FOUNDATION MARKETING
CHECK LIST

POS Discount Reasons/Code Check List

The best part of direct-response marketing is the ability to test and measure the results of your marketing efforts. To retrieve accurate data, you must process the gifts as clients redeem the offer when you check them out at point-of-sale. This requires certain discount reasons or discount codes to be set up in the software program you work with at the front desk.

The following discount codes are suggestions for setting up your Foundation Marketing gifts (offers) into the POS Software program you use.

It's vital as clients redeem gifts, the offer is tracked accurately through POS, allowing you to retrieve the reports to determine if the offers are converting.

You may already have some of these discount reasons in place; if you do, we recommend making the codes inactive and starting fresh. Starting the description for each discount reason with 'FM' will help the team spot the new entry and ensure they select the right discount reason for accurate reporting.

TIP!

Use the tick boxes on the next page to ensure all necessary discount reasons are entered into the software.

Thank You Gift Pack

☐ **1. FM Gift Pack - FREE LED SESSION**

☐ **2. FM Gift Pack - FREE Cleanser (with any 3 products)**

☐ **3. FM Gift Pack - $50 OFF any Advanced Targeted Facial**

☐ **4. $20 Referral Voucher (off any treatment)**
NOTE: This gift is redeemable for first-time guests only.

Emails

☐ **Email 01 - FM LED Gift Reminder**
Use the same discount reason/code as the Gift Pack above.

☐ **Email 02 - FM FREE Cleanser Reminder**
Use the same discount reason/code as the Gift Pack above.

☐ In **Email 02**, the client receiving the email is invited to book a complimentary skin consultation & analysis if they need expert advice to select the correct products for their skin. Use discount reason/code: **FM FREE Skin Consult/Analysis.**

☐ **Email 03 - FM $50 Gift Voucher towards any Advanced Targeted Facial**
Use the same discount reason/code as the Gift Pack above.

☐ **Email 04** - The objective of this email is to remind clients that it's time for them to book their next appointment. The email will not be triggered if they don't have a future booking.

Lost Client Prevention

☐ **Email 05 - FM Lost Client Prevention FREE LED**

Lost Client Reactivation

☐ **Email 06 - FM Client Reactivation $20 OFF (any treatment).**

☐ **FM Non-Returning Client - $20 Voucher (any treatment).**

PRO TIP!

If you use a receipt printer and the discount reason or code shows up on the client's receipt, you need to rethink the discount reason's wording to a positive wording.

Birthday Gift

☐ **Email 7 -FM Your Birthday is Just Around the Corner:**
No discount reason or code is required as there is no gift.

☐ **Email 8 - FM Birthday Gift - $25 OFF any Facial**

☐ **Email 9 - FM BDay Gift Reminder - $25 OFF any Facial**

Friendship Program

☐ **Email 10 - FM Thank you for Referring a Friend - FREE LED**

☐ **FM New Client (from referral) - $20 Voucher (off any treatment)**

First Time Client Invitation Gift Voucher

☐ **FM First Time Client - $20 Voucher (off any treatment)**
Note: this voucher has a minimum spend of $50

SALON MARKETING
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SMC Agency can also help you with:

✅ **Treatment Menus**

✅ **Ultimate Salon Branding Package**
(logo + branding eco-system)

✅ **Membership Creation**
My Skin Journey Marketing Package

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