



## Seven Strategies to Attract and Retain Male Clients

Dori Soukup

Although the industry is evolving and men are visiting spas and medical spas; they still only represent a little over 20% of the market. One of the main reasons for this shortage is the lack of specific marketing efforts for men. Most facilities cater mainly to women, and not so much to men.

Let's say you have a clothing store and it's filled with women's clothing. And you have one rack for men. How many men do you think will make the effort to come in to shop there? Not many... However, that's what is happening in the spa and medi spa industry. When you look at a menu of services, you rarely even see a picture of a man... and then you might see one facial for men. Why would they come?

In this article, you will discover strategies to help you attract the male clientele, expand your target market and generate more revenue.

### *Seven Essential Changes to Attract & Retain Male Clients*

#### 1. Male Menu

Create a separate male menu and give it its own identity. It should have male images, a manly design. Simple treatment descriptions focusing on men's concerns and the benefits they will gain from the experience. Use language that is appealing to men and explain how these treatments are designed specifically for men.

#### 2. Website

Assess your online presence, your website and make sure your male clientele have their own web page, educating your male prospects and inviting them to visit you. Instead of having a button that just says "menu", divide the menu in parts. Have a button for Men, for Women, and for



Teens. This allows you to improve your communication with each target market and customize your offerings to suit each individual's needs.

### 3. e-Marketing

Get sophisticated with your database and segment it by female, male, age, and so on. Once it is segmented, instead of sending just one email blast to everyone; create at least two email messages: one for men and another for woman. By doing this, you will increase your conversion rate and generate more revenue.

### 4. Product Mix

Fortunately, there are many spa and medi spa professional skin care brands who offer male specific products. If you want to

attract more men to your business, you've got to have a male line. Go beyond offering only skin care products. You want to include other product mix items that will appeal to men. Also, be aware on how you merchandise male products. Designate a separate area in your boutique specific for men.

### 5. Male Guest Experience

If you want to attract men to your spa or medi spa, your facility must be decorated to appeal to both men and woman. The male guest experience must be delivered with men in mind. From robes to slippers that are designed for men, to reading material and treatment protocols and rituals. To improve your male guest experience, send in a couple of male secret shoppers. Get their feedback on

what their experience was like and what needs improvement. This will give you male insight into what needs to change to attract and retain male clients.

### 6. Host an Event

Send an invitation to all your female clients informing them about an upcoming event you are hosting to introduce the spa to their male partners. Theme the event with men in mind. Show demonstrations of all the male treatments you offer. Make it easy for them to purchase and return with their loved ones for great experiences.

### 7. Team Training

Recently, I was speaking with one of my mentors and he shared his recent spa experience with me. He went for a massage and liked his experience, but no one bothered to ask him to come back! Men need reminders, ask any married woman.

Part of your team training should include how to retain your male clients and what communication methods men prefer.

There are many things you'll need to train your team on how to attract and retain your male clients; such as, how to communicate with them, discover concerns, discuss treatments and products, reserving the next experience, signing up for a membership program and so on.

There are many strategies you can implement to attract men to the spa. But to effectively do so, you will need to implement these seven strategies so you can increase your overall capacity and elevate your success!

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