

# Effective Marketing Ideas

**E-Marketing Ideas:** do you use the power of the internet to increase present client sales?

*MIKAL helps you set up a weekly system that automatically sends personalized e-mail or text messages to all new clients, birthdays, referral thank you, appointment confirmation, appointment reminder, retail reminder, and gift card purchasing clients. All you have to do is end the week with MIKAL and you will know the system is doing the marketing for you. Get ready for increased sales!*

**Client Loyalty Ideas:** do you want to increase retention and client loyalty effortlessly?

*MIKAL provides you with a loyalty points program that has more robust features than anything else in the industry. Reward clients for referrals, have double points days to increase sales on slow days of the week, redeem loyalty points for specific services or retail only and much more. Take your frequent buyer program to the next level with MIKAL. We also don't let your rewards program break the bank. You can exclude commissions on points redemption, limit the percentage of a sale that can be redeemed for points, and set up the system to maximize your profits.*

**Client Recovery System:** have you ever lost an employee?

*MIKAL gives you the ability to generate a 4 letter client recovery system unique in the industry. Keep up to 87% of an employee's clients when they leave. Anyone can send a "we want you back letter" but no other system has the MIKAL Client Recovery System.*



Call MIKAL for a FREE Amazing Marketing Ideas E-Booklet at  
800-448-5410 or 513-528-5100 [www.mikal.com](http://www.mikal.com)