THE LASER Beautique®

MODULE 5

How We Set You Up to Win

5.1 CLIENT RETENTION & AWARENESS

50% Off First Treatment

All clients receive 50% off their first Laser Hair Removal and TLB SS Skin Treatment with us. This allows us to offer them the full TLB experience, at half the price. It's also a great way to encourage your loyal laser clients to try out our incredible skin treatments.

Note: When a client has finished an area but is skeptical about trying another area, you can offer them 50% off their first treatment on a new area.

The Smooth Society

The Smooth Society is our TLB Loyalty Program. It gives clients 50 Beauty Bucks (R50) for every R1000 that they spend. They earn on all treatments, products, packages and gift cards that they purchase. Beauty Bucks can be used on any treatment at TLB (no packages) but they expire in 2 months, so encourage your beauts, Beauties, and Beauteens to take full advantage of their points. We also offer them 200 Beauty Bucks to spend in the month of their birthday. Beauty Bucks are not valid on retail products or with any other promotions, including package purchases.

Refer-A-Friend

We also run a Refer-a-Friend campaign where clients can get R100 off for every friend they refer to The Laser Beautique. Clients refer a friend using their unique referral code from our app or website. When the person they refer comes in for their first appointment and uses the code, both clients get R100 off their next treatment.

Gift Cards

Gift cards are a popular resource in all our clinics, allowing our clients to give their loved ones the gift of smooth skin. Gift cards are sold in-store's and online on our Shopify. We also run gift card promotions for day's like Valentine's Day and Hanukkah/Christmas.

National PR

We run lots of national PR and local marketing events, giveaways, and influencer partnerships throughout the year to help drive new feet into your stores. We have participated in events like The Summer Beauty Carnival, Miss Supreme Queen Africa, and partnered with famous comedians, TV personalities and influencers.

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Local Marketing

It is important to get involved in your neighbourhood and build a strong presence within your local community. This can be done through a combination of centre-based marketing and local marketing initiatives.
Get involved in school and centre markets, fun days, run clubs, and community events by sponsoring vouchers, goodie bags, and products. These activities help increase local awareness, build meaningful connections, and ensure that your business becomes a familiar and trusted presence in the community

Adhoc Promotions

On months when things are a little slower, we like to set you up with promotions and specials to help drive your store's success, and help you grow together as a clinic, and as individual professionals .

Christmas in July & Black November

July and November are our biggest sale months, with promotions on Skin Treatments, Laser Hair Removal, Electrolysis, and Scientific Skincare retail. These months offer out clients up to 40% off on large area packages, and boast free gifts, buy-one-get-ones, and various course promotions. This is the perfect time to encourage your more "on the fence" clients to invest in themselves and their smoothly ever after with packages of hair removal and skin treatments. It's also a great time to get clients onto our Scientific Skincare brand.