

EZ Tan Tanning Salon & FREE Tan Day!

Roger Walker, Owner, 2 Locations, Glasgow & Cave City, KY:

What is your main objective with Text Messaging?

We wanted to streamline our customer communication and reach more people effectively.

What type of results (ROI) are you experiencing with your SMS initiatives?

Our salons had a FREE Tan Day Fri, Feb 16th with 25% OFF Packages & Lotion, Fri & Sat. We tanned well over 400 clients in 2 days and had \$12,000 in sales.

Are you receiving positive feedback from customers?

Yes, most customers appreciate the information we send. Those that are not opt out by texting STOP.

What type of responses you are experiencing with SMS?

When we send our text promotions, we have a steady increase in foot traffic in our salons.

What is your favorite Textmunication SMS feature & why?

We like the campaign feature and the reporting as it has helped us consolidate our texting database.

How is your experience working with the Textmunication team?

Textmunication Customer Support has always been available whenever I need them. They are very hands-on and helpful.

Would you recommend Textmunication to other salons and why?

Yes. When this program is used effectively with smart marketing, the return on investment is huge.

Is your staff enjoying the benefits of Textmunication and why?

Our staff likes the program because they see the results. Those promotions have made for very happy customers in our salons.

Can you provide a short (1-2 sentences) about Textmunication?

We are very excited about the service. It has encouraged us to do more weekly specials. Its a wonderful avenue. Salon owners should at least try the program. It's very effective when partnered with the right marketing and promotions.

