

Salon Client Reengagement Message Templates

From [episode 59](#) of Marketing 100 on [The Salon Business Show](#). These ready-to-use message templates will help you reconnect with clients based on different segments you create through client filtering. Simply copy, customize the highlighted sections, personalize, and send.

Lost Client Reactivation

Email Template 1: The Gentle Reminder (90+ Days No Visit)

Subject Line: We miss you at [SALON NAME]!

Message:

Hi [CLIENT NAME],

It's been a while since we've seen you at [SALON NAME], and we wanted to check in! Your last appointment for [SERVICE TYPE] with [STYLIST NAME] was on [DATE].

We'd love to welcome you back with a special 15% discount on your next booking if scheduled within the next 14 days.

Book online: [BOOKING LINK]

Or call: [PHONE NUMBER]

Looking forward to seeing you again soon!

[YOUR NAME]

[SALON NAME]

Email Template 2: The Special Offer (6+ Months No Visit)

Subject Line: A special invitation just for you, [CLIENT NAME]

Message:

Hello [CLIENT NAME],

We've noticed it's been over 6 months since your last visit to [SALON NAME], and we'd love to have you back!

To make your return extra special, we're offering:

- A complimentary deep conditioning treatment (\$25 value)
- 20% off any retail product of your choice

This offer is exclusively for our valued returning clients and expires on [DATE - 30 days from now].

Ready to book? [BOOKING LINK]

Warmly,
[YOUR NAME]
[SALON NAME]

VIP Client Appreciation

Email Template: Top Spender Thank You

Subject Line: A special thank you from [SALON NAME]

Message:

Dear [CLIENT NAME],

You're one of our most valued clients at [SALON NAME], and we wanted to take a moment to express our sincere appreciation for your loyalty.

As a thank you for being such an amazing client, we'd love to treat you to a complimentary [TREATMENT NAME] (valued at \$XX) during your next appointment.

No need to do anything special - just mention this email when you come in for your next scheduled service on [NEXT APPOINTMENT DATE] or when booking your next appointment.

Thank you again for choosing us for your beauty needs!

With gratitude,
[YOUR NAME]
[SALON NAME]

Membership Credit Reminders

Text Template: Credits Expiring Soon

Message:

Hi [CLIENT NAME]! Just a friendly reminder that you have [X] unused membership credits at [SALON NAME] that will expire on [DATE]. Don't miss out! Book your appointment today: [BOOKING LINK]

Email Template: Maximize Your Membership

Subject Line: Don't lose your salon credits, [CLIENT NAME]!

Message:

Hello [CLIENT NAME],

This is a friendly reminder that you currently have [X] unused credits from your [MEMBERSHIP NAME] at [SALON NAME].

These credits will expire on [EXPIRATION DATE], and we'd hate to see you miss out on services you've already paid for!

Here are some great ways to use your credits:

- Book a [SERVICE SUGGESTION 1]
- Try our new [SERVICE SUGGESTION 2]
- Add on a [SERVICE SUGGESTION 3]

Book now: [BOOKING LINK]

Questions? Call us: [PHONE NUMBER]

Best regards,
[YOUR NAME]
[SALON NAME]

Service Anniversary & Milestone Communications

Email Template: Service Anniversary

Subject Line: Celebrating 1 year of gorgeous hair!

Message:

Hi [CLIENT NAME],

Can you believe it's been a year since your first appointment with us? We're celebrating your "hair anniversary" with a special gift!

Enjoy 20% off your next color service as our way of saying thank you for trusting us with your hair for the past year.

We've loved being part of your hair journey and can't wait to see what looks we create together in the coming year!

Book your anniversary service: [BOOKING LINK]

Cheers to another year of great hair days!

[YOUR NAME]

[SALON NAME]

Seasonal Promotions for Specific Client Segments

Email Template: Color Client Summer Offer

Subject Line: Protect your color investment this summer!

Message:

Hello [CLIENT NAME],

Summer sun can be tough on your beautiful color-treated hair!

As someone who regularly enjoys our [SPECIFIC COLOR SERVICE], we wanted to reach out with a special summer offer:

Purchase any two color-protecting products and receive a complimentary UV-protecting hair mist (value \$22) perfect for beach days and pool parties!

This offer is available exclusively for our regular color clients until [END DATE].

Stop by the salon anytime or add these products to your next appointment on [CLIENT'S NEXT APPOINTMENT DATE].

Enjoy your summer with vibrant, protected color!

[YOUR NAME]
[SALON NAME]

Tips for Maximizing These Templates:

1. Personalize every message with specific client details
2. Include a clear call-to-action in each message
3. Keep subject lines under 50 characters for better open rates
4. Send texts for urgent messages (like soon-expiring credits)
5. Schedule emails for Tuesday-Thursday mornings for best results
6. Always include your booking link or phone number
7. Follow up once if no response after 7-10 days