



Om Spa Implements The Smart Circle's Referral Marketing Program to Drive Sales and Increase Revenue

SITUATION

Om Spa Chiropractic & Wellness, based in Charlotte, North Carolina is the leading provider of a unique synergy of Chiropractic, Ayurvedic Medicine, Professional Skin Care, and Luxurious Spa Treatments, offered for healing and relaxation. Om Spa utilizes high tech equipment to detect and eliminate the harmful stressors (physical, emotional, or biochemical) affecting your health and promote healthy lifestyle changes, increasing body function, vitality, and the body's natural healing abilities.

Om Spa Chiropractic & Wellness opened its Charlotte location in January of 2006. Since that time, The Smart Circle has helped Om Spa build a client base of more than 240 chiropractic and 160 spa customers monthly.

CHALLENGE

Om Spa needed a way to reach out to new and existing clients that fell within their budget restrictions. Prior to teaming up with The Smart Circle, Om Spa initiated grass roots public relations efforts with appearances and promotions at health fairs and expos, and purchased advertising in local print media outlets; however, none of these efforts generated the customer response and brand awareness they desired.

STRATEGY

In 2006, Om Spa Chiropractic & Wellness partnered with The Smart Circle, the worldwide leader in person-to-person advertising, to create a campaign that would expose new and existing clients to their range of services, and significantly increase the foot traffic and chiropractic and spa treatments performed. The Smart Circle was in charge of developing a strategic marketing plan that would accomplish these goals and position Om Spa as one of the leading spa and wellness centers in the nation.

- ◆ Om Spa Chiropractic & Wellness worked closely with The Smart Circle to create the parameters of the promotional offers for consumers
- ◆ The Smart Circle was called upon to serve as a strategic sounding board during the review and approval processes of the marketing campaign
- ◆ Professional collateral materials were developed and produced by The Smart Circle to correlate with the offer to be provided by Om Spa Chiropractic & Wellness
- ◆ The Smart Circle conducted a training session with staff and in-market sales team in preparation for the launch of the campaign
- ◆ The Smart Circle sales team began traveling to meet face-to-face with prospective and current customers to market the Om Spa special offer

RESULTS

“We have been exposed to clients that we would not have reached otherwise as a result of The Smart Circle’s direct sales teams hitting the neighborhoods in our area,” said Amber Holbrooks, Director of Marketing for OM Spa. “The customers love the opportunity that these cards give them to sample all of our services and the atmosphere of our spa, and it shows in our customer return rate.”

- ◆ The Smart Circle’s referral marketing campaign resulted in 80 percent upgrades on at least one treatment and 25-30 percent upgrades on two or more treatments offered on The Smart Circle Card
- ◆ Marketing activities generated by The Smart Circle resulted in an immediate increase in foot traffic with many customers upgrading on two services
- ◆ Customer loyalty to Om Spa continues to increase word-of-mouth referrals from existing customers to sample their services and treatments

THE LONG TERM

The quality of The Smart Circle’s management and sales team, the professionalism of their approach, their understanding of the spa and wellness industry, and their ability to leverage and penetrate segments that were impossible for the spa and wellness center to reach on its own, sealed the deal for Om Spa Chiropractic & Wellness. The Smart Circle and Om Spa are in the process of updating their referral marketing campaign with the strategic goals of driving additional traffic, increasing revenue, and generating more brand awareness.