

## Jennifer Wayland-Smith

has been involved in the hospitality and spa industry for over twenty-three years and brings an emphasis on planning and development, daily operations, and sales and marketing. She combines these areas with strong administrative and leadership skills as well as a thorough knowledge in spa, salon, fitness, and wellness issues.



Jennifer's passion for everything spa has led her to Salmon Creek Media & Marketing where she utilizes her extensive experiences in social media, marketing, public relations, and daily operations in the spa industry so that YOUR business can and will prosper in the new age of media and marketing.

Phone: 623-249-9646

E-mail: [jwaysmith@hotmail.com](mailto:jwaysmith@hotmail.com)

# Salmon Creek Media & Marketing



**Salmon Creek Media & Marketing**  
7580 Salmon Creek Road  
Williamson, NY 14589-9510  
315.589.8879

[www.SalmonCreekMedia.com](http://www.SalmonCreekMedia.com)



## Spa Services Menu



## Short Term Spa Management

- Maintain and improve current business balance in between spa management teams
- Assist in the interviewing and hiring of new spa management team
- Evaluate professional product inventory and implement improved processes
- Monitor and control daily operating expenses
- Evaluate and monitor payroll expenses for support and provider staff
- Recommend, as appropriate, updated commission structure for providers

## New Spa Openings

- Focusing management on short term goals of spa opening
- Create first year operating budget
- Design organizational chart and write spa position descriptions
- Create spa operating manual and standards
- Develop of spa services menu
- Create professional product dispensing programs
- Develop spa opening activities schedule (training, orientations, interviewing and hiring)
- Develop, create and produce spa collateral materials (brochures, forms, waivers, etc)
- Set up monthly reports – KPI's, stats, benchmarks
- Fitness and wellness program design
- Evaluate and implement spa software systems

## Spa Marketing

- Create monthly/annual marketing calendar
- Develop monthly events and specials
- Coordinate monthly events and specials with membership and vendors

## Set Up and Maintain Social Media Presence

- Facebook, FourSquare, Yelp, Blog, etc
- Work with web developer to create spa web presence

## Membership

- Evaluate current programs
- Create massage/facial/personal training series programs
- Evaluate and implement membership pricing
- Create monthly/weekly newsletters to membership

- Refine current programs and evaluate effectiveness
- Drive membership usage of spa facility

## Database management

- Email collection
- E-communications to local community
- Follow up on ROI of e-communications

## Vendor Partnerships

- Evaluate current vendor relationships and their effectiveness for the current business
- Create win-win programs with vendors
- Incentives for staff via vendors to drive revenues

Other services are available.

