



Maximizing Your Spa's Total Online Presence

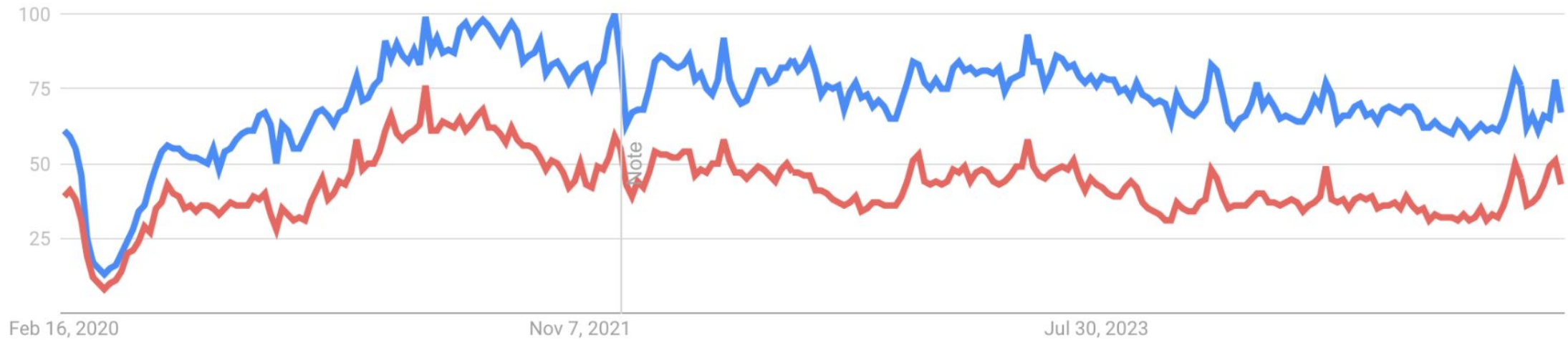
March 11, 2025 | 2:00 pm
Stephanie Smith | CEO
Cogwheel Marketing & Analytics



REALITY CHECK



GOOGLE TRENDS



● massage near me ● SPA near me

Average

RISING TERMS TRENDING

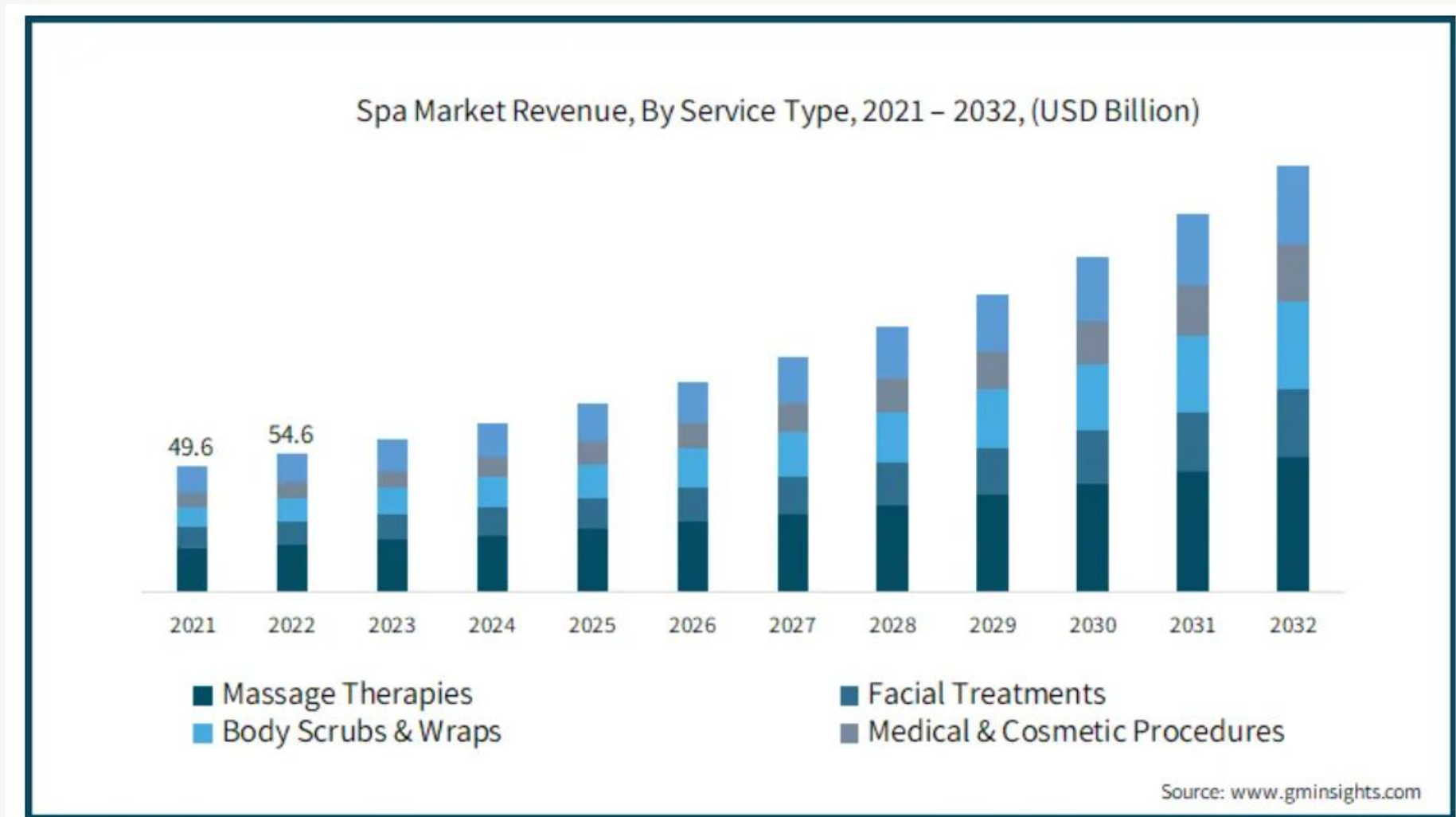


- Head therapy massage near me: **+2800%** (plus other head spa variations)
- Scalp Massage: **+400%**
- Storm Simulator Spa: **+4700%**
- Buccal Massage Near Me: **+600%**



GROWTH PROJECTION

EARNING AN OUTSIZED SHARE



[Source](#)

AGENDA

The diagram features five interlocking gears of varying shades of purple and grey. The gear on the top left is a light lavender color and contains the text 'Audience Segmentation'. The other four gears are a darker, muted purple-grey color. They are arranged in two rows: three in the top row and two in the bottom row. The background is a dark purple field filled with faint, overlapping gear patterns.

Audience
Segmentation

Shopper
Behavior

Boosting
Visibility

Marketing
Investment

Collaboration
for Success



GATHER THE DATA



AUDIENCE SEGMENTATION

DATA DRIVEN GOALS



DEFINE WHO YOU ARE



KNOW YOUR AUDIENCE



SET YOUR GOALS






QUESTION: WHY YOUR SPA?



AUDIENCE SEGMENTATION

KNOW WHO YOU ARE





danmccarthy
London,
United
Kingdom
51 66

Reviewed August 5, 2017

If you are over 22, you will hate this place

We stayed for 8 nights in July 2017. Big mistake. Really underwhelming and full of teenagers and early 20's trust fund kids.

Genuinely, the entire hotel works around the teenagers and their party schedules. It is literally just like a big glass youth club disco. If you are a grown up, and get up before midday, and expect any staff to be doing anything, you will be seriously disappointed. During the morning the staff relax and have a break, because the trust fund kids are still in bed. We went to the pool at 8am on the first morning (the advertised pool opening time) and found clubbers sitting there, surrounded by empty champagne bottles, smoking cigarettes. There were cigarette ends in the pool. we decided to go to the beach.

The decor is cheap and nasty, and the rooms are tacky. I hope you dont mind going to the toilet in full sight and sound of your husband/wife/etc...we had a 'cool corner suite' (tacky name for a tacky room - and at €1000 per night, faced a dirty old shipyard) and the toilet was just a glass box, about 3 metres from the bed. My wife was horrified.

Several incidents ocured during our stay which made us really question the running of the place. The Manager (you will see his very defensive replies on Trip Advisor - in fact he is known locally around Barca as 'Defensive Conor') is never to be seen. He is probably in his office writing defensive Trip Advisor replies.

Awful place. Unless you are here to spend the trust fund on very expensive champagne, I would stay well clear of it.



Reviewed 3 weeks ago

Hip hotel, great location and lots of fun!!!

I spent a long adults only weekend at the W Barcleona in October with my wife and would not have been disappointed. While it is not cheap, I certainly think the additional expense was worth it for my highlights and lowlights;

Very fun fun fun. From the live DJ in the main restaurant, to the view of the beach to the nightclub/bar on the 26th floor. You will have a great time. The location is great, while it is a 20-25 mins into the main town or 10 min cab ride, the view was beautiful. Cabs should cost around 10 euros one way into the city. The 20th floor have great sea and harbour views. The room was decorated in a very lavish way and had all the amenities. The electric curtains controlled by the side of your bed (nice touch!) The bed was huge and so comfortable. I really did sleep like a baby every night. The 6th floor gets very busy, with a queue all the way outside the hotel. As residents you just flash your key card and are taken straight to the room. The staff are professional and helpful including the team on the concierge desk who were great for sightseeing for us. The food was excellent and service was very good (I did not have any time to eat, preferring to go into the city)

If many, the price comes to mind, you will no doubt find cheaper

AUDIENCE SEGMENTATION

DATA DRIVEN GOALS

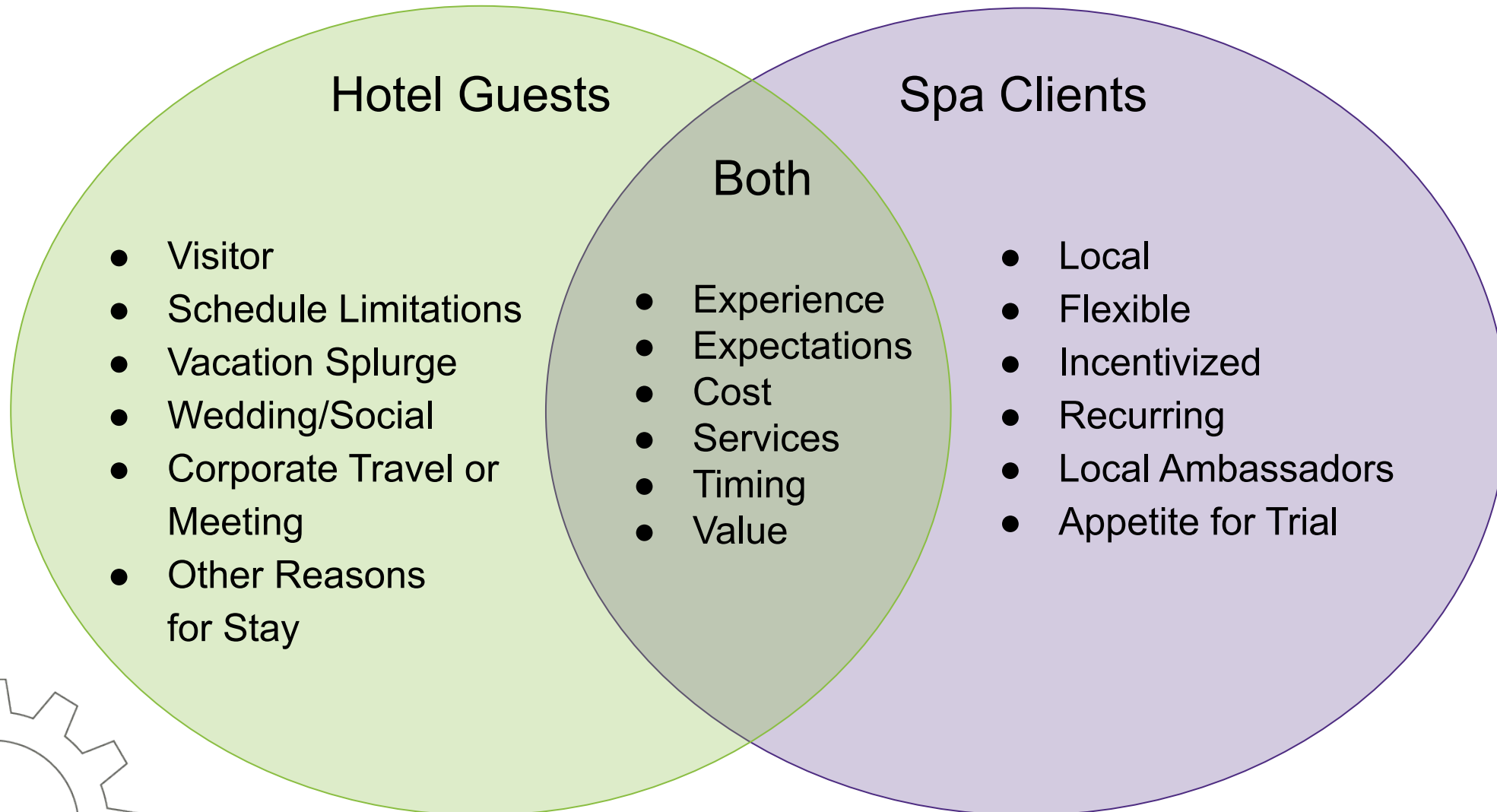
GATHER THE DATA

- Current Clients
- Current Products & Services
 - Mix of Sales



AUDIENCE SEGMENTATION

IDENTIFY THEIR WHY



AUDIENCE SEGMENTATION

DATA DRIVEN GOALS

SET YOUR GOALS

- Reduce time between visits
- 20% increase of in-house guest revenue
 - 25% increase of first-time clients
 - Double visits of existing clients
- Ensure 95% Utilization of Wet Room
- Increase average visit cost by 10%

WHAT TIME FRAME?



AGENDA



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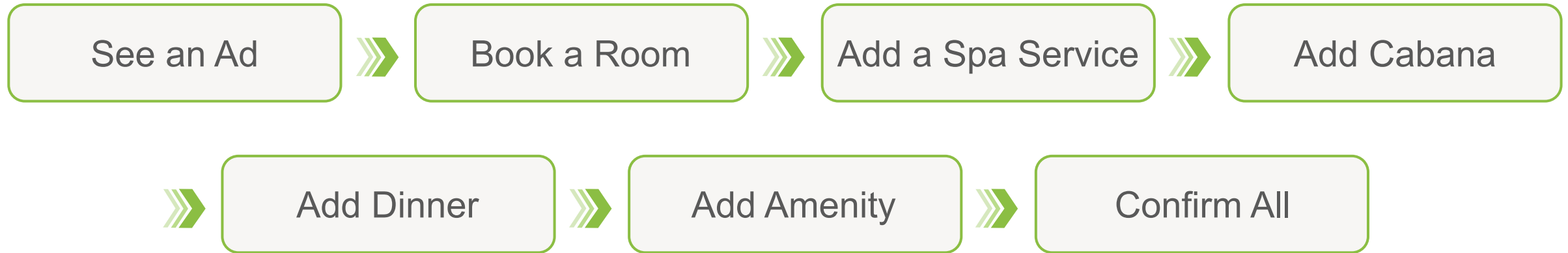
Our goal as marketers is to be ready when
the guest is ready to make their purchase

SALES vs. SHOPPER BEHAVIOR

PATTERNS AND PROFIT



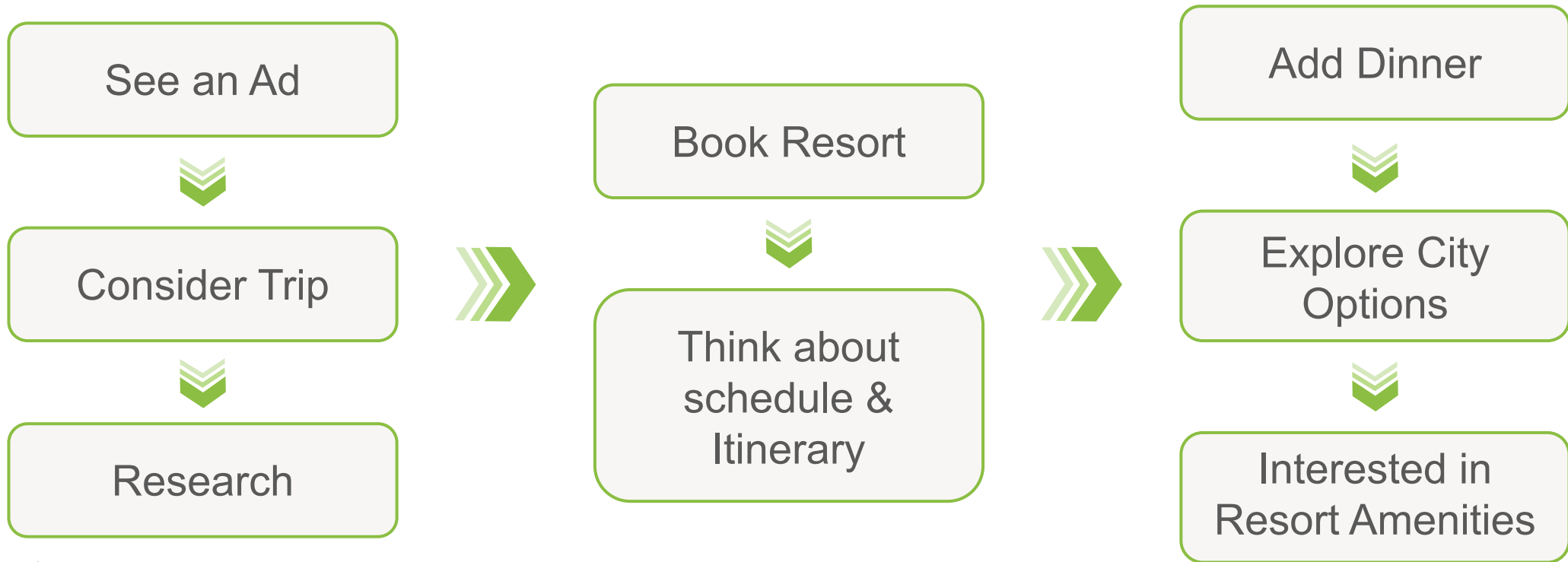
Pattern 1: Hotel & Spa Resort Expectations



SALES vs. SHOPPER BEHAVIOR

PATTERNS AND PROFIT

Pattern 2: Trip Research & Planning



SALES vs. SHOPPER BEHAVIOR

PATTERNS AND PROFIT



Pattern 3: In the Day for the Day

Local Resident



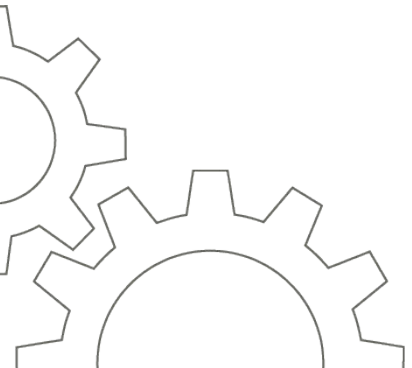
Wants a Massage



Googles “Spa Near Me”



Books Best Looking Option



THE JOURNEY IS
NOT LINEAR

SALES vs. SHOPPER BEHAVIOR

PATTERNS AND PROFIT

Do the offerings align with the market demands?

- Services
- Time of Day
- Day of week
- Seasonal
- In-House Considerations (Hotels)



SALES vs. SHOPPER BEHAVIOR

PATTERNS AND PROFIT

Pricing & Promotions

- Bundles or Quick-Services
- Savings on slow days
- Premium pricing on busy days
- Add-on/upsell services

Just don't be Wendy's (Google their backlash with surge pricing)



Dynamic Pricing



Rational Pricing



Incentive Pricing



DISCOUNTING

CASE STUDY: Teacher Tuesday Discount Promo

- Sales: \$12,424
- Sold Units: 115
- Top Services 50% of total:
 - Therapeutic Massage 50 min
 - Urban Relaxation Massage 50 min

The Problem

- Identified two soft spots - Tuesday (all day) and Friday (4-6pm)
- Struggled expanding to consistent 6-days
- Interested in providing “give-back” to local community

The Solution

- During Teacher Appreciation Month, offered local teachers 20% off services, redeemable during soft periods.
- Implemented dynamic pricing for Tuesday evenings

The Result

- Incremental \$12k+ in net sales
- Sold 115 Units
- Gained new recurring customers and identified streamlined offerings/services.

CASE STUDY: Exclusive Locals Card

- 1,600+ email address gathered in first 3 months of launch
- Spa appointments increased on average 30% MoM

The Problem

-Full service spa at the The Ritz-Carlton, Lake Tahoe was running low appointment utilization during their off-peak times

The Solution

-Target local area residents when the hotel occupancy was low, an exclusive “Locals Card” was created.
-Sign ups via QR code, capturing their email addresses.
-The card granted them 20% off spa services (black out dates applied) as well as a discount at restaurants outlets seasonally.

The Result

-Spa appointments increased 30% MOM
-More than 1,600 new email addresses to add to the hotel’s email list.
-The list was used to also market special dinners, events, and low-occupancy dates.

AGENDA



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YOU MUST BE PRESENT
TO WIN



BOOSTING VISIBILITY

LOCAL LISTING & ONLINE PROFILES



Activate Listings to BE FOUND

Design Content to BE CHOSEN

BUILD LOYALTY

BOOSTING VISIBILITY

LOCAL LISTING & ONLINE PROFILES



BE FOUND

Google My Business (GMB)

Google Maps

Yelp

Apple Maps

TripAdvisor

Bing for Business

Spafinder/Industry Listing

BE CHOSEN

Features & Services

Photos

Pricing & Availability

Ease of booking

Loyalty program

Reviews

Partners & Sponsorships

BOOSTING VISIBILITY

BE FOUND - UNAP

CONSISTENCY!

- U > URL
- N > NAME
- A > ADDRESS
- P > PHONE



BOOSTING VISIBILITY

BE FOUND - GOOGLE MY BUSINESS

- Do you have a dedicated website?
- Are you listed as a business?
- If you are inside a hotel, you should have your own listing and be “nestled” within the hotel listing



Spa At St Regis

4.9 ★★★★★ 10 Google reviews

Spa in Houston, Texas

[Website](#)

[Directions](#)

[Reviews](#)

[Save](#)

[Share](#)

[Call](#)

Located in: The St. Regis Houston

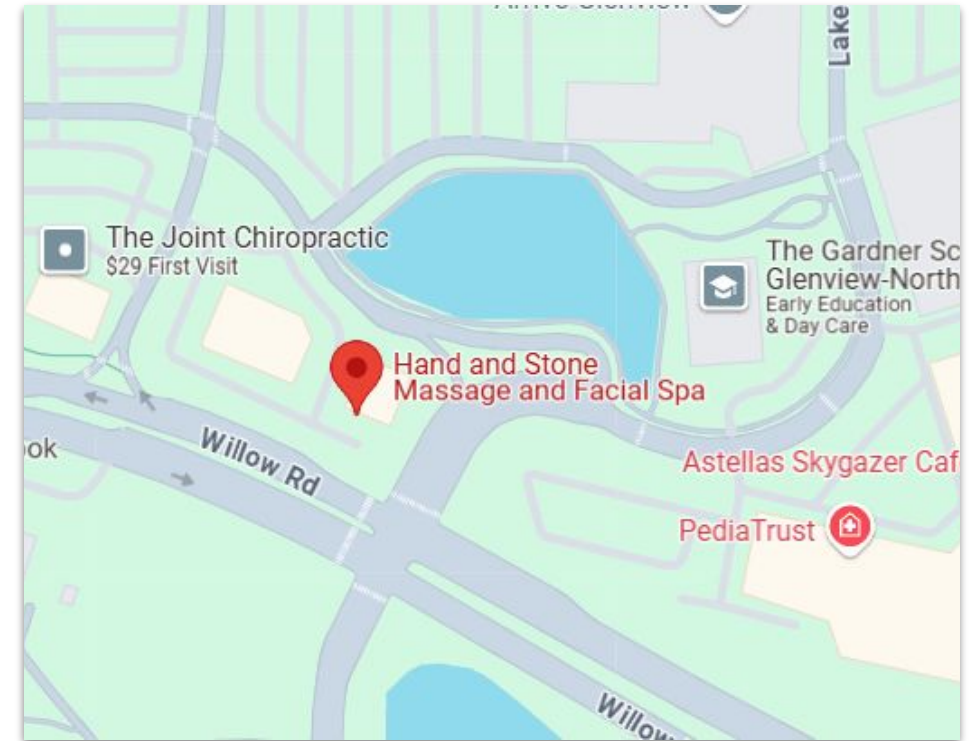
Address: 1919 Briar Oaks Ln, Houston, TX 77027

Phone: (713) 403-2648

BOOSTING VISIBILITY

BE FOUND - MAPS & GPS

- Are map pins & directions accurate?
- Are you listed on Uber/Lyft?




BOOSTING VISIBILITY

BE FOUND

- Listed on Top 5 general listing pages
- Listed on Top 5 industry listing sites
- Do searches for “best spa near me” in incognito mode > which sites can you get listed on?






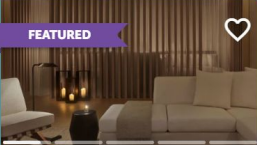















 **Yelp**
https://www.yelp.com > Beauty & Spas > Day Spas

THE BEST 10 Day Spas near NORTHBROOK, IL 60062

The **Best** 10 Day Spas near Northbrook, IL 60062 · 1. Antalee Wellness Spa · 2. Renu Day Spa · 3. The Chicago Stress Relief Center · 4. Nara's Massage and Spa · 5 ...

SPAFINDER [BUY GIFT CARDS](#)

SORT BY: Relevan... GRID VIEW    NEW! search location: West Hollywood, CA, US

 FEATURED  9040 West Sunset Blvd, West Hollywood, CA ... The Spa at the West Hollywood E... ☆☆☆☆☆ not reviewed yet Where West Hollywood meets Beverly Hills, The Spa at The West Hollywood EDITION blends timeliness philosophies with innovative technologies and emergi...  get directions 1.6 miles away  Call	 SPECIAL OFFER  500 S. Sepulveda Blvd Suite #101, Manhattan... Massage Revolution (The Back & ... 5.0 ★★★★★ 2 reviews Experience Lasting Relief at LA's Top Massage Center! Welcome to LA's premier destination for transformative massage therapy, where you not only relax but fin...  get directions 15 miles away  Call	 DESTINATION  100 S Grand Ave, Los Angeles, CA 90012 Conrad Spa Los Angeles ☆☆☆☆☆ not reviewed yet Meet Conrad Spa Los Angeles, a spa that curates the world's best from our own doorstep and further afield. Authentic wellness touches which echo the locale...  get directions 6.9 miles away  Call	 DESTINATION  900 W. Olympic Blvd., Los Angeles, CA 90015 The Ritz-Carlton, Los Angeles 4.0 ★★★★★ 1 review The Ritz-Carlton, Los Angeles occupies five floors within the 54-story hotel and residential tower of the downtown L.A. LIVE, providing easy access to city...  get directions 6.3 miles away  Call
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BOOSTING VISIBILITY

LOCAL LISTING & ONLINE PROFILES

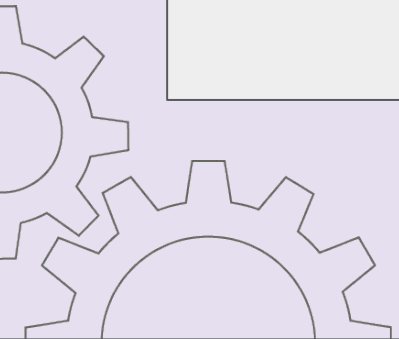


BE FOUND

Google My Business (GMB)
Google Maps
Yelp
Apple Maps
Trip Advisor
Bing for Business
Spafinder/Industry Listing

BE CHOSEN

Features & Services
Photos
Pricing & Availability
Ease of booking
Loyalty program
Reviews
Partners & Sponsorships



BOOSTING VISIBILITY

BE CHOSEN

- Are your offerings clear and consistent?
- Do offerings align with market wants/needs?
- Is pricing structure clear?
- Is it easy to book?



BOOSTING VISIBILITY

BE CHOSEN - PHOTOS





Reviews hold a 17% ranking factor in
Google My Business search results

BOOSTING VISIBILITY

BE CHOSEN - REVIEWS

- What are others saying about your business?
- Are you included in local Media?
- ASK for reviews, without offering an incentive to guest; CAN offer incentive to Associates
- The number of 5 Star Reviews needed to cancel a negative review depends on VOLUME of reviews

THANK YOU
FOR CHOOSING

COURTYARD
BY MARRIOTT
2350 Westbelt Drive
Columbus, OH 43228

Columbus West/
Hilliard
614.771.8999

LOWEST RATES FOUND AT [Marriott.com/CMHWT](https://www.marriott.com/CMHWT)

Please share your feedback
to help future guests make
an informed decision.

Associate

Leave us a review on

 [tripadvisor](https://www.tripadvisor.com/CMHWT) bit.ly/CMHWT

 [g.page/...../review](https://www.google.com/page/...../review)

BOOSTING VISIBILITY

BE CHOSEN - REVIEW RESPONSES

- Develop a list of common complaints
 - Ask ChatGPT for variations on how to respond
- Address any issues with a remedy or align expectations
- Apply promptly; within 24-48 hours
- Take it offline, if needed



AGENDA



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MARKETING INVESTMENT

PAID MEDIA & PARTNERSHIPS

Traditional Paid Media Channels

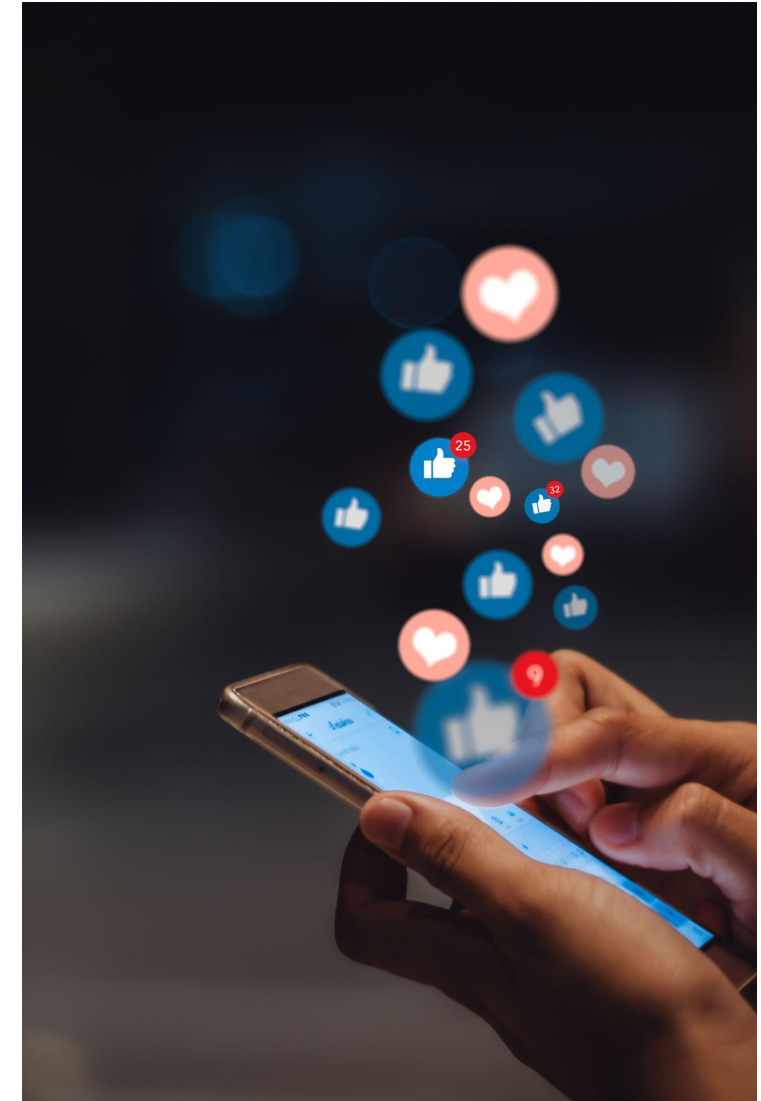
1. Paid Social Media
2. Google Pay-Per-Click
3. Email Marketing - Partners
4. CRM Email Marketing
5. Display & Programmatic



MARKETING INVESTMENT

#1 PAID SOCIAL

- NOT Boosting...
- Select Targeting By Location & Interest
- For New Customer Awareness
- Low budget > Start with \$100/month
- Start with Meta (Facebook & Instagram) then evolve to TikTok & Pinterest
- Ask guest permission for content



HOW TO RUN SOCIAL MEDIA ADS:



MARKETING INVESTMENT

#2 GOOGLE PAY-PER-CLICK

- Should Complement your Organic Search Engine Optimization strategy
- Target specific keywords + Location
- Can be generic like “spa near me” or “massage in downtown dallas” or for specific services
- Or [PMax Campaigns](#) and let Google do the work
- Cost depends on competition > \$500/month is a good start



spa near me massage

Sponsored



handandstonenorthbrook.com

<https://www.handandstonenorthbrook.com> > couples > massage

Hand & Stone Massage Spa

Couples Massage Offer — Licensed, Certified, And Registered Massage Therapists Waiting To Soothe Away Your Stress.

Spa · Northbrook · Open · Closes 9 PM

[Valentine's Day Offers](#) · [1 Hour Massage](#) · [Your First visit](#)

[1-Hour Massage](#) - \$69.95 - Therapeutic Massage · [More](#) ▾



Sponsored



Groupon

<https://www.groupon.com> > local > spas

Spa Packages - Groupon

Best Spas — Glow up with discounted facials, massages, and spa treatments nearby. Relax, rejuvenate, and save with exclusive spa deals near you. Exclusive Spa Deals. Wellness & Relaxation.

★★★★★ Rating forgroupon.com: 4.1 - 25,937 reviews

[Valentine's Day Deals](#) · [Hotel Spas](#) · [Days Spas](#) · [Salt Caves](#) · [Spas](#) · [Bath Houses](#)

MARKETING INVESTMENT

DISPLAY & PROGRAMMATIC

- Use various data feeds to determine when a shopper might be interested in your product
- Can also target based on historical cell phone ie I could target all attendees of this conference!
- Top of funnel > Lower “ROAS”
- More costly, starting at \$1500/month



MARKETING INVESTMENT

PAID MEDIA - EXISTING FOLLOWERS

Relationship Marketing Channels

- Remarketing/Retargeting
- DRIP Email
- Last Minute Specials
- SMS Offers

That's funny, I was just searching for that ...



AGENDA



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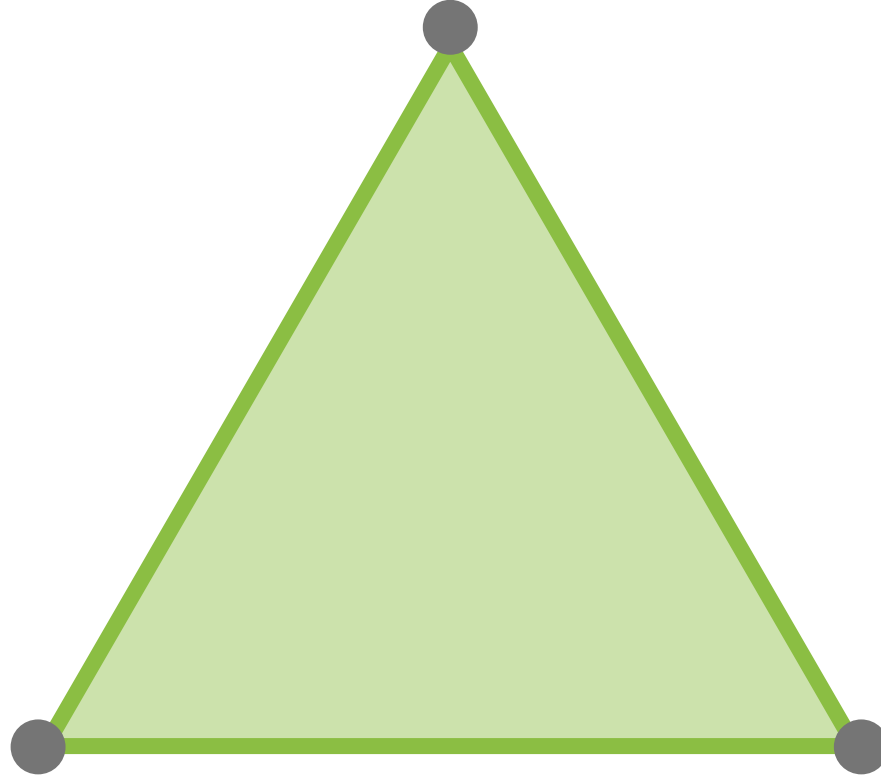
Collaboration
for Success



SALES

REVENUE
MANAGEMENT

MARKETING



COLLABORATION

AGENCY PARTNERSHIPS

SEO & Paid → **#1 way to be “Found”**

Content → **#1 way to be “Chosen**



message near me today



The NOW Massage

<https://www.thenowmassage.com>

Same Day Appointments Avail. | The Now Massage South ...



BOOSTING VISIBILITY

LOCAL LISTING & ONLINE PROFILES



BE FOUND

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Google Maps
Yelp
Apple Maps
TripAdvisor
Bing for Business
Spafinder/Industry Listing

BE CHOSEN

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BOOSTING VISIBILITY

3rd PARTY DISTRIBUTION PARTNERS

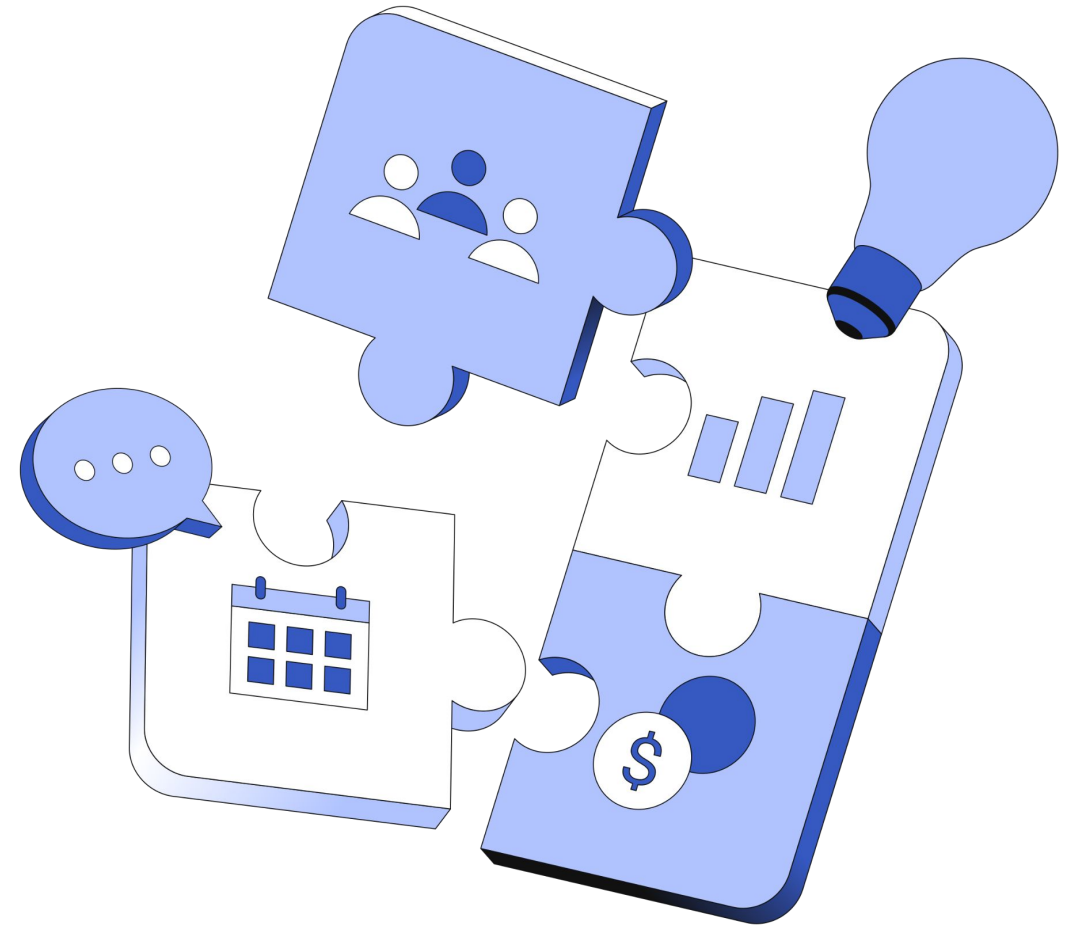
- Vagaro
- Spafinder
 - Gift Card Program > Distribution through Costco
- iPoolSide / RealTime Reservations
- ResortPass
 - Monetize amenities other than pool ie Steam Room / Sauna access
- Way.co - Maximize Experiences



COLLABORATION

AGENCY PARTNERSHIPS

- Refine Audience Targeting
- Market Research
- Implement Paid Media Strategies
- Manage Email Channels
- Email Marketing
- Leverage Partnerships
- Manage Listings
- Public Relations



COLLABORATION

WITH YOUR AGENCY

1. How can we work better together?
2. What KPIs should we be focusing on?
3. How can we make our budget go farther?
4. What channels & targeting are we currently deploying?
5. What is the marketing strategy for off-peak times or last minute availability?



KEY LEARNINGS



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Segmentation

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Behavior

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Visibility

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Investment

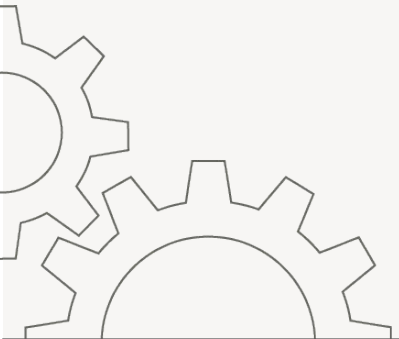
Collaboration
for Success

ACTION ITEMS

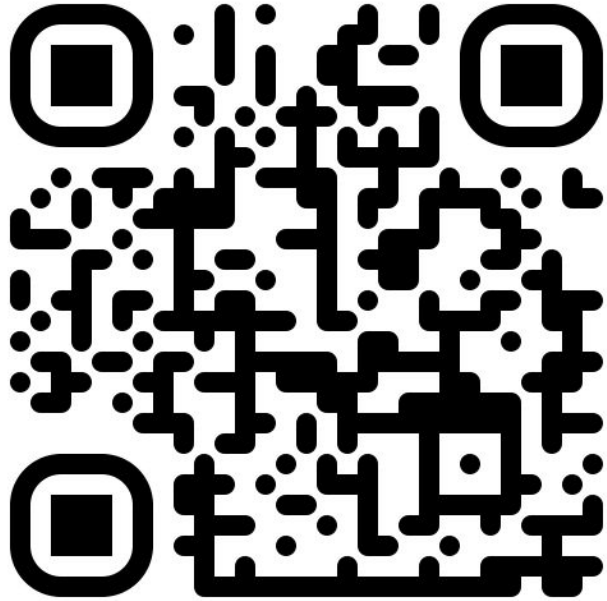
10 STEPS TO ACCELERATE REVENUE



1. Answer: Why your Spa?
2. Gather the Data
3. Define Target Audience
4. Develop Specific Goals
5. Audit Listings “Be Found”
6. Curate Content “Be Chosen”
7. Leverage current customers / relationships
8. New Customer Acquisition Marketing
9. Maximize 3rd Party Partnerships
10. Collaborate with Hotel and/or Agency



THANK YOU!



Scan to visit our website



STEPHANIE SMITH, CEO
COGWHEEL MARKETING
& ANALYTICS

