



Email Two Worksheet

Audience Identification Worksheet

Title: *Know Your Audience: Spa Marketing Insights Worksheet*

Section 1: Understanding Your Clients

1. Who Are Your Current Clients?

- Age range: _____
- Gender breakdown: _____
- Occupation/Profession (if known): _____
- Preferences or favorite services (e.g., facials, massages): _____
- Common feedback/themes from client reviews: _____

2. Why Do Clients Choose Your Spa?

- What specific problem does your spa solve? (e.g., relaxation, skincare concerns): _____
 - What feedback do clients give about your atmosphere or services?

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Section 2: Insights from Google Business Profile (GBP)

1. Search Queries:

- List top 5 search terms that lead customers to your business:

1. _____
2. _____
3. _____
4. _____

5. _____

2. Customer Actions:

- Number of calls last month: _____
- Website clicks from GBP: _____
- Direction requests from GBP: _____

3. Where Customers Find You:

- Percentage from Google Search: _____
- Percentage from Google Maps: _____

4. Photo Views:

- Which photos are most viewed?
 - _____
 - _____
 - _____

5. Peak Times:

- What are your busiest hours? _____
- How can you optimize promotions or staffing during these times?

Section 3: Local Trends

1. Trending Spa Services in Your Area:

- Use Google Trends or survey tools to note popular treatments or services:
 - _____
 - _____
 - _____

2. Seasonal Preferences:

- Are there services that are more popular during specific seasons (e.g., winter skin treatments)?

■ _____

Section 4: Building a Client Persona

Use your insights to complete the following client persona:

Persona Name: _____

Age Range: _____

Occupation: _____

Top 3 Priorities: _____

Services They Value Most: _____

Preferred Marketing Channels: _____

Section 5: Take Action

1. What is one immediate change you can make based on these insights?

○ _____

2. How will you measure the impact of these changes?

○ _____
