



The 2021 Digital Marketing Playbook

For The Spa + Beauty Industry



We've all been fascinated watching someone on Instagram, seemingly transform before our eyes, with some type of makeup makeover, it almost seems like an illusion. Taking a calming, stress relieving, luxury service such as spa and beauty services and converting that into digital marketing might seem complex, but with all the content creation tools available these days, it's never been easier to put your products and services in front of possible consumers with the right digital marketing strategies, tactics and techniques. In fact, some of the most sought after social media influencers and brands come from this very industry because they've figured out the special formula to producing captivating content.

We've built a digital marketing strategy playbook for the spa and beauty industry to give you the tools and techniques to launch your brand, grow your userbase and become a huge success.

— THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

01

Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

02

Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

03

Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

04

Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.

01

Brand Identity + Creative

Memorable, captivating and cohesive branding in the spa and beauty industry is necessary when trying to build a loyal base of customers that will book appointments, refer their friends and buy products from you time and time again. To do this effectively, your digital footprint must emulate the ambiance, concept and experience equally as it does when someone walks through your doors. Of course there's no experience quite like being given a world-class massage accompanied by memorable microneedling treatment, but it starts online and continues through every point of engagement.

Click on an item for a full definition page with tools and helpful links.

- ☐ [Brand Design](#)
- ☐ [Full Identity Development](#)
- ☐ [Brand Naming](#)
- ☐ [Customer Journey Design](#)
- ☐ [Brand Strategy](#)

02

Web Design + Development

Spa + Beauty web design not only has to be beautiful, but it also needs to be functional and effective. Many factors play into the design of a website including how easily you can extend your physical experience to your digital presence, how accessible your menu of services, how easily it is for a customer to book an appointment, and if they can't make it to your establishment, how simple it is to setup an virtual appointment to talk about their skincare needs. Color, easy to read content, and the ability to capture data and offer online appointment booking are just a few crucial items that cannot be overlooked when focusing on spa+ beauty web design.

Click on an item for a full definition page with tools and helpful links.

- | | |
|---|---|
| <input type="checkbox"/> Website Development | <input type="checkbox"/> CRM Integration |
| <input type="checkbox"/> eCommerce Development | <input type="checkbox"/> Martech Integration |
| <input type="checkbox"/> Online Bookings | <input type="checkbox"/> Schema Markup Development |
| <input type="checkbox"/> Lead Generation/Lead Capture | <input type="checkbox"/> 301 Redirect Mapping |
| <input type="checkbox"/> Landing Pages | <input type="checkbox"/> Technical SEO |
| <input type="checkbox"/> Virtual Tour/Experiences | <input type="checkbox"/> ADA Accessibility Compliance |
| | <input type="checkbox"/> Performance Optimization |

03

Digital Marketing

Whether you're a local medspa, a hair salon or a national massage franchise, digital marketing is absolutely essential to your growth, staying power and success. Reaching customers via email, maxing out your visibility in local search engines, and connecting with potential new customers (as well as existing ones) on various social channels are just a small sampling of tactics spas should be considering to continuously develop and expand on their revenue and operations. Digital marketing is crucial, as it ensures ongoing engagement with customers in your immediate vicinity and beyond.

Click on an item for a full definition page with tools and helpful links.

- | | | |
|--|--|--|
| <input type="checkbox"/> Organic SEO | <input type="checkbox"/> Demand Generation | <input type="checkbox"/> Retargeting |
| <input type="checkbox"/> Social Media Management | <input type="checkbox"/> PPC / Display Ads | <input type="checkbox"/> Database List Acquisition |
| <input type="checkbox"/> Content Marketing | <input type="checkbox"/> Influencer Marketing | <input type="checkbox"/> Lookalike Audiences |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Integrated Marketing Stacks | <input type="checkbox"/> Channel Development |
| <input type="checkbox"/> Account Based Marketing | <input type="checkbox"/> eCommerce Feed Management | <input type="checkbox"/> Blogging |
| <input type="checkbox"/> Paid Social | <input type="checkbox"/> Google Tag Manager | |

04

Strategy + Analytics

The ability to process every data point related to your spa's marketing efforts, is and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your google my business page, all the way to the moment they book an appointment online, through to when they've paid for their facial or placed an online order for a new serum? POS integration, CRM integration and tracking + analytics platforms may all feel like overkill, but they paint an important view of how you're being found, how customers are interacting with your business, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

- | | |
|---|--|
| <input type="checkbox"/> Strategy Development | <input type="checkbox"/> Capabilities Assessment |
| <input type="checkbox"/> Analytics + Tracking | <input type="checkbox"/> ROI Tracking + Reporting |
| <input type="checkbox"/> Customer Profiling | <input type="checkbox"/> Webmaster Tools |
| <input type="checkbox"/> Competitive Research | <input type="checkbox"/> Data Studios + Dashboards |

— SO HOW'S IT GOING?

Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)

— SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

Brand Identity + Creative

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

Web Design + Development

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

Digital Marketing + Advertising

The days of "If you build it, they will come" are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

Strategy + Analytics

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)