



Mastering Your Client Email Communications During COVID-19

How you choose to communicate with your clients at this time is critical to your business, so it's important to get your messaging right the first time! Read through this template for ideas we've gathered based on some of our top FAQ's.

Best Practice Tip: There are no best practices in terms of timing with the emails during a time of crisis. However, you can utilize email tools within your salon or spa software to check when your individual clients are the most receptive to receiving communications by monitoring open and click-through rates.

What to Send While You're Closed

Because you don't want to overwhelm your client base with emails, make sure your messaging is centered around important announcements, updates, and where they can access resources.

Hi Name,

While we don't have the exact date of when we'll be re-opening our doors to our clients for your safety, we've created (these resources) on (these platforms) so you're never without (salon or spa name.) Connect with us on social media for the latest updates!

All the Best,
(Your Team)

Upon Your Reopen

Woo-hoo! Time to reopen. How are you going to celebrate? Start by reassuring them the measures you've taken to ensure their safety, how they can book appointments, and any other relevant information such as changes to the service menu, price adjustments, or active offers.

Hi Name,

It's been too long! (Your salon/spa) will be re-opening as of (date and time.) We can't wait to see your smiling faces and to get you looking and feeling your best again. Because your beauty and safety is our number one priority, we have taken (these precautions) to make sure that (salon/spa) is still your sanctuary for all things beauty and wellness. (Add any additional updates, promotions, or changes here.)

See you soon,
(Your Team)

After Your Reopen

Keep your messaging positive. If you're able to segment your list by age, gender, and services, you can also send customized emails tailored to their wants and needs. Gently remind them to book and provide a direct link!

Hi Name,

We're so excited to welcome you back to our salon/spa for (insert treatment or custom messaging.) Appointments are filling up quickly, so if you're looking to book with your favorite service provider, now is the time! You can use the link below to secure your spot online or call us now at 800.000.0000.

[LINK TO BOOK]

See you soon!
Signed by a team member"