

The 3-Message Win-Back Sequence

26% of clients who haven't visited in 90 days come back if contacted. The window closes fast — after 6 months, the number drops to 4%.

MESSAGE 1 · DAY 90 · WARM RE-INTRO

Hi [Name], it's been a little while — we miss you! [Stylist] has some availability coming up and thought of you. Would love to see you. Want to come in? [Salon]

MESSAGE 2 · DAY 97 · NO PRESSURE

Hi [Name], I know schedules get busy. If you ever want to pop in, just message back and I'll find a time. No pressure at all. [Salon]

MESSAGE 3 · DAY 107 · FINAL TOUCH

Hi [Name], last message from us for a while — if you ever want to come back, we're here. [Offer if using one.] [Stylist] would love to see you again. [Salon]

After Message 3 with no response: **stop**. Move them to a quarterly check-in or seasonal broadcast only.