



**SPECTRUM**  
SCIENCE & BEAUTY

# Marketing for your Salon



Latest **Innovations**

Superior **Quality**

Unmatched **Customer Service**



## In this eBook

If you own a salon then you know your spare time is minimal at best. You can't be bothered to waste a precious minute on anything that isn't absolutely necessary to your business and oftentimes due to this strain on your spare time, certain aspects of running a business fall to the wayside, such as your marketing.

This is a problem. Marketing is one of the most important ways to improve business and increase revenue ongoing. Even if your business is booming, it's essential to maintain your revenue stream.

As with any marketing, it's important to keep in mind there is not an overnight fix that will do the trick. In fact, it's not a trick at all- it's just a smart approach to showing your customers why you're the best choice and how you're going to help them. You have a mission to deliver the best service to your customers, but it's impossible to do that if they don't know about you. So let's get you in front of them today with six simple strategies that will help you take your business to the next level and get where you've always dreamed of being.

In this simple 'how to' guide we'll focus on the following strategies:

1. Develop your business and marketing objectives
2. Understand who your ideal customer is
3. Drive traffic to your website
4. Set up your social media pages
5. Understand what is a good and what is a bad post for your social media pages
6. Host events that will work for you
7. Develop a referral program



# Determining your Objectives

The first step to marketing your salon is to know why you're doing it. Obviously you want more customers and better business but it's always smart to clearly outline those reasons so you know what specifically you're working towards.

When determining your objectives you'll need to answer the following questions:

- What is going well with your business?
- What areas of your business can you improve upon?
- How can you increase business with current customers?
- How can you improve your customer's experience?

Understanding each of the above questions will allow you to better market your salon.

But who is it that you are talking to?

Every salon should have an ideal customer. Call her Salon Samantha. What does Salon Samantha like? Is she edgy? Is she young without children or is she older and more reserved? Understanding your ideal customer is one of the most important things about marketing your salon. If you don't know whom you're talking to then it's impossible to know what to say to them.

You may have different customers for different areas of the business. Perhaps your younger clientele are interested in hair, nails and make up and your older clientele are interested in treatments or vice versa? It doesn't matter how many different 'ideal customers' that you have as long as you understand them.



# Driving Traffic to your Website

If you currently have a website that's great! We just need to make sure it's working for you and not the other way around.

If you don't yet have a website, we understand it probably hasn't been at the top of your priority list, but it's a really good idea to focus on building one (or getting one built). A simple Google search will reveal a myriad of websites that allow you to create your own site using their templates or you can always seek professional assistance.

Ensuring that your website is 'working for and you not the other way around' means that we want you to be able to talk directly to your customers through your website. If you're just building a site or you already have one you should make sure that you have the ability to blog! Blogging will help you get in contact with your customers and tell them exactly what you want to. Have any great ideas you want to share? Are there any great trends you want to chat about? What if you have a new product offering? Blog about it! Your customers will be interested to read about it and it will also help your website get found on various search engines.

You may have heard the phrase SEO (or Search Engine Optimisation) before, well SEO is all about posting new content on your website with strategic keywords (phrases you think your customers will be searching for) frequently. The more blogs you post that are relevant to your clients, the more you'll appear on search engines.

What's the first thing you do when thinking about visiting a new restaurant? We'll bet you Google them. The same goes for your potential customers and that is why your website is so important to your business. If they're searching for you, or they're searching for a new salon in your area then you need to be doing everything in your power to show up on that search engine. It's the key to getting new business.



## Social Media Set-up

In today's digital world, many new businesses set up their Facebook page before their grand opening. If you don't have your social media profiles set up then you are missing out on a big part of your potential customer base!

Social Media is what people use to connect; connect with each other and connect with businesses. So don't miss out on this amazing opportunity to build a relationship with potential new customers or to improve your relationship with your current customer base.

Start by selecting what platforms you want to use. We'd recommend Facebook and Instagram. Facebook is a great tool to share important information, like deals or new blog posts while Instagram is a great way to show off new styles, client results and display how 'trendy' your salon is. If you're going to use these platforms it's important that you update them regularly to keep your customers checking into your page.

Once you've decided what platforms you're going to use, go ahead and set up those pages. Choose your logo for your profile picture and a funky photo of your salon for the cover photo on Facebook. On Instagram, it's still smart to use your logo as your profile picture. Once you're all set up, start posting! As a tip, each platform has a help section you can have a read through for more advice.

They also allow you to advertise on their site by promoting your posts. If you're posting something interesting or really worthwhile to your potential (or current customers) go ahead and promote it! It's not expensive and really helps to get an audience for the post. Keep in mind if people are interested in your post and comment on it or share it, make sure you're taking the time to respond. Social media is just an online social interaction, so you should aim to provide the same customer service that you would in the salon on your social media pages.



# Social Media Do's and Don'ts

Now that you've got your social media pages all set up it's important to know what you should and shouldn't post on them. The Do's and Don'ts, if you will.

Every social media platform has their own set of regulations and recommendations of what you should be posting and you can easily find more detail on the individual website, but we've put together a basic guide for our two recommended social media platforms; Facebook and Instagram.

## Facebook Do's

- Share blog posts/articles
- Deals/ Offers
- Event Invitations
- Share beauty news
- New products/service offering
- Behind the scenes
- New team members

## Facebook Don'ts

- Personal news
- Address customer service issues
- Personal opinions
- Unnecessary updates (Yum! Turkey sandwich for lunch!)
- Negative commentary

## Instagram Do's

- Artsy photos of the salon
- Customer before/after
- Latest trend photos
- Behind the scenes staff photos
- Deals/offers
- New product/offering

## Instagram Don'ts

- Personal photos
- Customer photos they haven't approved

**\*A word to the wise: when you're posting on social media, aim to always include a photo in the post and also encourage people to share & like!**



## Hosting Events

Any salon owner knows the beauty industry is an incredibly social industry. It's practically a requirement that everyone who works in it is chatty and social, clients aren't interested in a hairdresser, makeup artist or beauty therapist who can't comfortably hold a conversation.

It's not uncommon that you know your customer's children's name or what their partner does for a living, each appointment is a new opportunity to grow the relationship more and more, so why not capitalise on that relationship?

Hosting an event is a great way to increase business! Clients will love an excuse to socialise together, particularly if you give them an incentive. If you're expanding your service offering consider hosting a launch party for your new treatment, encourage customers to bring a friend for a discounted treatment. Have a holiday party for clients with a free gift with each treatment. Give a free glass of champagne with every treatment on Valentines Day.

It's about giving your clients a reason to spread the good word about your business (encouraging friends to visit your salon) and perhaps consider trying other treatments options you offer but they haven't yet experienced. A simple event can do wonders for your client rapport and your profit and loss statement.



## Develop a Referral Program

Referral programs may not sound incredibly sexy but they'll definitely make a difference at the end of the day.

Similar to the previous recommendation, we'd also advise you to encourage your customers to recommend your salon. Of course, if you're making your customers happy they will likely become an advocate naturally for your business, but some customers need a little push.

The best way to create a 'referral program' is to develop an incentive for your customers. It doesn't have to be at an incredible cost to your business but something simple will do just fine. If one of your customers brings a friend in for a treatment give her a discount on hers or a free product. This can be a one off event or an ongoing policy. If this sounds too costly, give the incentive only if they refer two or more friends. The lifetime value of one or two additional clients will far exceed the cost of a discounted treatment for your customer.

Remember, even if you decide to forgo the referral program, it's likely that you will still receive a handful of recommendations. When that does happen, it's absolutely essential that you acknowledge it in some way. Pick up the phone and thank that customer who recommended you or send them a handwritten thank you card. It will be meaningful to them and increase the likelihood that they will recommend you again. A thank you goes a long way!





## Get Started!

You should now have all the information you need to get started with marketing your salon. It's not a quick fix but if you take the time to do it right, you'll soon see a major difference in business. So it's time to get started today!

## Did you know:

If you're considering expanding your business offering with one of the Spectrum machines or you're currently part of the Spectrum family then you will have access to our marketing support and software that is designed to help make your life as easy as possible. It's all a part of our mission to deliver the Spectrum Point of Difference.



At Spectrum Science and Beauty we are dedicated to taking your business to the next level with the latest innovations, superior quality, expert training, business strategy, marketing solutions, technical support and excellent customer service.

At Spectrum, your success is our success.