

BOULEVARD

INDUSTRY GUIDE

Turn the Holiday Rush Into Long-Term Loyalty

Discover the AI-powered tactics that drive sustainable growth well
into the new year

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'Tis the season for sustainable growth

The holidays are the busiest time of the year for beauty, wellness, and self-care businesses. Clients are preparing for family get-togethers, wanting to look their best at their corporate shindig, or just trying to find a moment of peace and quiet between marathon shopping sessions.

These busy times can also be a beauty business's most lucrative part of the year. Some may even find that the money their business makes during these hectic months is enough to sustain them during the late winter lull and other periods of downtime. The importance of maximizing revenue throughout the holiday rush cannot be understated.

However, client expectations are higher than usual during this time. Your business needs to be able to deliver stellar results alongside exceptional client service, even when your schedules are stacked. Every detail of the [client experience blueprint](#) matters, from providing a seamless booking process to delivering those memorable in-service touches that keep clients coming back for more.

Worry not: Boulevard is here to help.

In this guide, you'll learn how to:

- **Optimize each and every step of the client experience during your peak season** so you can make everyone who steps through your door feel like a star, even when you're fully booked.
- **Increase revenue with strategic, high-impact add-ons** to make the most of each client interaction.
- **Launch a referral program** that attracts loyal, high-spending clients and brings them back to your business, even during downtime.
- **Implement ongoing marketing** that will carry the holiday momentum into the new year and beyond.

We'll also show you how [AI-powered tools](#) can save you time, reduce stress, and help you deliver an experience your clients will rave about — because during the hectic holiday rush, every minute counts.



Optimize your booking flow before the rush



Why it matters:

Before your clients sit down in the chair to get that perfect blonde balayage or treat themselves to a mani-pedi, they have to book an appointment.

The booking experience is the first impression clients have of what it's like to use your business. During the holidays, patience is often in short supply, and attention spans are pushed to the limit. If clients have a hard time navigating your booking flow (or even finding it in the first place), they may just give up and head for the competition.

Reducing the amount of friction between tapping a link and locking in an appointment is absolutely critical if you want to start your client relationship on a positive note. Once you get that appointment, you want to make sure that you're scheduling smartly and minimizing gaps in your teams' schedules so you can maximize your opportunities to generate revenue.

How to do it:

Amplify online booking from your website, social channels, and email campaigns. A big, bold “Book Now” button will help people get exactly where they need to go. And a memorable shortlink like “examplewebsite.com/booknow” makes it easier to share and recall as potential clients see your brand out in the wild.

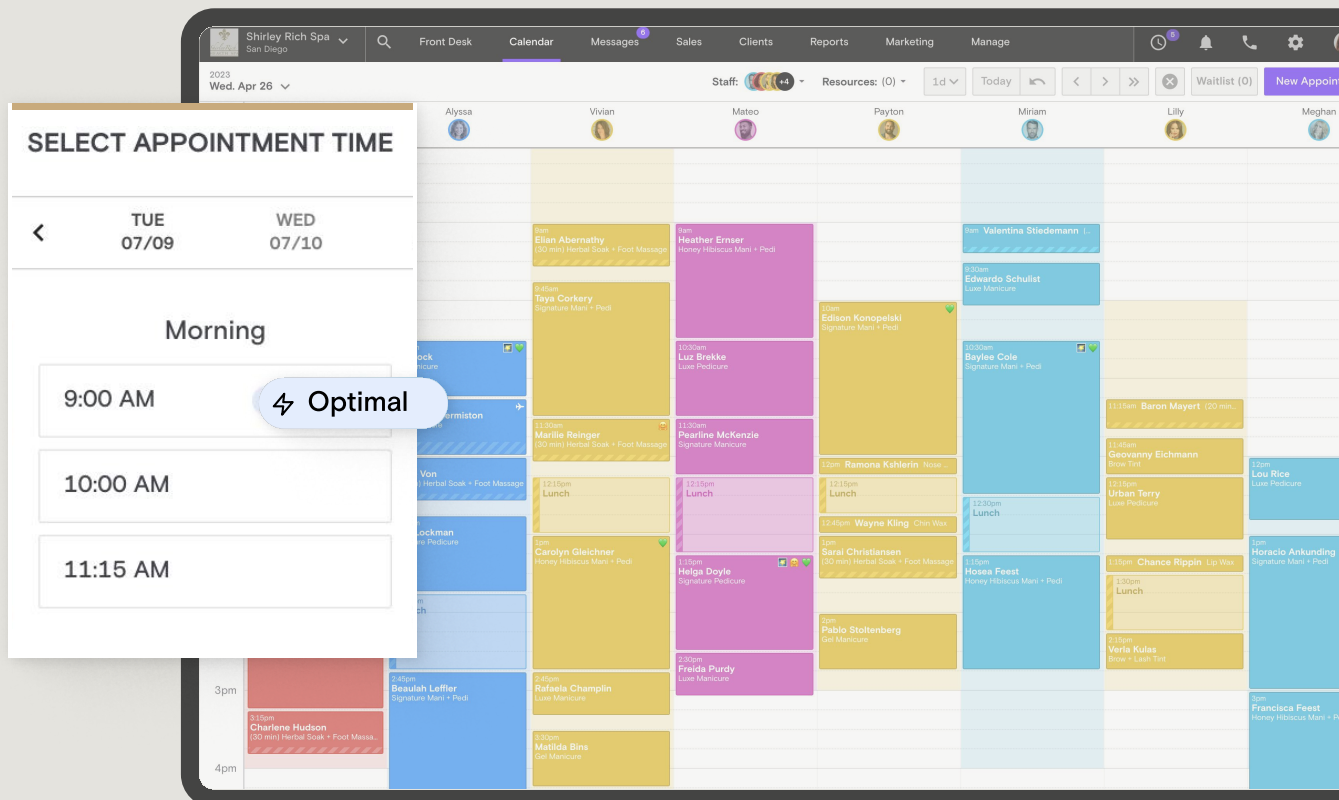
Make sure that your booking flow is logical and simple, seamlessly transitioning from locations to services to checkout. Capture any client data that you need up front, like preferences or allergies, so your specialists have everything they need to hit the ground running once the client walks through the doors.

Getting this process right now won't just give your clients peace of mind; it'll make them 80% more likely to book a second appointment, too.

Enable AI-powered scheduling tools to learn your business rhythm and automatically fill your calendar with the right mix of services at the right times — without overbooking or creating bottlenecks.

Rather than filling those 15-minute gaps by hand, let tools like Boulevard AI's Precision Scheduling take care of that work for you. Set up your availability, processing and transition times, and scheduling cadence, and the platform will take care of the rest. Clients get the time slot they want, and your schedule remains fully booked without someone micromanaging it.

Use AI-assisted confirmation and reminder messages to reduce no-shows and keep your schedule full. A bit of quick work setting up templates and timely reminders will help keep your client's upcoming appointment at the forefront of their mind without you having to lift a finger.



Increase ticket size with high-impact add-ons

Why it matters:

Look: We're only human. When we're stressed or burnt out, we like to splurge a bit on ourselves to help take the edge off — especially during the seemingly endless chaos of the holidays. As a result, your clients are open to spending a little extra during this time and are more likely to indulge in some premium services and upgrades.

These add-ons can be a significant boost to your business's profitability without eating into your schedule. However, it's a balancing act, and if you're too pushy or offer too many add-ons, clients can start to feel like they're being nickel-and-dimed. Offering valuable, meaningful upgrades while pairing them with the right client at the right moment is the best path toward boosting your bottom line without selling out your promise of exceptional, client-centered service.

How to do it:

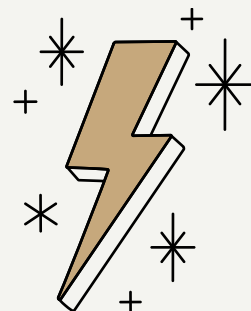
Quick, seasonal services can make clients feel more festive or give them an extra boost without taking up too much of their time — or their bank account. For example, you could come up with some special holiday nail art styles to help them get into the spirit of the season, provide deep conditioning treatments to revitalize their hair during the cold winter months, or offer express facials to leave them feeling refreshed.

Premium product add-ons offer a deluxe experience at healthy margins. You could come up with some luxury hair treatment packages that eliminate dry scalps or reduce frizz. Or you could even go beyond your services and offer luxe product bundles, like travel-size skincare kits to help clients stay moisturized while they're scrambling between work and family outings.

Leverage AI-powered marketing campaigns to help clients find the perfect add-on. This could come in the form of suggestions automatically embedded in appointment follow-up emails, or they could be a part of the booking process, offering recommended product or service add-ons that would pair well with what they're coming in for. [Automations like these have helped Boulevard customers](#) book 25% more clients each month and increase median ticket values by 17%, helping them bring in more revenue without lifting a finger.

Pro tip:

Use your AI-driven marketing suite to automatically segment clients who have purchased add-ons in the past and send them personalized, tailored holiday offers. That way, you'll only focus on clients who are most likely to convert on these additional purchases without annoying those who don't want to see them.



Launch a referral program that works hard for you

Why it matters:

There are few better ways to bring in new, loyal clients than through word-of-mouth, and referral programs are the best way to incentivize clients to tell their friends. According to our data, referred clients spend 68% more money per visit than non-referrals. They also return for a second appointment 28% faster, and book nearly 50% more appointments, too. With more people on the hunt for a self-care business to help them through the holidays, a referral program is a great way to boost your bottom line.

If you're not finding ways to build and grow referrals during this time, you're not just leaving money on the table — you're basically entering the slower post-holiday season on hard mode.

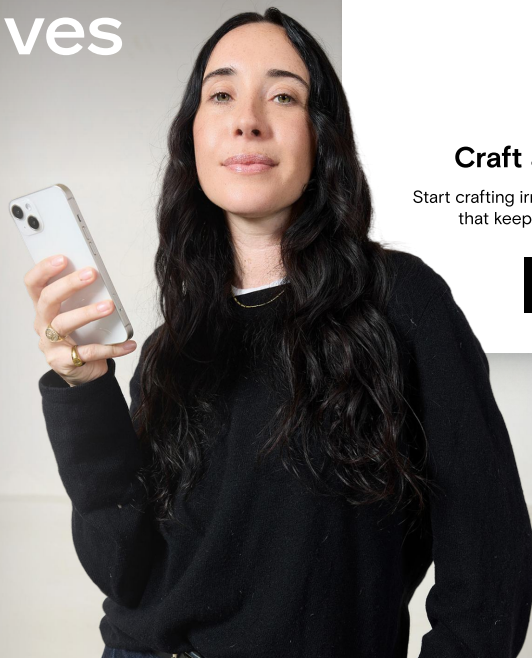
How to do it:

Offer a limited-time double incentive for both the referrer and the new client. For example, a “You get \$25, your friend gets \$25” campaign won't just lead to new clients — it'll bring current clients back in for services they might have otherwise skipped over.

Feature your referral program prominently in your holiday campaigns. Value-conscious shoppers can use this as an opportunity to get a deal for themselves during a time when they're focused on spending a lot of their hard-earned cash on others. Plus, you're already sending emails and posting on social media as part of your client acquisition efforts; use this opportunity to hit these KPIs from multiple angles.

Use AI-assisted copywriting to help you create on-brand email and text messages that make the program irresistible. It can help you come up with subject lines that resonate, give you tons of campaign ideas to work with, and fill in all the little details (like CTAs) that might otherwise fall by the wayside. Don't forget to review any AI-generated result to check for things like branding, messaging, and accuracy. And add your own personal flair to punch things up and help your message stand out from the crowd.

Keep the momentum going with ongoing marketing initiatives



Craft a blast campaign

Start crafting irresistible text and email campaigns that keep them coming back for more.

New campaign

Why it matters:

If you've been following the tips in this guide so far, the holidays are likely bringing a surge of clients your way. It's a great problem to have! However, if you're not also building a plan to keep that momentum going beyond these busy months, your packed schedule will start to fizzle out within the first few weeks of January.

Yes, the post-holiday winter doldrums are very real, but they don't have to be a drag on your revenue. Some smart moves can help you keep those seats filled even as the season starts to wind down.

How to do it:

Set up automated post-holiday “Reminder to Book” campaigns ahead of time. Start by using your audience segments to create a series of campaigns, like retargeting lapsed clients or encouraging follow-up visits. Also, don't forget about other winter holidays like Valentine's Day, and set up a weekly or bi-weekly series of reminder emails to encourage clients to visit before the big day. You can leverage AI-generated email subject lines proven to increase open rates, all while tying back to your unique branding.

Use Precision Scheduling insights to identify slower weeks and run targeted offers. This tool can alert you when booking rates start slowing down days — or even weeks — ahead of time, so you can start pushing out customized offers to the clients who are most likely to book. Take advantage of this; it will be a lifeline during the quiet times.

Repurpose holiday content for evergreen campaigns to maintain visibility year-round. Those skin-care tips you wrote to help clients prepare for Thanksgiving gatherings? They're still relevant months later. Change the context but keep the core message, and use them to reach those clients you might have missed the first time around.

Measure, adjust, and repeat

Why it matters:

You've put together everything you need for the holiday rush, from your booking flow to marketing campaigns and luxe add-ons, and you've finally set everything into motion — but that's only just the start. Now it's time to find out if everything actually works.

The data you pull from your analytics tools will tell you how many new clients your email marketing campaign reeled in. It'll give you the revenue you're making per client, alongside how much time and resources it takes to complete each service. And you'll find out if your optimized processes are giving you the kind of lift you're looking for.

The goal is to learn and improve, both over the short and long term. Digging into your data right away can help you tweak marketing copy or change processes on a weekly or monthly basis, and it can give you the information you need to know what worked (and what didn't) when the holidays roll around again next year.

How to do it:

Review key metrics. Take a look at KPIs like add-on sales, referral redemptions, repeat booking rates, and client retention into Q1 to look at how your marketing efforts convert into real-world value for clients and your business.

Use AI-powered analytics to identify trends, top-performing campaigns, and opportunities for growth. AI tools excel at detecting patterns, and they can analyze the results of your marketing campaign alongside the copy you used and point out elements that may have resonated with your audience. This data can then inform future campaigns so you can get the results you're looking for faster than before.

Make note of what worked well so you can replicate it next season. The more data you have to work with, the better, as you'll be able to find the tactics that work best for your business while keeping an eye on how trends shape what clients respond to — and stick around for.

Giving (and receiving) the gift of loyalty

As important as boosting revenue or acquiring new clients is, getting the most out of the holiday season takes more than just focusing on short-term gains. Instead, you need to see it as an opportunity to create loyal clients who will stick with you through the rest of the year, too.

Doing so requires an approach that leans on human and AI-driven solutions to unlock more efficient workflows and optimize your schedule without losing sight of that human touch. Your clients might show up because they saw an ad AI helped you write, and they might have had their schedule optimized by your booking software. But the reason they'll come back again and again is because of the services, the staff, and the brand you've built and grown along the way. Put them all together, and you'll be able to deliver a seamless and memorable client experience that boosts profitability now while driving forward momentum into the new year.

Looking for an AI-forward partner to drive growth for the holidays and beyond? Boulevard has you covered. Our all-in-one client experience platform puts robust marketing, scheduling, and business management tools at your fingertips, all powered by smart Boulevard AI technology that gets the most out of every client interaction. See what's possible: [Sign up today for a free demo](#)



About Boulevard

Boulevard offers the fastest-growing client experience platform for appointment-based, self-care businesses.

From initial booking to final payment, Boulevard's modern, easy-to-use platform empowers you and your staff to deliver personable, enjoyable experiences that keep clients coming back. Founded in LA in 2016, Boulevard has earned the trust of thousands of salons and medspas across the nation by delivering simple yet powerful technology and the best-in-class support they deserve.

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late cancels

18%

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*Average impact T+90 days after switching to Boulevard. These are estimated results based on aggregated customer data, results are not guaranteed. Please keep in mind that actual results may differ based on a number of factors, including market, client base, geography.

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