

Win-Back Message Templates

WhatsApp & SMS · modernsalonowner.com

Send to clients who are 60–90 days past their normal visit frequency. Segment into 3 groups: High LTV (visited 4+ times), Medium LTV (2–3 visits), Low LTV (1 visit). Send in order: Message 1 → wait 7 days → Message 2 → wait 14 days → Message 3.

No offer. Just genuine reconnection.

WhatsApp:

"Hi [Name] ■ It's been a while — hope you're well! We still think about that [service we did] every time we see the product we used. We'd love to have you back whenever the time feels right. [Stylist] x"

SMS (under 160 chars):

"Hi [Name], it's [Salon]. Hope you're well! We'd love to see you back — give us a call on [Number] whenever you're ready. [Stylist]"

Light nudge. Still no discount.

WhatsApp:

"Hi [Name], just a gentle nudge from us — [Stylist] has a few slots coming up next week and thought of you. If you'd like to get back in, reply here or book at [link/number]. Hope to see you soon!"

SMS:

"Hi [Name], [Stylist] from [Salon] here. A couple of slots opened up next week — thought you might want one. Call [Number] or reply to this message!"

Only now introduce an incentive.

WhatsApp:

"Hi [Name] ■ We've missed having you in! As a thank-you for coming back, we'd love to offer you a complimentary [treatment upgrade / glossing service / deep conditioning] on your next visit. Just mention this message when you book. Valid until [date 3 weeks out]. [Stylist] x"

SMS:

"Hi [Name], [Salon] here — it's been too long! Come back this month and we'll add a complimentary [treatment] at no charge. Book: [Number]. Offer valid to [date]."

If no response after all 3 messages, move the client to your archive list. Do not message again for 6 months. After 6 months, one final reconnect message is acceptable. After that, remove from active reactivation — focus your effort on clients who respond.

