

# Top Ways You're Losing Clients



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Owning and running a small business is never easy – sleepless nights, countless hours of work, and worrying – well, it never stops. But, we do it all to help our clients. In our industry, we wouldn't be able to do what we do without them! An empty chair never wanted a facial, and you're not giving a massage or a laser hair removal treatment to an empty spa table.

But, what you don't realize is that things you're doing every single day could be causing you to lose clients in your spa. We've compiled some of the top issues from our experience working with clients, just like you around the country, each and every day.

## **YOU AREN'T KEEPING UP WITH DIGITAL MARKETING**

You aren't keeping up with your digital marketing, such as posting to social media or sending out e-newsletters on a regular basis. Daily content on Instagram and Facebook, using both posts and stories, as well as monthly to twice monthly e-newsletters, is key. Continuing to stay top of mind with your followers and subscribers with engaging content makes them want to come back to your spa.

### **YOU AREN'T RESPONDING TO LEADS IN A TIMELY FASHION**

You aren't responding to leads in a timely fashion – as in, within 30 minutes or on nights or weekends. You'd be surprised how many spas say that their clients don't expect responses on evenings or weekends, so they don't have to respond. What? They're messaging you, aren't they?

Whether it's through a direct message, voicemail, e-mail, or a completed contact form, responding to clients within 30 minutes increases your booking ratio. Of course, we understand you may be asleep by midnight, but be sure to connect with them first thing in the morning. As soon as possible does not mean "as soon as you feel like getting around to it."

### **YOU AREN'T FOLLOWING UP**

You aren't following up with clients who don't book a treatment the same day or are overdue for the next appointment. If a client comes in for a laser hair removal treatment or an injectable consultation and decides "they need to think about it," look at what happens next in your spa. If the answer is, "We wait for them to call us back, so we don't bother them," you're losing clients right there. Maybe they got busy or maybe another practice did call them back after their consultation. Maybe time went by and they just were not as excited three weeks later as they were the day they left your spa. It is up to you to follow up and close the sale.

### **YOU AREN'T BOOKING RETREATMENTS**

You aren't booking retreatments when a client wraps up a service. The results from that facial won't last forever, so go ahead and book next month's appointment right then and there. Let them know they are welcome to change their appointment as the time gets closer, should they realize another date works better for them. But, trust us – when they are wrinkle-free all year long, they will be grateful you always put their neurotoxin appointments on the calendar every three months!

### **YOU'RE MAKING EXCUSES FOR POOR CUSTOMER SERVICE**

You're making excuses for poor customer service at the front desk, and your clients are not telling you that is why they are not coming back. If your team is putting clients on hold, not calling them by their name, not collecting phone numbers in case the call gets cut off, not

collecting e-mail addresses to add clients to your e-mail marketing list, or are just plain rude – you're losing clients. Period.

### **YOU'RE NOT INVESTING IN SEARCH ENGINE OPTIMIZATION**

Your clients are not finding you because you're not investing in search engine optimization or putting a focus on online client review services. Simply having a website is not enough. If you want potential new clients to find you, you'll need to put either money or a lot of elbow grease into search engine optimization for your website. Of course, budgets and the amount of effort depends on the market size of your practice. The bigger the city, the more competition there is for your specific office's keywords. We recommend that you not only put emphasis on your website's search engine optimization, but also make sure you're asking current clients for reviews of your services, as well. Both of these strategies help you to be found and convert those web-surfers to leads.



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