

GROWTH & STRATEGY

MODULE 19

Marketing & Brand Positioning

A spa that waits for guests to find it is leaving revenue on the table.

MODULE OVERVIEW

What You'll Learn

Lesson 1

Defining Your Spa Identity

Lesson 2

Driving Local vs Hotel Business

Lesson 3

Working with Marketing Teams

Defining Your Spa Identity

- Craft an identity statement: who you are, who you serve, what makes you different
- If your description fits any other spa, you don't have a brand
- The identity statement format: "[Name] is [what] for [who], where [differentiator]"
- Specificity beats generality in every marketing context

Driving Local vs Hotel Business

- Local business: higher-margin, more consistent, builds community
- Membership programmes and corporate wellness partnerships
- Community events, open days, local influencer relationships
- Neighbourhood marketing and complementary business partnerships

Working with Marketing Teams

- Your job: educate marketing on what makes your spa commercially different
- Monthly content plan: before/after photos, therapist profiles, seasonal launches
- Provide raw material — don't wait to be asked
- Make it easy for marketing to promote you

KEY CONCEPT



If your spa's description could apply to any other spa without changing a word, you don't have a brand — you have a building.

PRACTICAL EXERCISE

Apply What You've Learned

Write your spa identity statement. Create a 90-day marketing plan for driving local business. Design a monthly content calendar. Identify three local partnership opportunities.

LEARNING OUTCOMES

By completing this module, you will be able to:

- 1 . Craft a compelling spa identity statement
- 2 . Develop a local market strategy to drive non-hotel revenue
- 3 . Build a monthly content calendar for your marketing team
- 4 . Identify and approach local partnership opportunities

Required Submissions

Brand Identity Package

Identity statement, 90-day marketing plan, and content calendar.

Partnership Strategy

Three opportunities with approach emails and projected commercial benefit.

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Module 19 Complete

Next: Module 20