

## **INSPIRE BELIEF:**

### **-WHAT THEY NEED TO BELIEVE:**

1)they have to believe that our spa will surely make them get rid off pain, stress, or will provide a very unique experience (make them believe that our professionals are the ones capable of delivering these results).In general make them believe that our spa is the best option out there(\*use desire and trust/authority).

### **-CLAIMS:**

1) a calm,relaxing and friendly vibe

Super clean place

Professional workers(so they deliver the services), that can also help them choose the service/experience that suits the client and his needs

Kind and friendly customer service (so they feel comfortable)

Nice and beautiful place(nice design)

“The best gift you can give yourself”[got all these from the market research)

\*\*Level of sophistication will help us(to promote the spa as the best option)

-level 3 for unpopular treatments→ take it to level 4

“Our new “mechanism” performed by our well trained experts will make the stress/pain go away within one session... “

-level 5 for massage or sauna... more popular treatments→

“Are you a hardworking professional whose job has caused a lot of pain/stress? Try our specifically designed treatments performed by our professionals to help you recover and take your pain/stress away. Get back to your daily life rejuvenated.”(niche down)

“Visit our high end relaxing spa, where our music and smells makes you relax and forget everything once you lay down. Our experts, will help you choose the massage that suits you the best. Before we start we serve you a free tea and exotic fruits, when you are ready to relax our massage with oils and great vibe will make you fall asleep”(identity play).

### **-PROOF:**

1)video showing a person getting a massage, showing the calm and relaxing vibe/room, and how the treatment is.

2)video reviews of people that describe the experience, or reviews online(videos are better)

3)studies about the new mechanisms and their “unknown” benefits, make sure its from a trusted source your target audience respects

4)use a metaphor(ex.car-human body

## **-TRUST/AUTHORITY:**

- To boost authority we can use credentials from trusted sources(uni degrees of our experts)
- longevity in the space
- demonstrated superiority(with marketing tactics→ levels of sophistication)
- already created the results(social proof)
- through market research and client's language we can show affinity and empathy for their problems
- familiarity through posting frequently(organic content) with helpful tips(not only marketing the spa)--> trust building transactions(maybe give them more value sometimes)