

Don't Forget These Brand Components

Even today, after so much has been written about the importance of branding, people are still confused about what a brand is and what it stands for. Many people still associate a brand with logos, business cards, stationery and signage.

Your spa brand is a whole lot more than a collection of colors and fonts on a page. In a nutshell...your brand encompasses *everything* about your day spa, including the physical space, your employees, their attitudes, and yes - even how they conduct themselves. Every touch point counts.

Brand Impressions

Right or wrong, all it takes is one negative impression to damage your brand. With the advent of email, blogs, and social networking your brand reputation can be compromised in record time. Head off any negative impressions or bad press by taking stock of these often overlooked brand components.

Physical Brand Check List:

When customers come in, what's the **first thing** they see at your day spa?

- Do you have a modern, cheery, and organized reception area?
- Is your marketing material prominently displayed?
- Is your room accommodated with plenty of comfortable seating and reading material?
- Is your retail area well-organized, with merchandize attractively displayed?
- Are there plenty of testers? Are they clean; are they full?

Now follow the path that your clients take into the changing area or spa treatment areas.

- Are dressing areas neat and clean?
- Are there plenty of fresh linens, towels, and guest toiletries?
- Are waste baskets empty or overflowing?
- Are bathroom sinks and countertops clean?
- Does each stall have adequate supplies?
- Is every room beautifully arranged and impeccably clean?

Staffing Check List:

Your clients experience your brand through every interaction with your staff. When customers come in to your day spa, what is their first impression of your staff?

- Does your receptionist warmly greet every customer as they enter?
- Are sales personnel professionally dressed?
- Do all therapist wear a "branded" uniform?
- How long do clients wait before being led inside for services?
- Is every client offered a drink on arrival?

Staff Hospitality:

In the spa industry, hospitality is a crucial element to success. Now follow the path that your clients take as they move through their spa services.

- Does each therapist greet them warmly and make them feel “at home?”
- If they have appointments scheduled over a period of hours, do you offer light refreshments between treatments?
- Are refreshments and drinks served using nice glassware or plastic?

If you're an upscale day spa, consider springing for some colorful dishes or even china. How about glasses and mugs with your company logo? Paying attention to these details will make a very positive impression on your clients.

Brand Communication

Will each member of your team deliver and communicate the same brand message consistently across departments?

- Does your day spa have communication standards?
- Does every email and external communication utilize the same signature style?
- Is spelling and grammar checked in each email and out-going letter?

Become a brand enthusiast!

If you went down this checklist and found areas needing improvement, then start today to make small changes. Ask your staff for recommendations and give them the authority to make minor decisions to enhance your brand. Reward those who do a good job in representing your brand. Acceptance, authority, and reward are the surest ways for personnel to buy into your brand...and that's what it's all about!