



BEST PRACTICES

General Awareness

"We Accept Spafinder Gift Cards": Increase general awareness of your participation with the Spafinder Gift Card program by ensuring you include the logo on your website, signature line on e-blasts and general email templates, and ensure it's included on your information page with social media. <http://www.Spafinder.com/about/partner-badges.jsp>

Social Media: Your social media audiences are likely a very engaged audience, some of which may not be aware that your spa accepts Spafinder Gift Cards. Given our gift cards are constantly being bought or received by consumers, once or twice a year it may be beneficial to post a comment on your social media platforms to remind audiences that they can use their Spafinder gift card at your spa. An ideal time would be when the spa is slow to inspire bookings during off season.

eNewsletters: If your property produces email correspondence to a database, it is a good idea to include messages about editorial exposure or general reminders of acceptance of Spafinder Gift Cards to keep it top of mind of someone who may have a gift card in their possession.

Spafinder Profile Updates/Enhancements

Hero Image: We enhanced the property profile pages with the addition of social media links and a new featured "hero image." Specs/guidelines for the featured image are as follows (or you can send a hi-res file that we can resize).

Image Guidelines:

- File should be in JPG, TIFF, or RAW file format.
- Image should be an original (not one saved from a website, for instance)
- Hero Image dimensions should be at minimum 1200px wide, and 270px tall.
- Image should be the best representation of the property. We want to showcase the property rather than a specific service being offered. Therefore, these images should be considered higher level and general.
 - Zoomed out / aerial images of your property or spa would work very nicely
 - No stock images

Additional Images: Pictures immediately catch the consumer's attention—you are able to feature up to 16 high resolution, horizontal, jpg images, 350x260 pixels or larger (we suggest aerial shots, overall architectural shots of the resort/hotel and spa, fitness activities, cuisine, etc.).

Listing Tout: Add a short statement about your property, which will appear just below the property name at the top of the profile page. This should be a mission statement or special phrase that sets the spa apart and not to be used for special offers or other promotions (100 characters or less.)

Social Media Links: We have the ability to integrate your hotel or spa's available Facebook, Twitter, Pinterest, Instagram links/handles.

Tools

Special Offers: Posting specials, deals and events is the easiest and most effective way to increase exposure to our audience. You can post an unlimited amount deals as frequently as you wish. It is suggested to have at least (1) deal posted at all times and no more than (3) or (4). Most partners change out their offerings seasonally/quarterly or monthly. The deals you post can be unique to Spafinder.com or can be offers that you are already supporting at the property. Below are three "types" we recommend posting. We tend to suggest (1) day spa and (1) getaway offer. Remember to create that sense of urgency, a deal posted all year tells the consumer they can come back later. A strong call-to-action makes consumers want to book now.

- ✓ **Day Spa/Salon/Wellness Deal:** This deal should provide a special savings, added value or discount off of spa services. This need not be exclusively services from the spa menu; it can also include any other onsite activities such as fitness classes, salon services, cabana use, spa café items, or other F&B (i.e. lunch by the pool). Our audience is more value than discount driven, so offering a package for example that provides a massage, lunch and perhaps a service add-on at no cost is more interesting than say a flat 20% off the service. That being said it is always important to show the package value (i.e. \$250) in comparison to the actual cost (i.e. \$199). With day services we recommend you paint a picture of all of the things the spa guest will have to use if not staying at the property (i.e. complimentary parking, do they have fitness center access, pool access etc.). This is also a great place to promote new treatments, seasonal treatments, or treatments that are limited to certain times/days (i.e. Midweek or "Happy Hour" specials)
- ✓ **Group Deal:** This is a popular offering that is the same as a day use deal but for spa groups of 4 or more. This is perfect for bridal parties, girls' getaways, birthdays, etc. Many spa menus already offer group packages or incentives. We recommend you post these during times when your spa is in a slow season or has had a recent group booking cancel.
- ✓ **Getaway Spa Deal:** This deal is a special savings, added value or discount, which must include at minimum 1 night accommodations and spa treatments/spa credit. This need not be an exclusive offer but we do recommend using a promo code or key word to allow you to track inquiries from [Spafinder.com](https://www.spafinder.com) versus another source. Many properties will also include other activities or amenities (i.e. golf, yoga class, daily breakfast, etc.). When creating the offer please be sure to include all standard benefits to ensure the viewer sees the value (i.e. complimentary Wi-Fi, access to the fitness center, airport shuttles, etc.)

Events: more and more spas are creating special events to attract local and hotel guests into their spa and fitness space. Events can be posted at any time and may be free or paid events. Suggested event types are: Spa Happy Hours, Trunk Shows, Vendor demos or experiences, yoga or fitness retreats, healthy cuisine events or culinary demos, speakers, or holiday themed events.

Reviews: Increasing positive reviews for your spa on Spafinder.com not only will help your search results but it may help a user decide between your spa and another spa with fewer or less positive reviews. Every property has their own customer service standards, and soliciting reviews may or may not be applicable. However, below are a few suggestions that may work for your business:

- ✓ **Email Follow Up** – It is easy to tell a Spafinder guest apart from the rest when they are using our gift cards. If you are able to acquire the email address of the customer at point of sale you may want to consider a follow up email to the guest thanking them for choosing your spa to redeem their Spafinder gift card and having a gentle suggestion that if they enjoyed their time at your spa they can review it on your spafinder.com property profile.
- ✓ **Bounce Card** – if an email to the customer is not feasible. Perhaps having pre-printed postcards or fliers to hand to the guest before departure with similar messaging.

Your Account Director is here to help and can assist you in maximizing your profile. You have the ability to make any changes you wish to on the Partner Portal, but we are here to assist as needed.

THANK YOU FOR YOUR PARTNERSHIP