

HOW A SALON ADDED \$77,634 IN ANNUALIZED REVENUE

Without hiring. Without new tech. Without spending more on ads.

+6.4%

Monthly sales
in 30 days

+3.3pts

Chair utilization
88.4% → 91.3%

+7.8%

Revenue per hour

\$2,499

Direct bookings
in 2 weeks of sends

THE CHALLENGE

Most salons plateau at 88% utilization — and can't see why.

Late cancellations and unbooked windows create a recurring revenue leak. Owners rarely have the bandwidth to chase it. The gap isn't the owner — it's the system to convert short-notice availability into booked appointments, consistently, without the owner lifting a finger.

THE SPARK PLAY

One segmented email. Written to convert. On autopilot.

Spark designed a weekly "Stylist Availability" campaign — segmented to the existing client database, built specially for short-notice conversion, and tagged for direct revenue attribution. The owner's time investment: zero. Every booking tracked. Every result visible in the P&L.

30-DAY RESULTS

KPI	BASELINE	APRIL	LIFT
Total Monthly Sales	\$100,564	\$107,034	+6.4%
Utilization Rate	88.36%	91.29%	+3.3 pts
Revenue Per Hour	\$62.23	\$67.08	+7.8%
Avg Ticket Value	\$72.93	\$74.48	+2.1%
Client Visits	1,379	1,437	+4.2%

Campaigns are designed to convert, not just to send. We know the industry — white space, utilization, retail-to-service ratio. We speak salon. Same playbook, every week, with measurable results owners can see in their P&L.

OUR CAMPAIGN PRINCIPLE

\$6,469 EXTRA
IN MONTH 1 → **\$77,634**
ANNUALIZED

WHY SPARK WORKS

- We know marketing.** Every campaign is segmented, timed, and tracked back to real revenue — not vanity metrics.
- We know the industry.** White space, utilization, retail-to-service ratio. We speak salon fluently.
- We deliver consistently.** Same playbook, every week. Results owners can read directly in their P&L — no guesswork, no chasing.

Ready to fill your white space?

Book a Spark consult — 30 minutes,
highest-leverage play mapped.

BOOK A CONSULT →