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SMS marketing campaign ideas for pharmacies, clinics, salons and gyms

SEO & Marketing

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SMS marketing campaign ideas for pharmacies, clinics, salons and gyms

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The short answer: for pharmacies, clinics, salons and gyms, the best-received campaigns are the **useful** ones: a free screening day, a new service, a slot that opened up today, a new class. Below are ideas for each, with sample messages. Health needs extra care: **no health details in the SMS**. Appointment reminders and other notices are covered in **business SMS by sector**.

In the messages, the parts in square brackets, such as [COMPANY] or [PHONE], are placeholders for your own details.

Pharmacies and clinics

Campaign	Message	Tip
Free screening	`Hi {$contact_first_name}, this Saturday we check blood pressure and blood sugar for free, 9am to 1pm. See you there! [COMPANY]`	Messages that help customers stay healthy are the best received.
New service	`[CLINIC]: we now offer nutrition appointments, Monday to Friday. Bookings: [PHONE]`	For the clinic's patient group.
Extended or on-duty hours	`[PHARMACY]: we are on duty this weekend, open until 10pm.`	Useful even without an offer.
Care products	`[PHARMACY]: 15% off sunscreen until the end of the month. Opt out: [PHONE]`	Everyday products, not medicines.

In health, the SMS never carries diagnoses, tests or medicines: someone else may read the message on the phone screen. Promote services, opening hours and care products, and check the rules for your line of work before promoting anything else.

Salons, barbers and beauty

Campaign	Message	Tip
Last-minute slot	`[SALON]: a slot opened up today at 3pm. First to book gets it: [PHONE]`	For regular clients, as soon as the slot opens.
New service	`Hi {$contact_first_name}, we now do braids and extensions. 10% off your first booking. [SALON]`	For the group of clients of a similar service.
Festive season	`[SALON]: book your year-end hairstyle now. Slots on the 31st fill up fast: [PHONE]`	A few weeks ahead.
Loyalty package	`Hi {$contact_first_name}, on your 5th visit the manicure is on us. [SALON]`	Remind clients when they are close to the reward.

Gyms and sport

Campaign	Message	Tip
New class	`Hi {$contact_first_name}, new dance classes on Tuesdays and Thursdays at 6pm. The first one is on us! [GYM]`	Send in the early afternoon, before workout time.
Bringing back lapsed members	`Hi {$contact_first_name}, we miss you! Come back this month with no joining fee. [GYM]`	Make a group of members who have not come in for a month. See **win-back campaigns**.
Start of the year	`[GYM]: new year, new goals. Join in January and get your first month at half price.`	One of the strongest times of year for gyms.
Bring a friend	`Hi {$contact_first_name}, this week bring a friend to train with you, free of charge. [GYM]`	Brings in new members through the ones you have.

Before you send

1. **Keep offers separate from reminders.** The appointment or fee reminder goes to all customers; offers only to those who agreed to them. See **consent**.
2. **Pick a time** when customers can act: see **the best days and times**.
3. **Test on your own phone** and check the parts before sending to the list.

Last-minute slots are gold.

A group of clients who agreed to receive "slots that open up on the day" fills chairs and times that would otherwise stay empty. Only send when the slot is real.

Do not promise health or fitness results.

"Lose 10 kg in a month" or "guaranteed cure" bring complaints and distrust. Promote the service, the hours and the offer, and leave results for the conversation with the customer.

RECOMMENDED

Want to fill your diary with useful campaigns? See SMS Marketing and the templates by sector.

See the SMS Marketing page →

SEE ALSO

- Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages →
- Win-back SMS campaigns: bringing back customers who stopped coming →
- Birthday and loyalty SMS: rewarding regular customers without overdoing it →
- Best days and times to send marketing SMS, by type of business →
- SMS templates and AI: ready-made messages, the template library and improving a text →

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