

Mobile Marketer™

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

SMS case study - Headrush Hair Salon

By [Giselle Tsirulnik](#)

March 23, 2010



Increase sales with SMS

Name and city and state of marketer

Global Hair Ltd, DBA Headrush Hair Salon, East Sussex, Britain

Name and city and state of marketer

TextMagic, Cambridge, Britain

Campaign/program name

N/A

Duration

Nine months to present

Objective

To decrease the number of "no-show" clients that miss their scheduled

salon appointments.

Target audience

4,700 clients in the East Sussex area

Strategy

To research and select a texting service that was seamless to use and cost effective.

Call to action

Selecting TextMagic's Email to SMS service as a way to communicate with clients and remind them of their upcoming salon appointments.

**Tactics**

Setting the salon computer to send the messages randomly throughout the day, on the day before each appointment.

Results

Headrush Hair Salon calculates that its number of no-shows has been reduced by approximately 70 percent.

What next

Headrush Hair Salon expects this number to improve further as we obtain more clients' mobile numbers.

The salon has also begun to use TextMagic's Email to SMS service to send its clients special messages on their birthdays as well as unique salon promotions.

Executive's name, title and company for response attribution

Phil Saunders and Emma Fulgoney, directors for Headrush Hair Salon, Global Hair Ltd.

What challenge did mobile address?

"TextMagic has improved our amount of 'no shows' clients who may have forgotten the date or time of their appointment, therefore leaving a stylist in the salon with sometimes up to 2.5 hours of spare time, which is clearly bad for business and profits," Ms. Fulgoney said.

"We can calculate that that our number of 'no shows' has been reduced by approximately 70 percent since we have been using TextMagic and we expect this to improve further as we obtain more clients' mobile numbers."