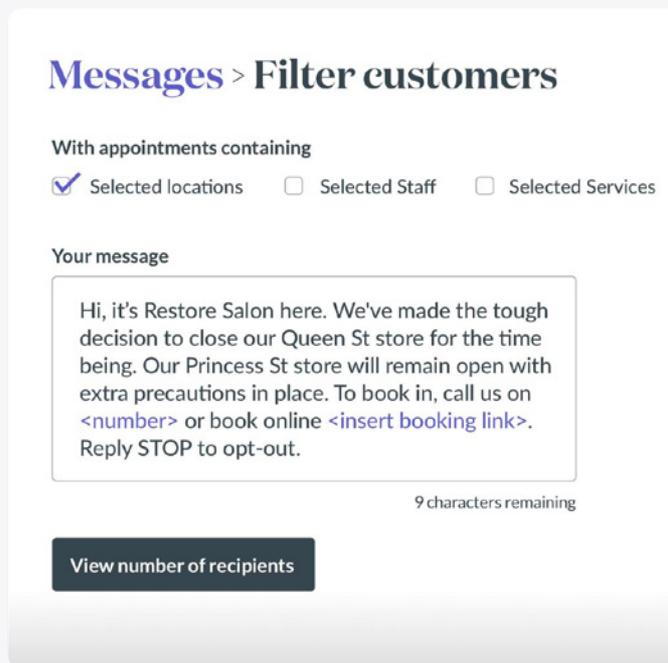
If you have a new service, offer or changes to your opening hours, you might like to send a message to your client database to let them know. Bulk SMS is perfect for these types of messages.



Targeted SMS marketing

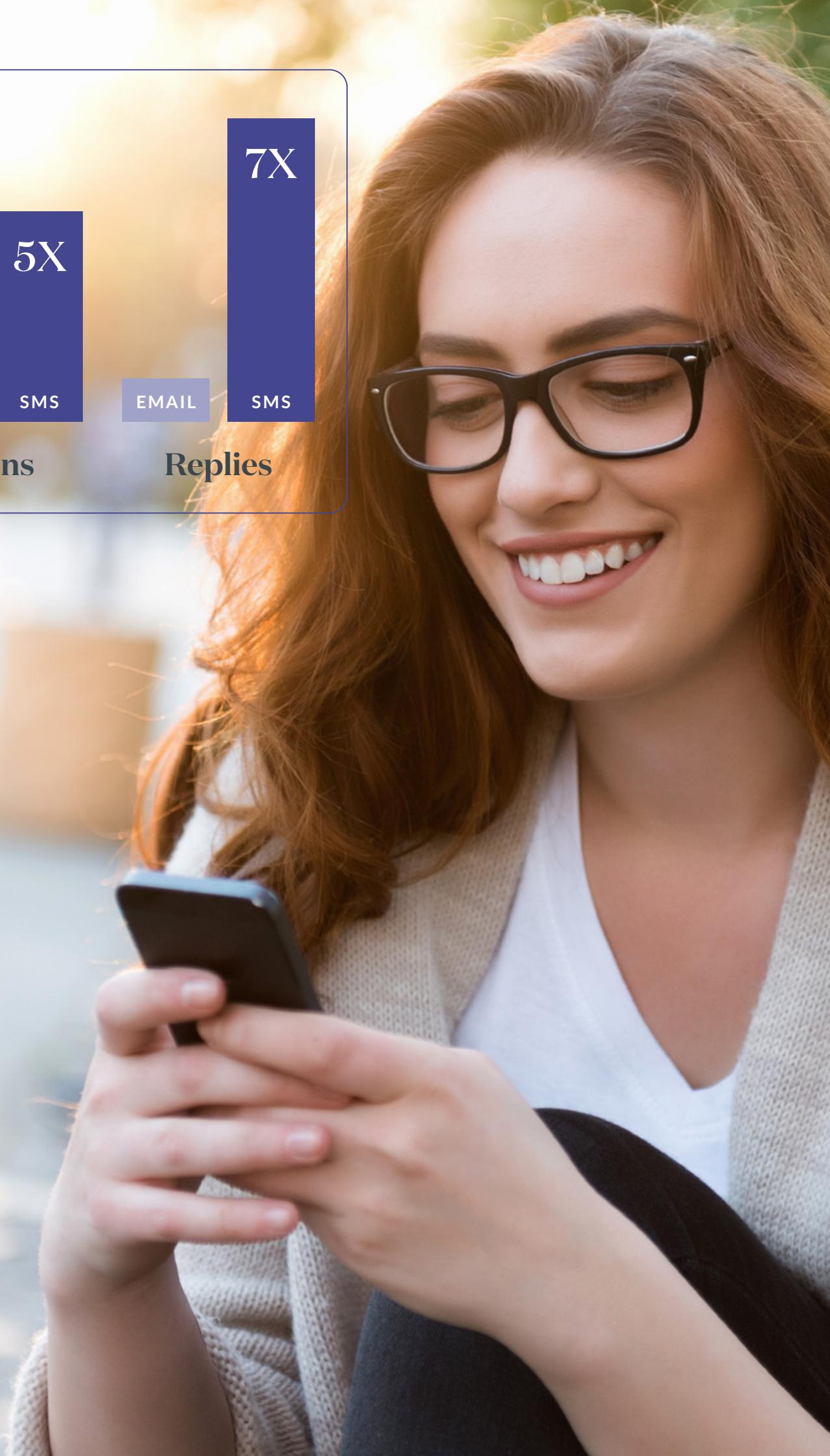
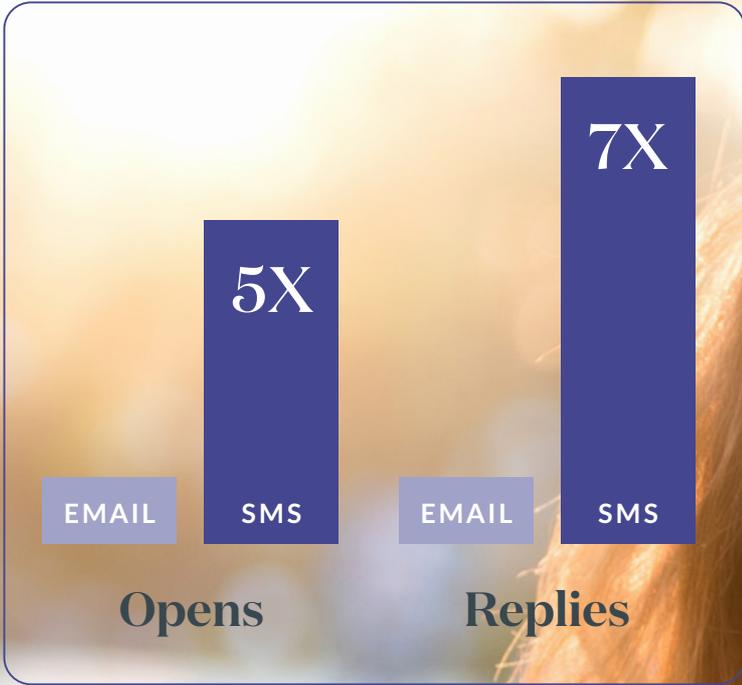
The power to target your clients based on their behaviour is a game-changer. It allows you to send clients highly personalised texts; at the same time optimising your database to drive sales, improve brand awareness, and generate referrals.

Let specific clients know about specials, any important information, or update them on your business by creating a targeted campaign. You can target your clients based on whether they've purchased products, a time period (like when you last saw them or if they have an appointment coming up), staff member, service, or even location if you have more than one salon.



“My customers love the SMS texts they receive as a reminder.”

- Angela, Strictly Natural Salon & Cuts



4 / How do I write a great SMS messages?

Take a look at our handy SMS templates to kickstart your SMS marketing. With only 160 characters, SMS messages need to connect with your client and get straight to the point.

Appointment confirmation

We recommend sending this message as soon as the appointment is booked, or confirmed. It ensures clients know that you received the booking and it's locked in.

Hi FIRST_NAME, you are booked in with BUSINESS_NAME on BOOKING_DATE_TIME. See you then!

“I love the reminder system - my no-shows are down by 85%. Timely is the perfect receptionist by far. Thanks, Timely!!”

- Theresa, Heavenly Beauty

Appointment reminder

Send this message 24 hours in advance to give your clients a heads up, and a chance to reschedule if they've accidentally double booked. Timely offers two way SMS - add 'text Y to confirm' in your message, enabling your client to send a confirmation reply.

Hi FIRST_NAME, this is a friendly reminder about your appointment with BUSINESS_NAME on BOOKING_DATE_TIME. Text Y to confirm your booking. Looking forward to seeing you then!

Request referral

If your client has a great experience with you, sending them a referral request 24 hours after their first visit makes it more likely they'll recommend your business to their friends.

Hi FIRST_NAME, we hope you enjoyed your visit to BUSINESS_NAME! Refer a friend and get 15% off your next visit if they mention your name :)

Aftercare and review

Make sure your client doesn't forget about aftercare by reminding them a few hours after their appointment. It shows you're willing to go the extra mile for your clients, and it's also the perfect opportunity to nab a rave review!

Hi FIRST_NAME, remember not to wash your hair for 3 days! Feel free to share your experience here: [review link]

Special offer

Keeping in touch with your clients is the best way to ensure repeat business. Try segmenting clients into specific services to really let them know you care.

Hi FIRST_NAME, are you loving your new cut? Stop by this week for some free fringe maintenance!

Rebooking reminder

For busy clients, rebooking an appointment can easily slip their mind. Make rebookings a sure thing by following up if you haven't heard from the client within a certain time period. This text can be automated to make it even easier for you to ensure your clients keep coming back.

Hi FIRST_NAME! It's time to get that hair looking fresh again.
Book in your next trim by clicking here: [Booking link]

Reconnect and make a special offer

Win clients back by offering a discount or reward when they make an appointment. Let them know you miss them, and cinch the deal with 20% off.

Hi FIRST_NAME. It's been a while since we saw you last, we miss you! Rebook this week and we'll give you 20% off. See you soon!
[Booking link]

Make a service based offer

Let your clients know about an offer on certain services to pique their interest.

Hi, it's Blondie's Salon here. Until the end of June, get a free blow dry when you book a cut. To book in, call us on <number> or book online <insert booking link>. Reply STOP to opt-out.

Events promo

Create awareness for upcoming events and promotions, with an invitation SMS to your client base.

Hi FIRST_NAME! To celebrate our 3rd birthday you're invited on DATE_TIME, come in store for bubbles and cake :) see you then!

“Timely is so easy to use! I love the SMS reminders and I can rely on the system 100% of the time. I love it!”

- Jen, Capelli Hair Studio

5/ What else can I do to nail my SMS marketing?

1. You can send messages up to 450 characters long, so you have the option to keep it short and snappy for appointment reminders, or add personality and create longer messages for marketing emails or detailed aftercare instructions.
2. Even though it's informal, an SMS is still an expression of your brand. Using text abbreviations looks unprofessional. Save them for personal texts. And always remember to spell check.
3. Use your clients' first names – this personal touch will make them feel valued.
4. Every text you send needs a call to action (CTA). A strong CTA gets to the point and specifies clear next steps for the client. For example, a rebooking message CTA could be 'Book in your next trim by clicking here: [Booking link]'
5. Have you got permission to send your clients texts? If your business is based in the EU, check the requirements of the General Data Protection Regulation (GDPR) to make sure you're being ethical and respectful of your client's personal information.
6. Including a promotion code with your text means you can monitor activity and measure success. Track code redemptions to understand what texts work and what don't.
7. Think about the frequency you send SMS - you don't want to be bombarding clients.



Hi! Keen to rebook?



Yes!

How's 2pm on Thursday
May 17th?

Done!

Thanks!

6 / How much will SMS marketing cost me?

Compared to other tactics, SMS marketing offers you a much better return on investment. Depending on your SMS provider, you'll usually pay per text sent. Some providers offer monthly payment options for businesses that need to send a high volume of texts.

Timely includes a generous SMS allocation in each of our packages. For example, if you have a business with 7 staff on our Elevate package, you'll get 150 SMS per bookable staff member per month. If you have over 20 staff, our tailored packages will ensure you have enough messaging capability for your needs. [Explore which SMS package might be right for your business here.](#)

Save money on expensive graphic design, distribution strategy and testing – we know SMS marketing works.

With the help of this guide and some practise, you can start working out how SMS can help your business reach greater heights of brand trust and repeat bookings.

Are you itching to get started with SMS?

Do you want an SMS solution that integrates with your appointment booking software? Why not give our SMS and booking software a spin? Try Timely today, completely free.

[Start your free trial now](#)

NO CREDIT CARD REQUIRED.
NO CONTRACTS. TRANSPARENT PRICING.

