



TEXT MARKETING UNLOCKED

Text marketing is a fast and easy way to maximize bookings and build client loyalty. Make sure you get the most out of your SMS plan with these customizable templates for everyday spa situations.



Pre-Appointment

- ✦ PREPARATION
- ✦ SALE BOOST

PREP INFO

For tomorrow's [service], arrive 5 min early. Park: [Note]. Bring: [Note]

RETAIL SALE

Special Offer: Buy One Get One! Use this text to claim



Post-Appointment

- ✦ AFTER CARE TIPS
- ✦ THANK YOU
- ✦ REBOOK PROMO

CARE GUIDE LINK

Here's your care guide for *[Service]*: *[Link]*

THANK YOU TEXT

We loved having you today!
Thank you for choosing us.
Hope to see you back soon

REBOOK OFFER

Thanks for visiting, *[FirstName]*.
Secure your next *[Service]* now
and get 10% off: *[Link]*



Remarket

- ✦ WE MISS YOU

WIN BACK 1

We miss you, *[FirstName]*! Ready
for a session? *[Offer]* this week.
Book: *[Link]*

BONUS

WIN BACK 2

We've got a treatment with your
name on it, *[FirstName]*. Enjoy
[Offer] this week. Book now! *[Link]*



Schedule Fillers

- ✦ NEW OPENING
- ✦ FLASH PROMO

FRESH CANCELLATION

Spot just opened *[Date][Time]*
for *[Service]*. First to book:
[Link], *[SpaName]*

SLOW-HOUR PROMO [TODAY]

Happy hour facial: 2–4PM today
only, *[Offer]*. Book now: *[Link]*



Information

- ✦ BOOKING
- ✦ POLICY

BOOKING LINK

Need a treatment? Fastest way
to book is here *[BookingLink]*

POLICY LINK

Here are our friendly policies:
[PolicyLink]

Need more texts? Talk to Sales today for a customized plan.

I'm an existing customer

I'm new to DaySmart