

Basic Massage Marketing Plan Outline

Part A: Highlight Your Strengths

Customer Service. List your customer service strengths and describe how you intend to highlight them in your promotional materials and marketing efforts.

Example:

Strength: I accept all major credit cards.

Use in promotion: I plan to revise my brochure, business card, and website so they state that I accept all major credit cards.

Facility and Location. Think about the strengths of your facility and location and determine how you intend to highlight them in your promotional materials and marketing efforts.

Example:

Strength: I have three dedicated parking spaces that allow easy access to my office.

Use in promotion: I plan to revise my brochure, business card, and website so they state that I have free onsite parking.

Massage Services. Think about the services you offer clients (i.e., Swedish massage with relaxing extras like a paraffin dip; foot reflexology; a free sauna with every massage) and determine how you intend to highlight these in promotional materials and marketing efforts.

Example:

Strength: I integrate a number of different massage systems into the treatment so that I can expertly customize each massage specifically to the needs of the individual client.

Use in promotion: I plan to gather quotes from clients that highlight my ability to give each client the massage experience he or she is looking for.



Part B: Target Clients and Services

List your target clients, their potential needs and wants, and the services you offer that address these needs and wants. Explain how you will market to each group.

Example:

Target clients: People living with fibromyalgia.

Needs and wants: They want a reduction of the symptoms they experience as a result of fibromyalgia, including reduced muscle stiffness, reduced pain, less fatigue, improved range of motion, and improved energy levels.

Marketing plan: Create a brochure on the benefits of massage for people living with fibromyalgia. Arrange to provide a presentation on the benefits of massage for people living with fibromyalgia at the fibromyalgia support group in Anytown. Provide a discount program for clients who receive regular massage as part of their plan to manage their fibromyalgia symptoms.

Part C: Goals, Strategies, and Tasks

Outline your marketing goals and describe the strategies you plan to use to reach your goals. List the tasks associated with achieving your goals.

Example:

Goal 1: Increase the number of massages I give to clients living with fibromyalgia from four per week to eight per week.

Strategies: Launch a marketing program to educate people living with fibromyalgia about the benefits of massage for symptom management.

Tasks:

1. Create an informational brochure outlining the benefits of massage for clients with fibromyalgia and my discount program that rewards clients who use regular massage as a way to decrease their fibromyalgia symptoms.
2. Gather research studies that demonstrate the benefits of massage for symptom management of fibromyalgia. List four studies in the informational brochure and on my website.
3. Revise my website to reflect my experience working with clients who are living with fibromyalgia and use client quotes to highlight the good results I have achieved.
4. Create a twenty minute speech and ten minute massage demonstration to present at fibromyalgia support groups.
5. Identify all of the fibromyalgia support groups that exist within a fifty mile radius of my business.
6. Contact three fibromyalgia support groups and set up presentations for May and June.