



Art with Intent

One permanent way to further your spa's relaxation and wellness initiatives could lie in visual stimulation. But rather than rushing out to find poster imagery for bare treatment room walls, Beverly Britton advises spa owners to select their facilities' artwork with care.

"Art shouldn't be an afterthought in business," says the longtime artist and current owner of AlignBetween (alignbetween.com), a gallery featuring digital graphic prints for commercial interior spaces. **"Art presents a prime opportunity to complement your mission,** by helping guests feel *further* renewed and inspired."

A dedicated yoga and nature enthusiast, Britton reaches out to facilities that incorporate her passions. "I photograph plant and health imagery to stir people to take care of themselves," she says. "I then employ digital editing to merge these symbols onto fine art prints."

AlignBetween's artwork is made to order, produced in the United States, and available in three sizes. "I can do custom work to match any day spa's color scheme or design," Britton adds.

For more information, visit the company's website.

Ba-ba Boom!

As a small business owner, you've likely considered utilizing Groupon or similar social deal services. However, industry experts remain cautious: Participating can be a risky venture, as it requires massively discounted services, with a large portion of promotion sales owed to the deal service. On the other hand, imagine if you had a calculator that would allow you to instantly tally potential profits—and weigh that figure against the promotion's stress on your facility's resources and labor.

Enter BoomTime Deals, the newest tool from SpaBoom (spaboom.com), an online marketing resource for spas. This service not only provides said calculator, but also grants spa professionals the power to create Groupon-style deals, but with a major distinction. They control every aspect of the promotion, including the time frame, tipping point, discount and potential client base targeted.

"This deal-making service allows business owners to use their own tools to run profitable promotions that they define.

We've coined it, 'intelligent discounting,'" says marketing director Stephany Toman. While BoomTime facilitates it, but it also gives professionals the power to create a BoomTime deal, a limited time offer (which can be shared with their friends).

But rather than relying within a huge online deal company's email base—which is also utilized to advertise competitors' promotions—SpaBoom broadcasts each deal to that individual business' email lists, social media outlets and website.

"Friends and family of existing customers are the most realistic targets for expanding your client base," Toman says. The service aims to motivate existing guests to come in more often, and to encourage word-of-mouth marketing.

For more information, visit the company's website or boomtime.com/group-deals.



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relations. "Plus, it easily stores within portable table systems."

For more information, visit the company's website or zenvisoundcushion.com.