

- FACT:** 68% of the USA households have researched Spa related information via the Internet.
- FACT:** Over 50% of those surveyed said that they have made appointments or purchases based upon the information they obtained on the Web.
- FACT:** By 2009 close to 70% of Independent American Spa and Salons will have an interactive Web presence; and 100% of franchise operations will have an online interactive presence by 2007!
- PROBLEM:** Your competition has begun to implement electronic-based marketing tools to keep and win new clients. These tools enable them to conduct One-On-One Marketing campaigns to maximize their advertising dollars and profitably grow their business.

Traditionally, there have been two obstacles for smaller independent Spas to compete in this realm:

1. The **cost** of implementing and maintaining an interactive Web.
2. The **ease-of-use** to realize a return on your investment.

These barriers have now been brought down to enable a Spas of any size and scope to economically implement and operate an interactive and pro-active online marketing Web site.

- SOLUTION:** **SpaPak** from interPak provides you the Web site, the system, the tools and **unlimited support**, for you to implement a totally proactive marketing Web site that meets the uniqueness of your business goals and objectives.

Additionally, interPak has made SpaPak cost affordable for any Spa of any size! **SpaPak** enables you to maintain and manage your own Web site – providing an ongoing return on your initial investment.

Take the next step and find out how interPak can customize an interactive business tool for your Spa!



What Can **SpaPak** Do For You?

- Allow clients and guests to **register** their e-mail with your Web site
- Offer **Specials** and coupons to promote services or products
- Offer the latest information in a strategic **eNewsletter** to drive business
- Generate **e-mail notices** on demand to your guests & clients – news, promotions, etc.
- Promote your Spa's **Staff** credentials, expertise – build staff loyalty
- Provide the ability for anyone to submit a request for an **online appointment**
- Describe **Services** and costs, as well as optional **Products** available from your Spa
- Offer your expertise to questions generally asked by your clients in an **FAQ** area
- Contact information, locations and interactive **Directions** to your place(s) of business
- Promote **Seminars, lectures** and **classes**
- Plus much, much more!

Therapeutic, Holistic and Tanning Spas all share a common bond. Each of you need to maximize the resources of your facilities – people as well as equipment! You have your own unique strategy to increase revenues and control costs, while at the same time provide the commitment to the level and quality of service that has been your competitive advantage.

At interPak we understand the marketing and promotional requirements for service related operations, and with the **SpaPak**, you can integrate an online Web site that will be a part of your overall marketing strategy.