

Put Your Marketing on Autopilot and Set a Course for Success!

Quick - What happens if you are not in contact with your customers?

Answer: NOTHING!

With the slower economy the biggest obstacles to your success are:

- Only 30% of your new customers return in the next 90 days
- Your average customer only comes in 4 times a year
- Your advertising / marketing is not directed at acquiring perfect customers

So ... Put your marketing on autopilot - build the business of your dreams!

Use systems and technology to create can't miss, always delivered, targeted marketing

Present Customer Goal: Get Them In More Often

Do the math how many customers do you have _____

What if you could get just 25% back one more time a year x .25 _____

Number of extra visits _____

Times your average ticket x _____

Your increased sales \$ _____

How do we accomplish this?

MIKAL goes through your entire customer base each week and sends the following out automatically through your normal internet provider at no additional charge!

Reminder e-mails or text messages: MIKAL sends an e-mail or text message every week automatically to every customer who has visited in the last 60 - 67 days but has not rebooked yet. The e-mail is personalized with the client visit date, service provider, and can include a special up-sell offer if they call today to rebook!

Thank you e-mails or text messages: MIKAL sends a thank you e-mail or text message to every new customer that visited last week! Include a customized message to the client and a rebooking special - double your new client rebooking.

Referral Thank you e-mails or text messages: MIKAL sends a thank you e-mail or text message to every client who referred a new client to you last week. Include a personalized message and a retail gift they can pick up on their next visit.

Automatic Appointment Confirmation e-mails or text messages: MIKAL sends a confirmation reminder of the client's future appointment for the next day. This is done automatically each night. You can also include a marketing or up-sell message to increase the service ticket and retail sales during their visit. How many no-shows happen each week?

Sounds Great - How Do I get It Done?

Autopilot Marketing - Get MIKAL Version 6.4, and the AutoPilot and Internal Messaging System. Set up takes minutes and the marketing starts that night after day end! Use Hi-Tech to Create Hi-Touch with your customers. Get your customers into a powerful marketing system

Your Investment: Upgrade to MIKAL 6.4, and make sure you have the Autopilot (\$200) and Internal Messaging systems (\$300)

Pre 6.0 MIKAL version CALL! _____
Salon _____ 6.0 to 6.4 Updates \$ 59 ea (reg \$79) _____
Contact _____ Autopilot Option \$200 _____
Phone (____) _____-_____ Internal Messaging Option \$300 _____
[] COD [] Credit Card TOTAL (free shipping) \$ _____
Card # _____ X-Date ____/____ _____
Zip Code _____ Pin/CCV # _____

Call MIKAL for a detailed quote 513-528-5100 You will pay for this option and be making \$erious\$ money in just weeks!

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