

SL: Project

Hey Rasmus,

I've been doing some research and looking around.

There are a few different approaches we can try, but I think the best way to promote evening treatments is by creating a special evening treatment package.

I can make some changes to the website to highlight the evening treatment as special and unique, which should encourage more people to book treatments in the evening.

This way, you won't have to rely on discounts.

I'd also suggest that you log into Google Analytics, so it's easier to keep track of the traffic on your website and see how much progress is actually being made.

Regards,

Adam