

G R O W T H & S T R A T E G Y
M O D U L E 1 9

Marketing & Brand Positioning

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

C O M M E R C I A L L E A D E R S H I P P R O G R A M M E
Spa Director & Spa Manager Development

Module Overview

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

LESSON	TOPIC
Lesson 1	Defining Your Spa Identity
Lesson 2	Driving Local vs Hotel Business
Lesson 3	Working with Marketing Teams

Lesson 1: Defining Your Spa Identity

What is your spa? Not what treatments you offer — what do you stand for? Craft an identity statement: '[Name] is [what you are] for [who you serve], where [what makes you different].'

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

KEY POINTS

- Craft an identity statement that differentiates you
- Sell specificity over generality
- Define who your guest is and what they get
- Stand for something — not everything

Lesson 2: Driving Local vs Hotel Business

Hotel spas have a captive audience, but the smart ones actively drive local business. It's higher-margin, more consistent, and builds community. Membership programmes, corporate partnerships, community events, and local influencer relationships are your tools.

KEY POINTS

- Build local revenue: higher-margin, more consistent
- Launch membership programmes for the local market
- Create corporate wellness partnerships
- Partner with complementary local businesses

Lesson 3: Working with Marketing Teams

Your job is to educate marketing on what makes your spa different and provide the content they need. Monthly content plan: before/after photos, therapist profiles, seasonal launches, behind-the-scenes stories. Make it easy for them to promote you.

KEY POINTS

- Feed your marketing team with monthly content
- Don't wait to be asked — provide raw material proactively
- Build a 12-piece monthly content calendar
- Tell stories, not just list treatments

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

Write your spa's identity statement. Create a 90-day marketing plan for driving local business. Design a monthly content calendar with 12 pieces. Identify three local partnership opportunities and draft approach emails.

YOUR NOTES

Learning Outcomes

By completing this module, you will be able to:

1. Craft a compelling spa identity statement
2. Develop a local market strategy
3. Build a monthly content calendar
4. Identify and approach local partnership opportunities

SELF - A S S E S S M E N T

Rate your confidence in each outcome (1 = Not yet confident, 5 = Fully confident):

Outcome	1	2	3	4	5
Craft a compelling spa identity statement					
Develop a local market strategy					
Build a monthly content calendar					
Identify and approach local partnership opportunities					

Assessment

Complete the following submissions to demonstrate your learning:

Submission 1: Brand Identity Package

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

Submission 2: Partnership Strategy

Three opportunities with approach emails and projected benefit.

MODULE COMPLETION

Name:	
Date:	
Assessor:	