



Customer Success Playbook

Grow Your Business and Increase Revenue

- What is Halotherapy?
- Who are your target customers?
- How to attract new customers?
- Get the word out...
- Jump start your business
- Events
- Bundle up
- KSARA guided meditation
- Social media
- Pre/Post travel
- Local partnerships
- Ideas on pricing
- Facebook Community



What is Halotherapy?

- Halotherapy or Dry Salt Therapy was discovered in Eastern Europe in the 1800s when doctors realized that salt miners rarely suffered from the typical respiratory and skin conditions of the general public.
- Halotherapy requires the breathing of micro-particles of dry pharmaceutical grade salt created by a Halogenerator so the salt can penetrate deeply into the system and unleash the natural anti-inflammatory and anti-microbial properties of salt
- Halotherapy is not simply sitting in a room full of salt and salt lamps
- Halotherapy is not breathing in Himalayan salt as this gets its color from the impurities that it has absorbed like iron that you definitely don't want to breathe.
- Halotherapy doesn't involve water, humidity or moisture as this increases the weight and size of the salt particles and reduces the ability of the salt to penetrate the respiratory system.
- Educate your prospects and customers on the differences in what you are providing and what they might be seeing elsewhere.

WHO ARE YOUR TARGET CUSTOMERS?

- People seeking **stress relief and relaxation**
- Athletes and Fitness enthusiasts looking to **increase stamina and reduce the likelihood of getting sick**
- People concerned about **air pollution**
- Adults and children with **respiratory conditions** (asthma, allergies, sinusitis, bronchitis, COPD, emphysema, colds, coughs, ear infections, etc.) or interested in natural respiratory hygiene.
- People with (dermatitis, psoriasis, eczema, acne, rosacea etc.)
- People seeking **skin rejuvenation** (anti-aging, wrinkles, etc)
- EVERYONE WHO BREATHES



HOW TO ATTRACT NEW CUSTOMERS

- ❖ Website
- ❖ Social Media like Instagram and Facebook
- ❖ Press Releases and local publicity
- ❖ Email marketing
- ❖ Pre-sell sessions with GroupOn
- ❖ Events like an Open House
- ❖ Reviews and Testimonials
- ❖ Engage your local health and wellness community
- ❖ Advertise
- ❖ Incent customers to bring a friend
- ❖ Specials for existing customers



Get the Word Out!



- Update your website with GHS photos until you have your own photos and videos.
- Add keywords like Halotherapy and Dry Salt Therapy to your website to improve search results.
- Update your Google, etc. local business listings to include Halotherapy
- Post on Instagram and Facebook about your new business or service. Use the pictures from the website.
- ##### like crazy with terms like #Halotherapy
- Then send a press release to local media.



Jump Start Your Business

- Sell sessions before you even start - As opposed to spending money on local advertising that may or may not work, consider using GroupOn to pre-sell Halotherapy sessions once you know your go-live date to attract new customers and hit the ground running!
- A discount is better than nothing – If you charge say \$30 per 30 minute session, GroupOn will be 50% off or \$15 and you will get half of that or \$7.50. So you get \$7.50 for everyone who shows up instead of paying for advertising that might not bring anyone in.

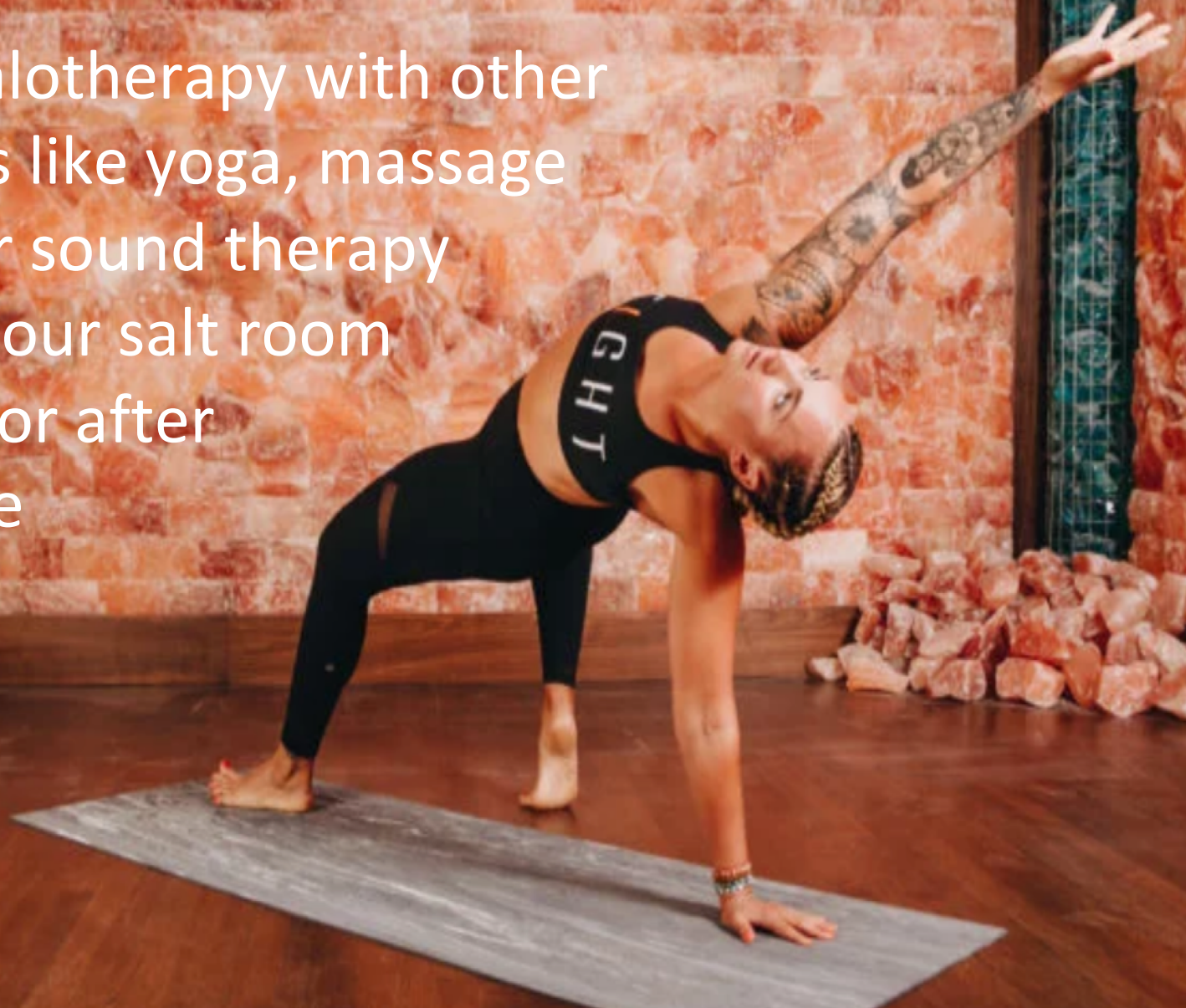


Events

- Open House – kick off your new business or service with an Open House.
- Announce the open house to all of the local media and invite them.
- Create an Event on Facebook and share it with your friends and existing customers.
- Then repeat the Open House every 6 months or so and/or have more events for special occasions like the anniversary of opening your business.

Bundle Up

Bundle Halotherapy with other modalities like yoga, massage therapy or sound therapy either in your salt room or before or after the service





KS Ara

Halotherapy + Guided Meditation

- Brought to you exclusively by Global Halotherapy Solutions, KS Ara marries Halotherapy and Guided Meditation and takes relaxation and stress relief to the next level.
- Market KS Ara as a separate service focused on the general market for stress
- Global Halotherapy provides access to recorded guided meditation for use with your existing sound system.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Social Media



- Create a Facebook page for your business if you don't have one
- Update Facebook and Instagram with posts, videos and photos of Halotherapy
- Hashtag with #Halotherapy and #DrySaltTherapy
- Selfies and Tagging
 - Encourage Selfies with photos or videos during sessions
 - Ask customers to post their selfies and tag your business and @halotherapysolutions
 - Raffle off sessions as incentive for your customers posting
 - GHS will also have raffles for our customers who encourage this
- Video
 - Video gets the most exposure on social media these days so take a video of what its like doing a session as well as during your open house as well as videos of customers using the service to post to your pages.
- Reviews and Testimonials
 - Ask customers to post reviews and testimonial on Facebook, Yelp and Google.

Pre and Post Travel

- Clear sinus congestion that can create discomfort during air travel
- Reduce the likelihood of getting sick after travel
- Create special bundles for before and after traveling.



Local Partnerships

- Partner with local organizations to bring in new clients and business. Donate services to charity auctions and events. Provide special discounts to members or patients. Speak about Halotherapy at a local event or expo. Sponsor a local race or event. Arrange for mass transportation from a senior living facility as well as a discount. Visit a senior living facility with your mobile equipment.
- Schools, hospitals, fitness facilities, senior facilities and other local health and wellness businesses like Float Beds and Cryotherapy are great partners for spreading the word and working together. For example have a special free Halotherapy day for your local senior center or a discount for those stressed-out teachers who are great at spreading the word.
- Doctors, specifically those focused on respiratory issues and skin conditions, chiropractors and naturopaths can also be great for referring business. These experts need to be educated however on the history and efficacy of Halotherapy as well as your knowledge and professionalism in order to participate.
- Build a mailing list. Whenever you provide value to a local organization or business, ask for peoples' email addresses so you can build a list for a newsletter or special offers.



IDEAS ON PRICING



- 1st session free or special low price
- Set price point for single session high (\$40)
- Create packages (4, 8, 12) that have expiration dates and focus primarily on selling packages
- Offer unlimited monthly use and tie it to annual membership that automatically gets billed (\$99 per month)
- Create bundled pricing with other services you offer
- Offer existing customers of other services a discount for a package of 3 sessions.
- Save "sales" for special occasions, holidays, etc.
- Sell some complementary products (salt lamps, salt scrubs, etc.)



Halotherapy Providers Community

- Global Halotherapy has a Facebook community of hundreds of clients to share best practices, tips and tricks. Check it out and get even more details on the information in this document.
- Contact service@halotherapysolutions.com to get added if you aren't already there.