

Text and Email Blast Campaigns

Keep clients engaged and turn visitors into lifelong loyals with beautiful, on-brand text and email blasts, perfect for announcements and promotions, invites, and more.

Just tailor your target audience, customize your blast campaign content, and send away!



Hey Brooke, As a VIP, please enjoy 15% off your next service! Our way of saying thank you for being fabulous! ✨

Reply here or book online:

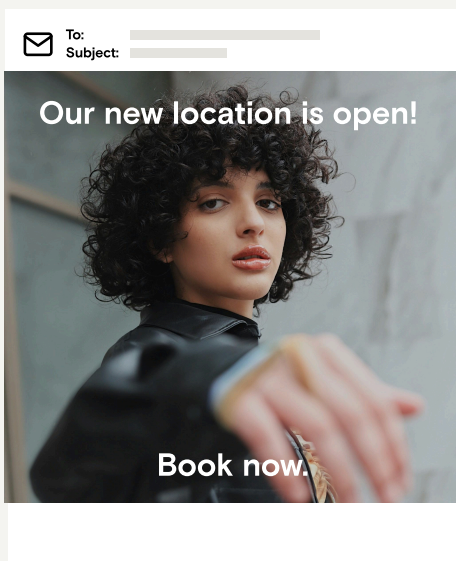
blvd.app/book-now

Essentials

Premier

Prestige

Enterprise



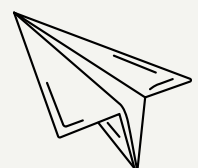
Email blasts

Connect with clients and build your brand.

Stand out in your clients' inbox with personalized emails featuring your brand imagery and messaging. Our email builder with pre-built themes make it easy for you to create and send customized emails that look great on any device.

Start with free emails in your plan, then pay \$0.01 per email.

*See joinblvd.com/pricing for details per plan



Text blasts

Boost bookings and maximize engagement.

Create and send a custom blast in minutes, reaching clients instantly and directly with promos and special offers. Include images & GIFs for extra glam, track results in your dashboard, and continue the conversation with two-way texting in Messages.

Start with free texts in your plan, then pay based on monthly usage.

*See joinblvd.com/pricing for details per plan



Get 10% off skin care products when you visit this month. Book now and stock up on your faves before they're gone!

blvd.app/book-now

Awesome, just booked!

Ready to elevate your engagement?

The screenshot shows the Boulevard Marketing dashboard for 'Abundant Salon Brooklyn'. The 'Marketing' tab is active, displaying a table of 'Blast campaigns'. The table has columns for Campaign name, Status, Send date, Sent, Clicked, and Unsubscribed. There are also 'Filters' and 'New campaign' buttons.

Campaign name	Status	Send date	Sent	Clicked	Unsubscribed
New Year's Promotion	Completed	Jan 8, 2024	7,501	220	4
Holiday special offer	Completed	Dec 21, 2023	4,201	230	3
Thanksgiving promo	Completed	Nov 23, 2023	690	80	2
Halloween fest	Completed	Oct 24, 2023	892	73	1
Fall promotion	Completed	Oct 3, 2023	143	23	2
End of summer sale	Completed	Sep 10, 2023	1192	202	4

About Boulevard

Boulevard offers the first and only client experience platform purpose-built for appointment-based, self-care businesses. Ready to grow your business with Boulevard? Get a free demo at joinblvd.com.

