

MAXIMIZING ENGAGEMENT WITH EMAIL & TEXT MARKETING

Spring Forward: 2026 Text and Email Marketing Playbook

APR • MAY • JUN — 2026

How Modern Beauty & Wellness Brands Drive Bookings, Loyalty, and Revenue



Spring Is a Strategy

Spring isn't just a fresh start for your clients — it's a strategic reset for your marketing.

In 2026, the most successful salons, spas, and medspas aren't sending more messages. They're sending **smarter** ones. The kind that feel timely, personal, and intentional, and turn seasonal demand into **predictable revenue**.

This Spring Marketing Playbook will help you:

- Drive bookings during high-demand months
- Increase retention through smarter segmentation
- Convert seasonal interest into long-term loyalty
- Coordinate text and email for maximum impact

Think less “spring sale.”

Think more **spring system**.



Build a Seasonal Strategy, Not a Promo Calendar

Spring brings built-in momentum. But without a clear plan and **the right tools**, it's easy to fall back on last-minute discounts and one-off blasts.

Before building your calendar, ask:

- What services naturally peak this time of year?
- Which clients are due for maintenance?
- Where do I want to drive revenue? Memberships, retail, or new bookings?
- How can I encourage pre-booking before summer schedules fill up?

Your spring calendar should balance:

- Cultural moments and holidays
- Client booking behavior
- Revenue priorities
- Retention goals

Reach the Right Clients With Smarter Segmentation

Marketing has to be personal or it doesn't work. Instead of sending the same message to every client, activate high-impact segments like:

01 VIP & Frequent Visitors

Early access to seasonal services or products.

02 Gift Buyers

Timely reminders for Mother's Day, graduations, and special occasions.

03 Infrequent Visitors

Rekindle the spark with a thoughtful discount or value-added upgrade on services they've previously booked.

04 Lapsed Clients (6-12 months)

Re-engagement campaigns spotlighting what's new, not just discounts.

05 New Clients

Second-visit nudges paired with a seasonal upgrade.

06 Single-Service Clients

Introduce complementary or higher-value services.

Smart segmentation turns marketing into **conversations that convert.**

Deliver the following:

1. *Three compelling email subject lines (under 45 characters)*
2. *One full email campaign (300–500 words) including:*
 - *Strong opening hook*
 - *Why this service is timely right now*
 - *3 clear benefits*
 - *Social proof angle (even if hypothetical)*
 - *Urgency language*
 - *Clear Call-to-Action (CTA) copy (multiple options)*
3. *Two SMS versions:*
 - *Initial announcement (under 160 characters)*
 - *Last-chance reminder (under 120 characters)*
4. *One version specifically written for lapsed clients that:*
 - *Reintroduces the business*
 - *Highlights what's new*
 - *Invites them back without sounding desperate*
5. *Suggest:*
 - *Best time of day to send email*
 - *Best time of day to send SMS*
 - *A simple 7-day rollout plan*
6. *Avoid:*
 - *Overused phrases like “Don’t miss out!”*
 - *Excessive emojis*
 - *Heavy discount framing*

Make the campaign feel premium and intentional. End each piece of content with a strong, clear booking CTA.”

Pro Tip: Clean Visuals Win

Use seasonal color accents and strong, simple CTAs. Avoid clutter. One message. One action.

Reset. Refresh. Recommit.

April is an ideal time to re-establish routines after winter and step into the new season with intention. With fewer major events than May, it offers a valuable window to encourage routine-based services before social calendars begin to fill up. Building consistency now can help prevent appointment drop-off as clients head into travel season.

Focus on:

- New service or product launches
- Membership enrollment
- Maintenance services
- “Spring reset” positioning
- Elevated refresh campaigns that encourage clients to invest in themselves for the season ahead

Text



Spring is here 🌱 Our Spring Renewal Ritual is filling quickly. If you've been meaning to book your reset, now's the time.

Reserve your spot: blvd.app/book-now

Email

Subject Line Options:

1. Your Spring Reset Starts Here
2. A New Season, A New Ritual
3. It's Time to Refresh

Glow Medspa

A New Season, A New Ritual

Spring isn't just a change in weather — it's a shift in energy.

After months of colder air, layered routines, and packed schedules, your body and skin are ready for something lighter, brighter, and more intentional.

Introducing our **Spring Renewal Ritual**, designed to restore balance, boost radiance, and prepare you for the months ahead.

This seasonal treatment is thoughtfully crafted to:

- Deeply hydrate and replenish post-winter skin
- Stimulate circulation and natural glow
- Release built-up tension and stress
- Leave you feeling reset, not rushed

Appointments are limited each week to ensure a personalized, unhurried experience.

If spring has you craving a refresh, this is your sign.

[RESERVE YOUR SPRING RENEWAL](#)

We look forward to welcoming you.

Warmly,
[Your Spa Name]

POWERED BY
BOULEVARD

April 1	April Fool's Day	Playful engagement campaign
April 2	World Autism Awareness Day	Highlight inclusivity
April 3	Good Friday	Spring refresh messaging
April 5	Easter	Gift cards, family services
April 7	World Health Day	Wellness packages
April 10	National Siblings Day	Referral specials
April 15	Tax Day	"Treat yourself" positioning without discounting
April 22	Earth Day	Sustainable product spotlight
April 30	National Hairstylist Day	Celebrate your team

Celebrate. Gift. Get Event-Ready.

May blends meaningful moments with increasingly social calendars, making it one of the strongest revenue opportunities of the spring season.

Between Mother's Day, graduations, weddings, and the return of outdoor events, clients are beginning to think more intentionally about how they look and feel heading into summer. This creates a natural opportunity to position your services as part of their seasonal preparation, rather than just a one-time appointment.

May is an ideal time to focus on:

- Gift cards for Mother's Day and milestone celebrations
 - Indulgent or confidence-boosting treatment packages
 - Preventative skincare and maintenance services
 - Event-ready hair, skin, and body treatments
- Retail spotlights, especially SPF and hydration-focused products

Text



Still looking for the perfect Mother's Day gift? Our digital gift cards arrive instantly! Get yours here: blvd.app/book-now

Email

Subject Line Options:

1. Need a Gift for Mom?
2. The Gift She'll Actually Use
3. Don't Panic. Mother's Day Is Covered

Renew Spa



If Mother's Day crept up on you this year... you're not alone.

Skip the last-minute flowers and give her something she'll actually look forward to.

Every busy mom needs time to relax, reset, and feel like herself again.

Our digital gift cards arrive instantly, so you can still give something thoughtful (even if it's a little last-minute!).

No shipping.
No guesswork.

Just a gift she can look forward to.

[SEND HER A GIFT NOW](#)

A meaningful gift, made simple. We look forward to welcoming you.

Warmly,
[Your Business Name]

POWERED BY
BOULEVARD

May 1-31	Mental Health Awareness Month	Position self-care as essential wellness
May 1-31	AAPI Heritage Month	Community spotlight
May 5	Good Cinco de Mayo National Teacher Appreciation Day	Themed social campaign Appreciation campaign
May 6	National Nurses Day	Appreciation campaign
May 10	Mother's Day	Gift cards + experience-driven services
May 25	Memorial Day	Pre-summer prep messaging
May 27	National Sunscreen Day	Retail + skincare education
May 30	National Creativity Day	Team or artistry spotlight

Prep for Summer. Lock In Consistency.

June is when clients begin shifting from spring refreshes to summer readiness.

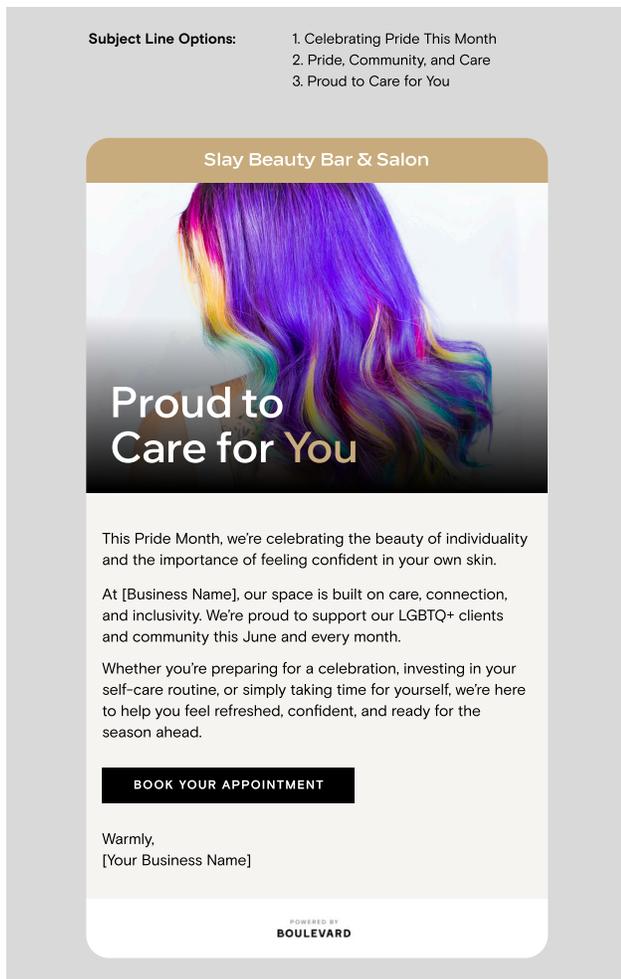
With vacations, long weekends, and packed social calendars ahead, this is a valuable window to encourage clients to plan ahead, especially for services that require maintenance or consistency over time.

June is an ideal time to focus on:

- Pre-booking before travel schedules begin
- Hydration-focused skin and hair treatments
- Grooming and wellness services for Father's Day
- Maintenance services before peak summer events
- Retail spotlights, especially SPF and post-treatment care

Positioning services as part of a summer preparation routine rather than a last-minute fix can help clients stay consistent, even when their schedules become less predictable.

Email



Text



Looking for a Father's Day gift? Give him something he actually needs 🗨️ space and time to relax and recharge. Book now or send a gift card: blvd.app/book-now

Email

- Subject Line Options:
1. Something Just for Him
 2. For the Dad Who Has Everything
 3. Time to Recharge

Wellness Salon



He might not ask for it, but he'll definitely appreciate it.

This Father's Day, skip the socks and give him something that helps him feel refreshed, relaxed, and ready for summer.

From grooming services to wellness treatments, a personalized experience is a thoughtful way to help him recharge before the season gets busy.

[BOOK HIS APPOINTMENT](#)

Warmly,
[Your Business Name]

POWERED BY
BOULEVARD

June 1-30	Pride Month	Inclusive marketing
June 1	National Skincare Day	Facial or retail promo
June 5	World Environment Day	Sustainability spotlight
June 14	Flag Day	Local pride messaging
June 19	Juneteenth	Community awareness
June 21	Father's Day	Grooming packages
June 21	Summer Solstice	"Summer-ready" booking push
June 23	National Hydration Day	Hydration treatments
June 30	Social Media Day	User Generated Content (UGC) or referral campaign

Turn Seasonal Momentum Into Sustainable Growth

Seasonal demand creates opportunity.

But turning that opportunity into consistent bookings, stronger retention, and predictable revenue requires more than one-off promotions. It requires a system.

One that helps you stay connected with the right clients at the right time, without adding more to your team's plate.

That's where Boulevard's Marketing Suite comes in.

With built-in tools to automate campaigns, personalize messaging, and coordinate email and SMS from one place, it's designed to help you stay on top of seasonal moments and make the most of them.

So your marketing doesn't just react to the season. It moves your business forward.

See how Boulevard's Marketing Suite can help you drive growth all year long.

BOULEVARD

[GET A DEMO →](#)

