222Emails

THE 222EMAILS PACKAGE GUIDE

Start with the moment your client needs help.

Four client problems. Four focused modules.

Enquiry Rescue

They asked a question but have not booked. Give them a helpful route forward.

Cancellation Recovery

They cancelled or missed a visit. Make arranging another time easier.

Rebooking

Their next visit is due. Offer a timely route back.

Client Reactivation

They have passed the agreed return window. Give them a relevant reason to reconnect.

222Emails

01 / ENQUIRY RESCUE

Help warm interest reach the diary.

For a suitable enquiry that has gone quiet before booking.

What the client receives

A helpful follow-up, an answer to the next question and a clear booking route.

What we build

3 finished designed emails. 2 short-message adaptations. 1 reusable custom email template.

What controls the journey

Agreed audience, timing and exclusions. Booking, reply and opt-out stop rules where your tools support them.

222Emails

02 / CANCELLATION RECOVERY

Make another appointment easier to arrange.

For a cancelled or missed visit with no replacement booking.

What the client receives

A considered invitation to rearrange at a suitable time.

What we build

2 finished designed emails. 2 short-message adaptations. 1 reusable custom email template.

What controls the journey

Agreed audience and timing, with booking, reply and opt-out stop rules where supported. Your team handles booking decisions.

222Emails

03 / REBOOKING

Help clients return when they are due.

For a client approaching the agreed return point with no future booking.

What the client receives

A useful invitation aligned with their service and agreed return schedule.

What we build

3 finished designed emails. 2 short-message adaptations. 1 reusable custom email template.

What controls the journey

Return timing, eligibility and exclusions are agreed with your clinic. Stop rules depend on the tools and booking data available.

Your clinic sets suitable return timing. We do not make clinical recommendations.

222Emails

04 / CLIENT REACTIVATION

Give past clients a considered way back.

For eligible previous clients beyond the agreed return window.

What the client receives

A personal, relevant reason to reconnect and an easy next step.

What we build

3 finished designed emails. 2 short-message adaptations. 1 reusable custom email template.

A smaller starting option

The £0 14-Day Reactivation Pilot tests one suitable segment and one approved campaign. It is separate from paid installation.

222Emails

YOUR INSTALLATION HANDOVER

A working system your team can use.

Support is included once per paid installation project.

Learn it together

3 × 30-minute staff training sessions, with no attendee cap for your clinic team. A visual how-to guide and editable assets.

30 days of support

From the agreed live date: 4 weekly or 2 fortnightly reviews. Recorded breakdown or 15-minute live call. 2 post-launch refinement rounds.

Clear support limits

During 30-day support, message Chelston any time. Target reply: 2 working days. Not continuously staffed. One small edit monthly for 12 months, up to 30 minutes each month.

Working days: Mon–Fri, excluding UK bank holidays. Extra work needs separate scope.

CHOOSE YOUR DELIVERY SCOPE

Clear scope before you commit.

Working prices, subject to access, integration work and delivery costs.

Paid installation

One module £995 • Any two £1,495 • All four £2,495. Includes the agreed build, training and 30-day support.

Optional ongoing management

Proposed £695 per month, initial 3-month term after installation support. 2 new campaign emails, 2 short-message adaptations, 1 seasonal theme and agreed monthly improvements.

Confirm in writing

One clinic location, one email account and one supported booking connection. Software, sending charges, applicable tax and extra work are confirmed in your quote. Launch date follows readiness and approval.