

GYC101 -
MAS118 – Business, Ethics & Documentation
Marketing Case Study
Greening Your Marketing Plan

Students are to “Develop a business, marketing and basic bookkeeping plan” per the course goals.

A basic marketing plan helps a therapist to determine their course of action in obtaining and retaining clients. Since start up costs for a new therapist involves purchasing several items that are necessary for massage, this can leave the therapist with little money if using their own funds for other costs such as marketing and advertising.

This is where creativity comes into play. As consumers continue to become more aware of keeping and maintaining a “greener” environment, they also tend to patronize businesses who are aware of this especially when it is something they value where they choose to spend their money at. What better way than for a massage therapist as a healthcare provider to display an ethically and thoughtful approach toward not only caring for the human body but for the environment as well.

Attached are some introductory start up costs for a small practice in massage. Your assignment is to compare costs for the items below and consider employing a more eco friendly approach to purchasing the paper products. If the initial costs would be higher to do so, indicate this but state the long term cost savings and the cost savings environmentally.

You may also document how this will be an incentive for you in advertising to clients and how you can engage them as a client and perhaps offer discounted sessions for their participation in being more conscious in these efforts.

Marketing Costs

Business Cards
Appointment Reminder Cards
Flyer/Brochure for Pricing/Services
100 Client Intake Forms (printed)
100 Soap Notes (printed)
Gift Certificates

2 Cases Water Bottles (post client treatment)

Eco-Conscious Choices for Purchases and Practice:

Below are several items that are needed for a massage practice. Indicate at least one option that could be employed when purchasing the item that uses a “sustainability or eco conscious” approach.

Massage Table

Massage Lotion/Oil/Crème

Massage Linens

Lighting in your Massage room

Water Bottle given to client (post session)

Detergents for Cleaning Linens

Appliances used for cleaning linens:

Client Gifts

What are 2 options you can put into effect when communicating with your clients to reduce paper printing and purchase?

What could you use as an incentive for clients to receive discounted sessions that would employ an eco friendly approach?