



Sam & Wright  
consulting



# Live Sessions



Sam & Wright  
Business Support Services

# Marketing Meeting

## Meeting Time

This Meeting will last for Three Hours

## Scope of Work Description

I am currently seeking a Marketing Consultant / Implementer for my Massage Therapy Practice.

Site: [www.balancekneaded.com](http://www.balancekneaded.com).

I have some social media presence but it is not yet fully developed. I want someone to tell me what social media outlets I need to use and possibly run the show.

## PHASE 1

- Connect with corporate businesses (wells fargo) when they are budgeting and year end when they have more money to spend. Submit proposal to HR about how important wellness is for employees and build and maintain employee morale
- Business number that links to cell phone
- Rack card advertising
- Buy teeshirts for contractors (polo or dry fit) – charcoal grey with white logo or white dry fit
- Car Magnets for marketing that stands out to see the business name and number – how to convince therapists to ride with them on their car.
- Recycling bags for heavy hitter events. Pens etc.
- Stand up banner ongroupon for different socialevents
- How to connect with different sports teams [sports massage]
- Target sports team PR or Management team and present the professional presentation. Folder with logo, one sheeter of services, about the founder. Go with fruit baskets or some sort of gift.



## PHASE 2

- Stand out different from the staff by wearing something unique and nicer than a polo (representing company as a decision maker)
- Create a fortune cookie elevator pitch (who, what, when, where) that identifies the ideal client: stay at home parents and work at home people etc.
- To corporate companies: want to pitch we can assist with your employees wellness. We want to help you treat your employees well.
- Say things like: Just 15 minutes of a chair massage will alleviate stress for a person who sits at desk for 8 hours a day. Show the statistics.

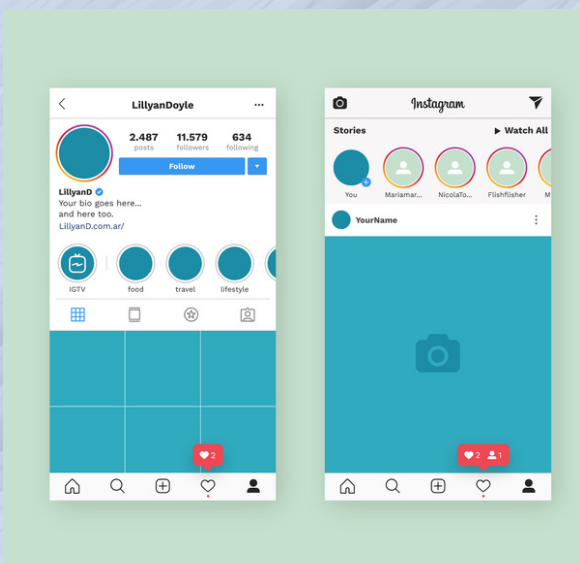
## PHASE 3

### Out-of-box Marketing



Make sure a call to action is on all business cards and post cards

Social media person needs to always offer a call to action. Tips Tuesdays! Wellness tip and if you are interested in finding out more, comment I want more. Send the link to inbox and it will go to the newsletter and they have to opt into email.



Do Instagram and twitter campaigns. So this way the email list is constantly being added onto

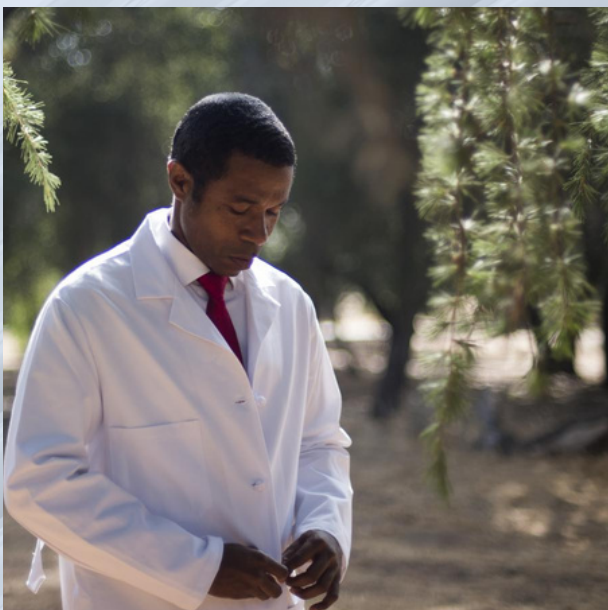


Offer to go into baby and company and maternity places and do a spa day for the baby and mom. Work with these companies to market their business as well as mine to bring awareness. Including pet massage. try to partner with petsmart? Or similar small company. Vet association.

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Wedding and event planners market the group massage. Create a bridal team with stylist, esthetician, massage therapist, nail tech, etc. caterer, baked goods. Bridal spa brunch to provide food, dessert, bride and her party get full body massage and others get the chair massage. Theme the event.

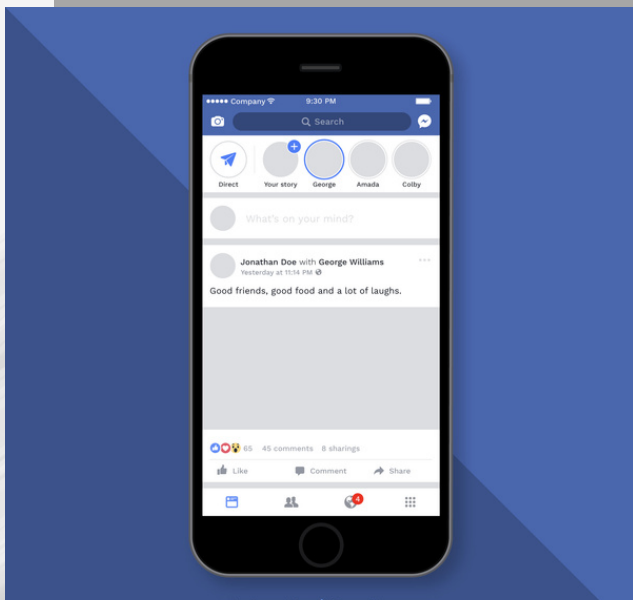
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All male therapists that wear white (theme) example



A day where the bride is able to try out the makeup and hairstyles etc



Join business groups on facebook. Go to Kelley shephard watts groups and connect



## PHASE 4

- 🌀 Can I partner with the ritz or something similar to be their outcall branch of massage?
- 🌀 Market to gamers companies and IT people because they want to keep their creative geniuses on board. 30 minute lunch full body massage or 15 minute chair massages
- 🌀 What can I do that is different from other therapists in the area: LGBT or Charlotte Guild or pride fest.. these people spend 20% more than the average consumer.
- 🌀 Partner with nail techs and such... Connect with different salons in area
- 🌀 Create a rewards program. Membership program to set up recurring appointments etc.
- 🌀 Find a venue to invite people quarterly to an open house. Provide an incentive for people to bring a friend or 2 and register so that we can market to them.
- 🌀 Even if someone sees me because I workout ... wear my shirt so they can ask what is it I do. Essentially, always where my business gear when I am out. When asked, explain how important wellness is.
- 🌀 Offer an opt in 10 minute stretching video to increase email contact list. Other example would be a stretch cheat sheet for sciatic nerve pain or whatever. Eating right and working out. Have real personal trainer and nutritionist to take credit for the nutrition and fitness advice since this is out of Massage therapy scope of practice and I am not a true expert in those subjects.



## PHASE 5



Automate as many newsletters and such as possible. 1st assignment is to create 15-20 hashtags so that can be used all the time to connect with others in the industry. Research Massage related hashtags.



Once website expands, offer products, ebooks, videos, creams, tools, oils etc and maybe affiliate marketing to run banners on my site in exchange for a percentage of the clicks. This is to make additional money when we are not massaging.



Do twitter blasts for last minute appointments.



Guest bloggers on website. Start with 2 times a month and then increase. How massage works for different diseases.. how massage benefits certain conditions



Have someone do cartoon work with a voice over for the videos on youtube and website video blog



Thorough intake form and soap notes and show them progression before and after videos and testimonials from clients. Client success stories.

## PHASE 6



The goal is to profit **\$50,000** in 6 months and **\$100,000** in a year after all expenses are paid in order for me to walk away from my regular job



Provide and teach couples massages (might not be a primary focus)



Raise rates annually (probably should start services at **\$80** per hour and increase later)



Check in with clients after their service. Implement the rate program to rate therapists and clients



Incentives for clients to share their experience on Yelp, google etc.



Incentives for therapists to work hard and provide quality work.. figure out ways to pay them more for their efforts like getting paid **\$1.00** per unit after performing 10 sessions.