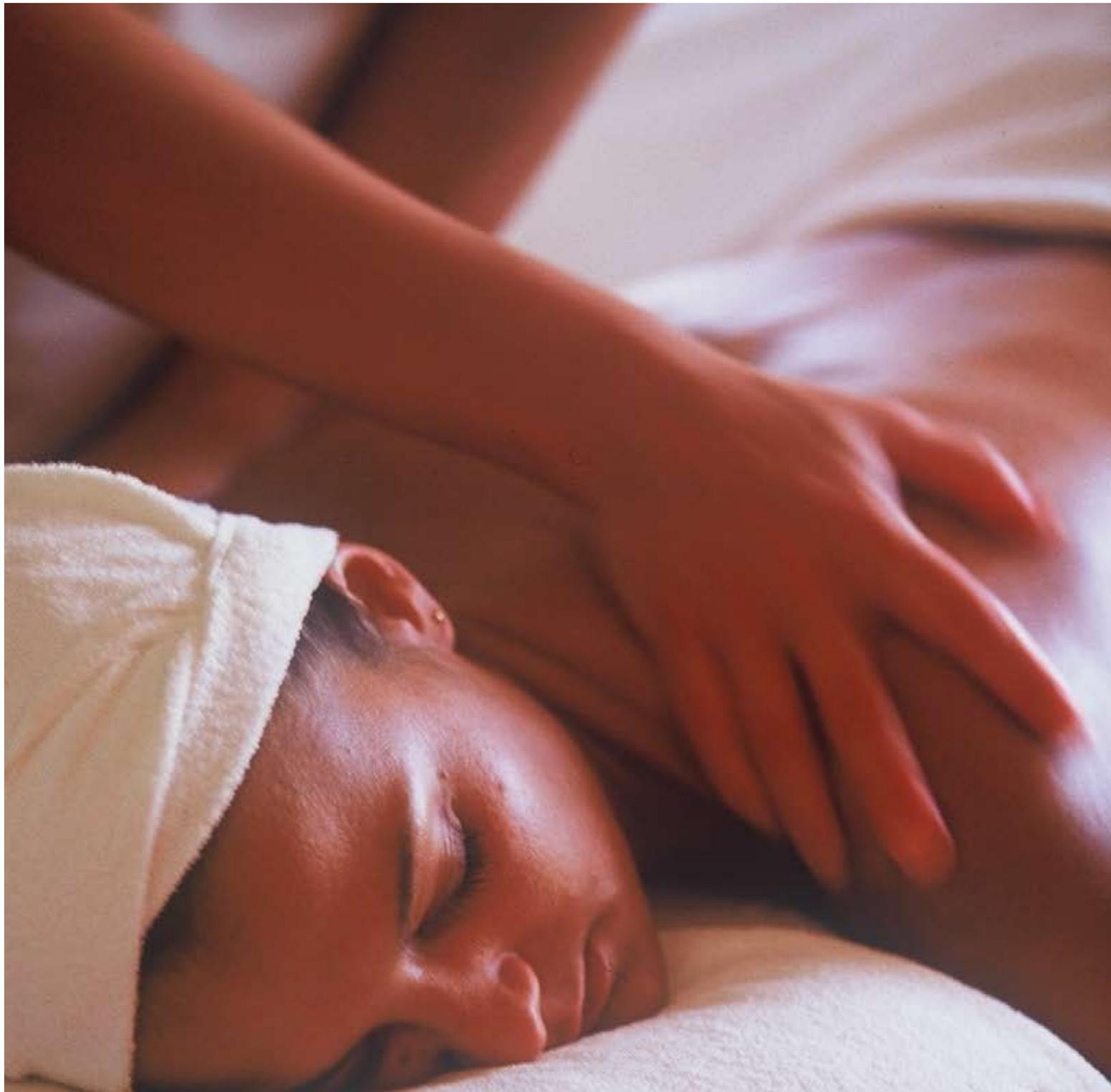


Footprint:  
expert hands in spa  
marketing, management,  
PR and training.



Footprint  
Impression Management



## hands on

Footprint is a highly toned team of spa experts with **personal experience** of spas, from the inside, from the outside and from every possible perspective... management, marketing, public relations, operations, training, sales and product supply.

All together, our spa specialists have worked collectively in the spa industry for over **40 years,** so whether your spa is young, youthful or in its prime, you can lie back and **rest easy,** knowing you're in good hands

# personal care

Just as you regard every one of your clients as individual, so we consider each of ours as uniquely different.

There are no standard treatments, only our very own **signature treatments.**

We begin with a personal consultation and develop a **deep understanding** of your special issues and ambitions. Our spa solutions combine traditional techniques, **fresh ideas** and more than a good dollop of knowledge.





individual or holistic

You can simply pick a **particular service** such as a new brochure, operations review, direct mail campaign, email newsletter or customer loyalty programme...

Alternatively, you can request the **complete therapy** for your spa, for example combining a total business strategy, staff training programmes, customer and competitor surveys, operations reviews, a new suite of promotional materials and a heavyweight PR campaign. And more.

Or anything in-between.

The choice is yours ... to meet your budgets and timescales.

# here's just a taster of what we can do for you

## business development services

### **First Impression test**

find out if your lasting first impression is good, bad or indifferent?

### **Health & Fitness Check**

a quick review of what it's like to experience your spa

### **Well-Being Discovery**

client satisfaction surveys to tell you what you're doing well and where you can improve

### **Client Pamper**

programmes to retain your loyal client and encourage repeat visits to your spa

### **Male Treatment**

techniques to make your spa profit from an increase in male clients

## operations services

### **Fresh Eyes**

an operations audit to give you a clear picture of how you work

### **Staff Energiser**

tailored programmes to enhance team motivation and morale

### **Train & Tone**

creating and implementing training and development programmes for management, therapists and support staff

## marketing services

### **Ultimate Marketing Treatment**

development of a comprehensive marketing strategy and plans

### **Activity Work Out**

a performance audit of all your marketing and promotional activities

### **Image Makeover**

creation of a new corporate identity and branding or revision of your current company look

### **Spa Promo**

design and production of brochures, direct mail campaigns, advertising, posters, newsletters...

### **Web Wellbeing**

development of a website that looks fantastic and works beautifully

### **E-treatments**

e-marketing campaigns, for example email newsletters and virtual brochures

### **Spa Profiler**

an analysis of your customer database and what it tells you

### **Rival Reveal**

an insight into your local competitors and what you can learn from them

## public relations services

### **Ultimate PR Treatment**

development of a complete PR strategy and plan for your spa

### **Eye Catcher**

creating and organising special events to publicise your spa and attract new clients

### **Write Impression**

compiling and producing newsletters, writing and issuing press releases, creating and organising press competitions...

### **New You**

planning and organising the launch of new products, treatments and developments at your spa

### **Press the Flesh**

arranging and managing journalists' visits to your spa

### **Put on a Show**

preparing press packs, manning the stands and offering support at exhibitions

# soothing words

*“Acting as our marketing team, Footprint has been an integral part of the success of The Academy over the last 12 years. The team have played a key role in the strategic development and marketing of the business, which has seen us achieve year on year growth in turnover and profitability.*

*Their enthusiasm, dedication and professionalism shines through in everything they do. They are a pleasure to work with and their knowledge of the spa industry is second to none.”*

Philippa Shackleton,  
managing director The Academy Group

*“Their professionalism and commitment to their clients is total. Le Mas Candille and Shiseido Spa’s positioning as an exceptionally high quality entrant into the market in the South of France is very much down to their efforts”*

Mark Silver, owner Le Mas Candille/Shiseido Spa

*“We really love dealing with these guys and everything they do! We are so impressed with their superb creative and marketing ideas. One of the biggest problems is coming up with great one-liners - great copy, catchy headlines, etc - they have an obvious strength here. They seem to just pop out these great ideas and wording to match!!! Excellent and exciting work.”*

Clare Matthews, co-founder VitaMan

# a four hands philosophy

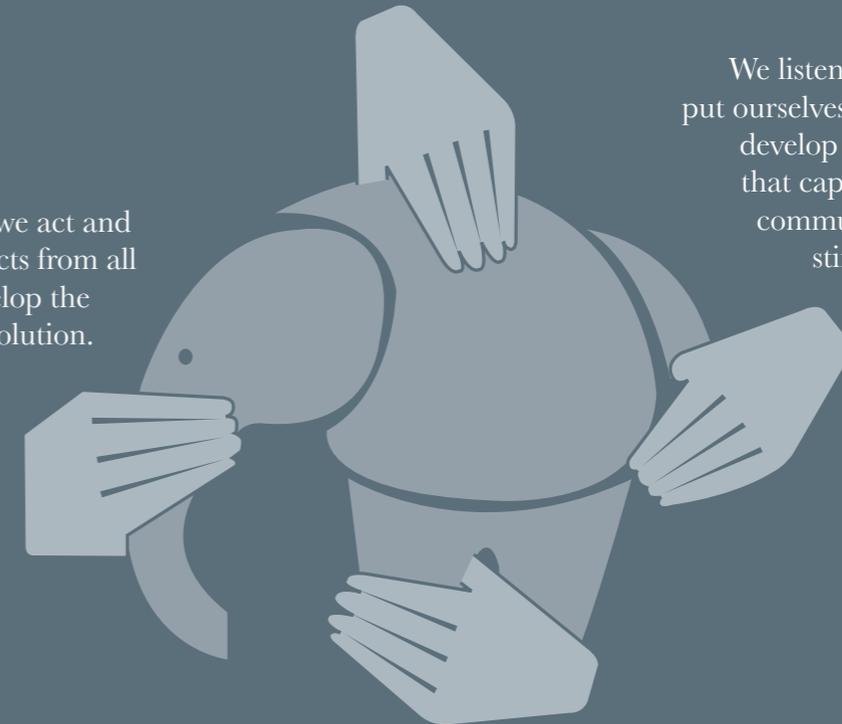
*'You'll never understand anything unless you look at it from many different angles'*

This is one of the lessons from the story of the blind men and the elephant from the Pali Canon (detailed at the end of this document), and is the inspiration behind how we approach our clients and their marketing and business development projects.

We look at every challenge with fresh eyes and bring our broad range of experience to bear on all projects.

We listen to you carefully and put ourselves in your clients' shoes to develop marketing solutions that capture their attention, communicate clearly and stimulate action.

We think before we act and consider all projects from all angles to develop the best possible solution.



We don't jump to conclusions or start with preconceived ideas.

In short, we believe that results-driven solutions are the result of a broad minded, structured approach combining extensive experience, a deep understanding of all the issues involved, well honed marketing and management skills, practical advice and sheer hard work.

A close-up photograph of several green bamboo leaves against a dark, almost black background. The leaves are long, narrow, and pointed at the tips, with some showing a slight yellowish-brown discoloration at the very ends. The lighting highlights the texture and veins of the leaves.

right impressions

Making a good impression is crucial to business success. Every impression your spa makes should **impress every time.** It's no use having a glossy brochure, if the reality does not **live up to the promise** or attracting new customers, if you fail to retain them and encourage return visits.

This means considering every aspect of your business - management, marketing, customer service, finance, operations, staffing... which is where our **expert hands** come in.

# the blind men and the elephant

Friends, long ago there lived a prince who became weary of listening to the so-called wise men. You see, each of these men of learning had different ideas about the gods and the sacred books, and they used to argue with tongues like razors.

One day the prince gathered together in the market place all the blind men of the city. Near them he placed an elephant. Then he told each man to go to the great beast and feel it with his hands. The first blind man advanced to the elephant and felt its head. The second took hold of its ear, the third its tusk, the fourth its trunk, the fifth its foot, the sixth its back, the seventh its tail and the last the tuft of the tail.

*“Now then,”* said the prince, *“tell us what an elephant looks like.”*

The first, who had felt its head, said: *“It’s like a pot.”* The next, the one who had touched the ear, said: *“No, an elephant looks like a fan.”* *“Nonsense!”* laughed the man who had fingered the tusk: *“It’s round, hard and smooth like the handle of a plough.”* *“Don’t be daft,”* said the one who had felt the trunk. *“The elephant is like a snake.”*

To cut a long story short, each man described the animal differently. So the foot became a pillar, the back a barn, the tail a rope and the tuft a feather-duster. Each of the blind men was sure that he was right and that all the others were wrong. At once a furious argument arose. Tempers rose. So did voices. Wild words were flung back and forth.

The city’s learned men looked on at all this, amazed and amused. The prince turned to them and said: *“I don’t know why you’re laughing, gentlemen. Your own squabbles are just like these poor fellows. You have your own narrow view of every question and you can’t see anyone else’s. You must learn to examine ideas all over, as the blind men should have examined the elephant. You’ll never understand anything unless you look at it from many different angles.”*

*(Adapted from the Pali Canon)*

# get in touch...

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