



VLF Spa Consulting
INTERNATIONAL

Your MASTERPLAN for the Day of **LOVE**

15 Valentine's Day Ideas to Win
Over Your Customers' Hearts

www.vlfspaconsulting.com



15 **Profitable** Tactics to Win Over YOUR Customer's **HEARTS**

Create winning Valentine's Day promotions or packages

Wow your guests by adding little touches for all guests coming in on Valentine's Day weekend

Allow reservations in your couple suites only for couples. Train your reservation team on this approach

Take a strategic approach and offer only 50' / 60' massages perfect fill at to get the he best yield

Prepare a strategy for online booking, so it does not get in the way to the perfect fill

Outline a strategy for promoting gift cards and online gift certificates

Dedicate a special section on your Spa Boutique's shelves for Valentine's Day

Don't forget about people's pets and consider gift options for our furry friends

Lead shoppers to the perfect Valentine's Day gift

Make your retail shelves Instagram-able so PR can promote this aspect of your operation

Hold a vendor event and invite your regulars and members

Consider creating retail gift guides (i.e., on Instagram) tailored to the day of love

Have your PR team create a promotion schedule

Encourage customers to treat themselves. Self-love is a fantastic angle for Valentine's Day

Give your employees a Valentine's Day treat