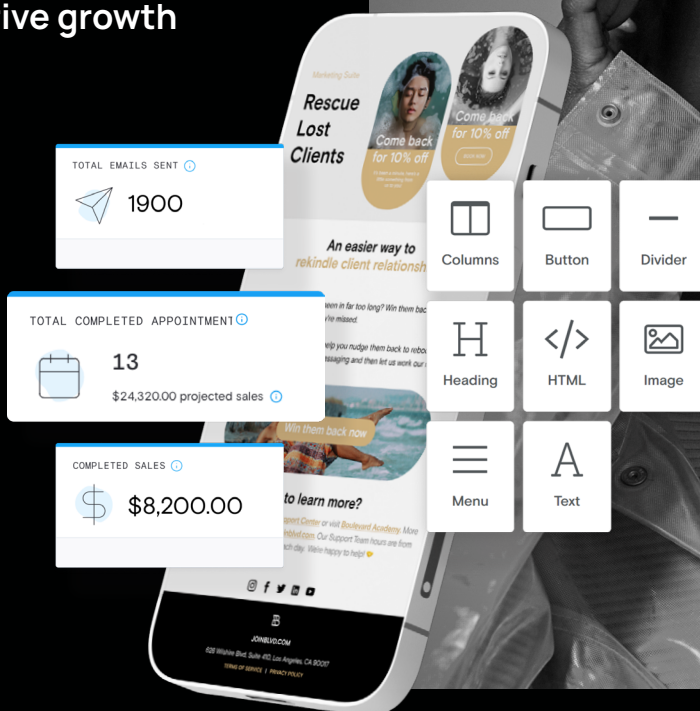


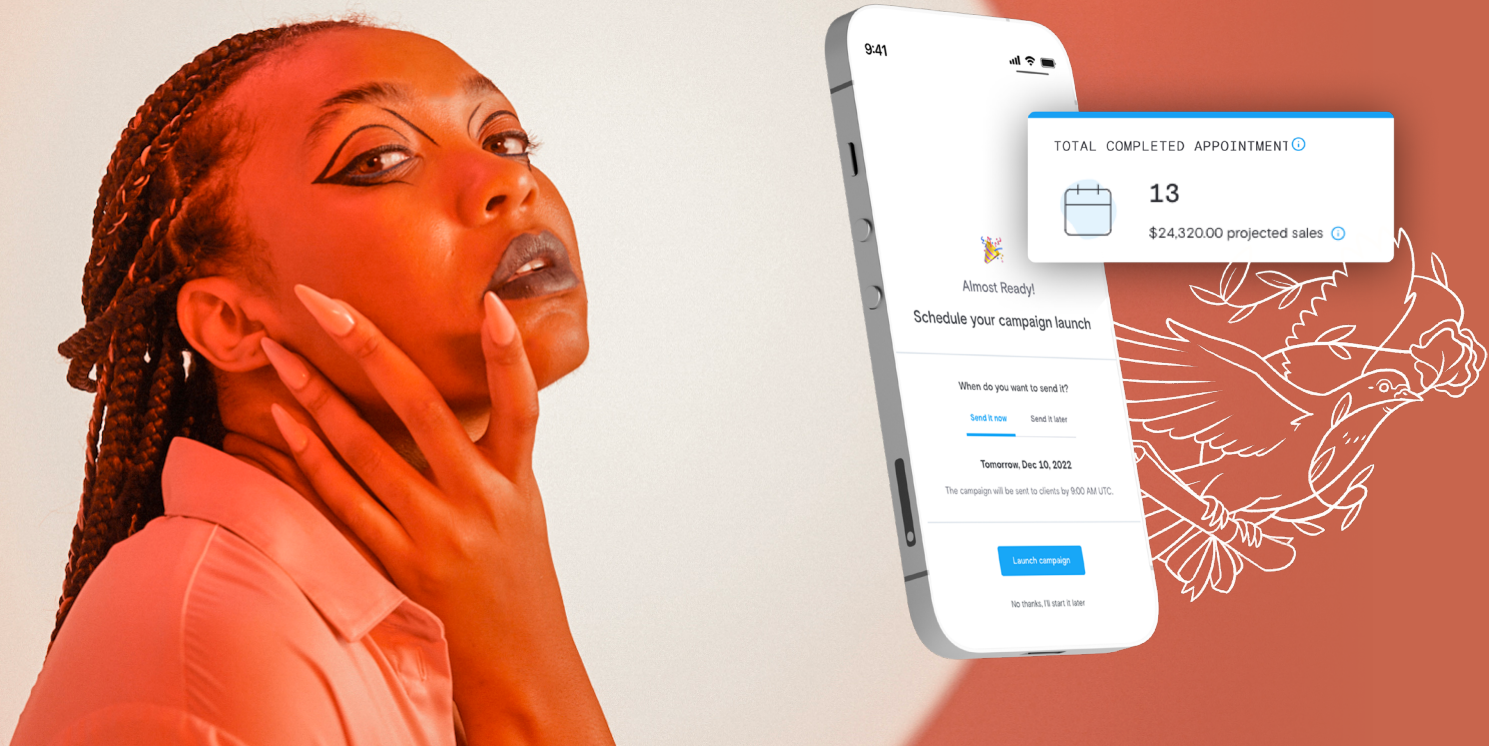
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The Complete Guide to Email Marketing for Self-Care Businesses

How to build email marketing campaigns that turn heads, get clicks, and drive growth





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“You Could Have Said This in an Email”

In an age of social media, streaming video, and smartphone apps, there are countless ways to reach a target audience. However, email marketing is still the best choice for small businesses and startups. Over **50% of customers** buy something every month because they saw an exciting promotion in their inbox. Meanwhile, 90% of Americans subscribe to **at least one email newsletter**, while 74% regularly receive up to ten. And if you love community engagement, an effective email campaign rivals the performance of social media.

Do these benefits still apply if you run a salon, medspa, massage clinic, or other self-care business? Absolutely! You'll need to tailor campaigns for your target audience, create strong promotions, and write emails that your clients actually want to read. And since all of your competitors are on email, you'll need a strategy that stands out. But it's doable, especially now that you've downloaded this guide.

Let's get started.



It's 2023. Why Use Email?

If you compare every marketing format — from mobile video to radio jingles — email campaigns are the most reliable investment. With an ROI of **\$36 for every dollar spent**, email marketing outperforms every other advertising channel. It won't replace the judicious use of other marketing methods, but email may well be the one you can't afford to ignore.

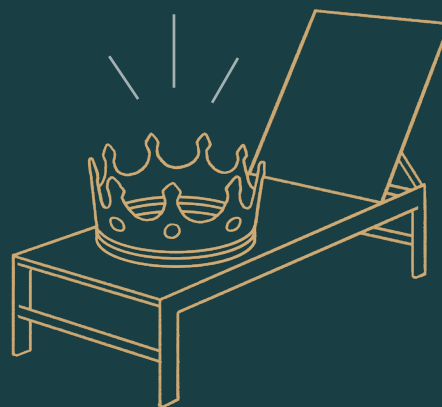
Yes, you'll get more followers on social media — but email marketing campaigns are uniquely suited to resonate with readers for several reasons:

They're universal: Facebook may be the world's biggest social media platform **with nearly 3 billion** monthly active users, but **over 4 billion** people use email. **96% of consumers** check their inboxes daily. That's a lot of eyeballs.

They're personal: How would you feel if a video advertisement called out your name as you watched? It would probably creep you out! People are far more comfortable with emails that include personal details because they're either existing customers or signed up for a mailing list.

They're informative: Email campaigns don't have to be promotions. Self-care brands can also create newsletters, highlight blog posts, and engage an entire community of readers. Every email is a chance to learn something, not just get into a customer's wallet.

Think of email as the living room of marketing. You're not on a busy sales floor — you've invited readers into a comfortable space where you can get to know each other. If you make an excellent first impression, you can establish a brand identity that feels personal and familiar, building connections that will make them feel more comfortable about any products or services you offer.



Opens, Bounces, and Other Email Marketing Stats

So how can you tell that your email marketing strategy is working? It depends on your overall goals for each campaign, but five key performance indicators (KPIs) warrant close attention:

- **Opens:** Someone opened your email! Congratulations!
- **Click-throughs:** They not only opened the email but also clicked on a link. Nice.
- **Hard bounces:** The email didn't arrive, and it never will. This usually happens because the email address doesn't exist or the email server is blocking communications for some reason. Make a note of the error and carry on.
- **Soft bounces:** The email didn't arrive, but there's a chance others will make it. Soft bounces account for technical errors, poor formatting, full hard drives, or a file size that's unreasonable. If you can, fix this error.
- **Unsubscribes:** Someone opened your email and decided they don't want another. Make sure to thank them on the unsubscribe landing page to keep the door open for a future re-subscription.

By comparing these KPIs to industry benchmarks, you should get a pretty good picture of the health of your email marketing efforts. Unfortunately, one problem with self-care industries is that industry reports tend to split them between categories like personal care and fitness. Since expectations for massage businesses tend to be far different than nail salons, you may need to compare multiple industries, like we have below [using data from Mailchimp](#).

	Beauty and Personal Care	Health and Fitness
Opens	16.65%	21.48%
Click-throughs	1.92%	2.69%
Hard bounces	0.26%	0.30%
Soft bounces	0.33%	0.40%
Unsubscribes	0.30%	0.40%

Best Practices



Send Emails Frequently (but don't overdo it)

Even if a client is your biggest fan, they probably don't want to hear from you all day, every day. But you also don't want to send emails so rarely or sporadically that they forget how useful you can be. What's the middle ground?

Email delivery cadence can be a difficult thing to pin down. For example, sending one newsletter per week drives a click-through rate **of 3.62% on average**. However, each additional email harms the overall rate, which suggests that readers don't need that much content — unless you're producing seven newsletters per week, which maximizes click-throughs to 3.84%.

The good news is you don't have to choose between producing one email or seven right away. For new self-care businesses, the safest approach is flexibility — start small, analyze click-through and open rates, then adjust email cadence based on performance.

Don't Let Promotional Emails Become White Noise

Let's say you've put together one killer promotion after another, but KPIs aren't increasing — in fact, they're dropping a little. What gives? Your clients may be seeing too much of a good thing.

Remember, you're not the only one sending promotional emails. Brands are constantly inundating every inbox on the planet with deals and discounts, so readers may tune it out like white noise after a while. Try to send yours at a frequency that makes them feel like pleasant surprises, even when delivered on a regular schedule.

Two promotional emails a month is a good starting point for keeping your brand top of mind. If specific customers have exceptionally high open or click-through rates, consider increasing them to a weekly rotation. But a promotion a day is too much — variety is the spice of life, so you'll perform better if you mix things up with newsletters or informational blog posts.

Is There an Email Template for That?

As much as you may appreciate an artisanal, fully hand-crafted email, it's better to rely on templates for marketing purposes. These time-savers let you focus on an email's content instead of fussing over design, and with automated tools you can personalize them before delivering at scale.

That said, you can't just add marketing copy to a generic template and hit send. To make a great impression, you should build a custom template. It should include branded materials (such as a logo), an email signature, fine print about communications, and essential links to landing pages or unsubscribe options.

You'll also want to produce templates for different types of email content. For starters, newsletters and promotional emails require different designs. You can go further with "tentpole" designs of the most common emails you'll send. These templates will auto-fill and send when the right conditions are triggered if integrated with marketing automation tools.

Not sure where to begin with tentpole email templates? Start with these designs:

**Welcoming
a new customer
or user registration**



**Appointment
confirmations**



No-show follow-ups



**Major sales
and promotions**



Seasonal events



**Birthdays
and anniversaries**



Write Engaging Subject Lines and Previews

The downside to using email is that literally everyone uses email. The average person sends and receives **over 120 business emails every day** and it's a safe bet they don't have time to read each one thoroughly. So before composing a marketing email, ask yourself why the client will bother opening this one.

To start, they should be reasonably sure of what they'll find. Clients should know from a glance whether the message is a newsletter, a customer support reply, or their weekly promotion. The best approach is featuring a subtle "voice" in the subject line and preview — promotions might be more salesy, customer service reviews can ask questions, and newsletters may use humor to cultivate a more personable feel.

Of course, there's not a lot of space to work with in these fields, so you'll need to be concise. Provide enough information to get to the point, leaving just a hint of mystery you can expand upon in the email itself. Wherever possible, make it relevant to the interest of your target audience — segmenting your audiences into specific groups can help if you want to experiment with different styles.

Examples: 💕This Valentine's Day, Treat Your Valentine To a Spa Day 💕
Love Your New Do? We'd Love a Review! | 🧘Self-Care Bulletin: What Olympic Athletes Do To Unwind🧘

Treat Email Like an Exceptional Client Experience

Small business owners should never forget that marketing emails are not just advertisements — they reflect the entire customer experience. If you give emails the same attention to detail you would a client, readers will be more inclined to view the whole brand favorably. Here are a few guiding principles to keep in mind:

Be personal, not just personalized: When marketers talk about personalization, they usually refer to content that resonates with customers. It's important to remember that your business should feel personal as well — meaning it has an identity that clients like to associate with.

Always use responsive design: People check their email from multiple devices, from smartphone apps to web browsers. Use responsive email formats that automatically adjust for the best possible reading experience.

A/B testing is always in style: Let your email recipients help you zero in on what they like best. Instead, send two versions to a small sample of your audience to see who clicks what. These variants should only feature a single change, such as a different subject line, call to action, or featured image. Over time, this will help you narrow down the exact style and approach that resonates with your clients.

Marketing Technology and You

Email marketing can be incredibly effective when you have the right software, and it's even better if you have a complete tech stack to support it. To get the maximum benefit from your email efforts, your software should integrate seamlessly with a customer management system, automated reports, and other valuable tools.

What's more, self-care businesses should invest in marketing solutions that make connections between campaigns and revenue crystal clear. It doesn't matter that your email campaign led to a corresponding increase in verified appointments and product revenue if you don't know why or how it happened. Look for a platform that can:

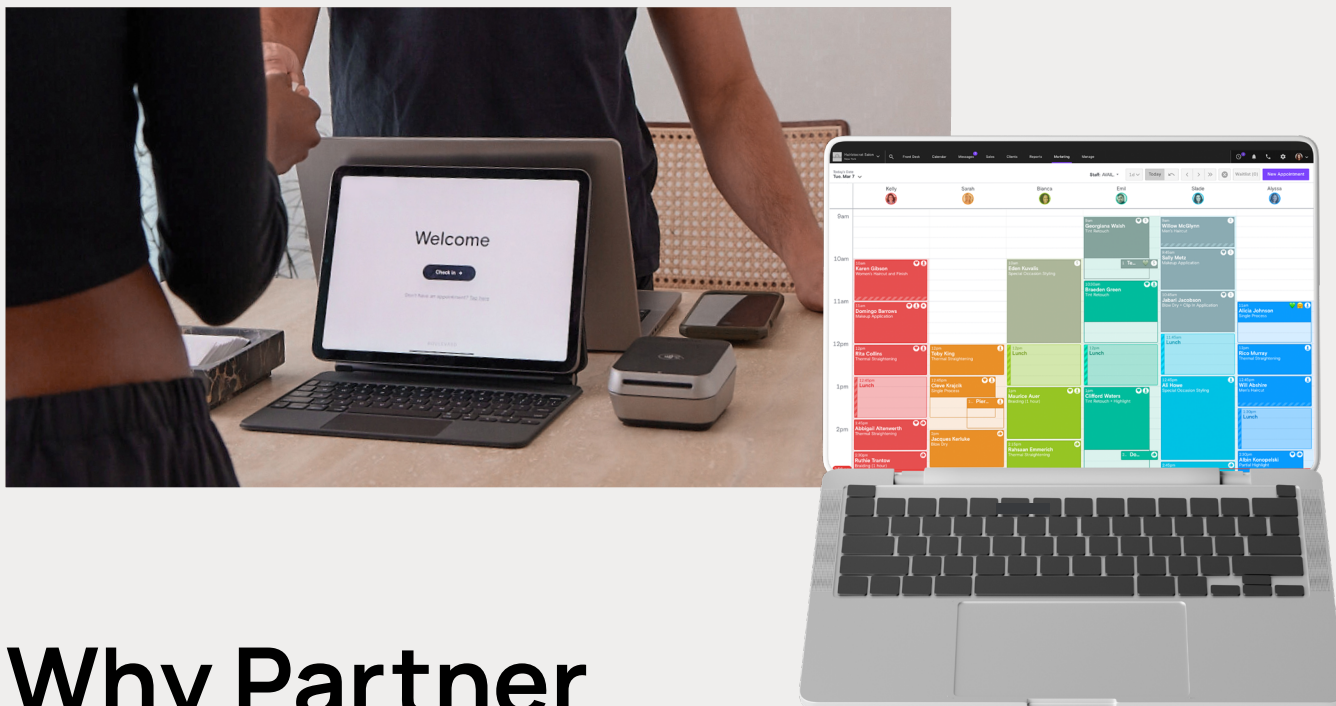
Analyze client appointments and purchase history so you can personalize promotional emails.

Automate workflows so your team isn't spending all day creating emails.

Summarize email performance by campaign so you can compare newsletters, promotions, and other categories at a glance.

Integrate with other marketing channels, including blogs, social media, and video so you can create high-level reports.





Why Partner With Boulevard?

There are many marketing platforms out there, but few are truly built from the ground up to address the unique needs of self-care industries. Boulevard is an exception that empowers massage clinics, hair salons, medspas, and more to make the most of every email, appointment, and interaction. By partnering with Boulevard, you'll be able to:

Customize the design, scheduling, and target audience of every email campaign.

Increase monthly booking volume and tap into hidden revenue by leveraging automated campaigns. (Bonus: You only pay for automated campaigns that lead to completed appointments!)

Manage client profiles that account for payment options, appointment histories, and staff notes.

Optimize appointment calendars and fill last-minute cancellations.

Take your client experience to the next level with software built to intelligently address every step of their journey. [Book a demo now](#) to see how Boulevard makes life easier for your staff and more enjoyable for your clients.

About Boulevard



Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses.

Boulevard empowers business owners and professionals alike to deliver personable, enjoyable experiences to their clients through online appointment scheduling, messaging, and payments that are simple, elegant, and reliable. A privately held company founded in 2016, Boulevard has earned the trust of thousands of salons and spas across the nation by delivering the world-class technology and genuine, human, personable service they deserve.

Self-care businesses powered by Boulevard typically enjoy:

16%

More services
booked

71%

Fewer no-shows
& late cancels

18%

More retail
value

24%

More gratuity
from clients

GET A FREE DEMO

* Average impact T+90 days after switching to Boulevard