



BEAUTYMARK
marketing

BEAUTY OF A BOOK *Edition 1*

12 MONTHS OF BEAUTY
BUSINESS MARKETING

MONTHLY PROMOTIONS • MERCHANDISING • EVENTS
MARKETING CALENDAR • MARKETING GUIDE • HOW TO PLAN PROMOTIONS
SALON OWNER • SPA OWNER • STYLIST • ESTHETICIAN • MANAGERS • MUA • NAIL TECH

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Hello Beauty Boss!

The year I launched BeautyMark Marketing I also began a weekly beauty business blog with tips to help beauty bosses grow their businesses. Over the years, I have blogged about marketing strategy, content and social media marketing, email, monthly and seasonal promotions, contests and giveaways, merchandising, and event ideas, just to name a few. Beauty of a Book™ is a reassemblage of my weekly blog in a calendar like format commencing with a Set The Stage section that includes a beauty specific Marketing Guide, Ready-To-Use 12 month Calendar, and Promotion Planner.

Now go **rock your beauty business!** - Kierna Terrisse, Creative Director

SET THE
STAGE

SET THE STAGE

MARKETING CALENDAR

Ready-to-use 12 month Marketing Calendar
Dates & events to promote throughout the year

MARKETING GUIDE

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STEP 2: Decide your business strategy
STEP 3: Set goals & resolutions
STEPS 4 & 5: Determine a marketing budget

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How to plan promotions
Marketing channels checklist

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MAY MOM ROCKS

The ultimate business guide for Mother's Day



SET THE STAGE

BEAUTY BUSINESS MARKETING GUIDE

Step 1: Evaluate the past 12 months

Step 2: Decide your business strategy

Step 3: Set goals & resolutions

Steps 4 & 5: Determine a marketing budget

BEAUTY BUSINESS MARKETING CALENDAR

Ready-to-use 12 month Marketing Calendar

Dates & events to promote throughout the year

HOW TO PLAN PROMOTIONS

How to plan beauty business promotions

Marketing channels checklist

BEAUTY BUSINESS MARKETING GUIDE

A step-by-step guide to marketing your beauty business

- STEP 1: Evaluate the past 12 months
- STEP 2: Decide your business strategy
- STEP 3: Set goals & resolutions
- STEPS 4 & 5: Determine a marketing budget

STEP 1: EVALUATE THE PAST 12 MONTHS



A goal without a plan is just a wish. Investing a few hours at the start of the year to write a marketing plan for your beauty salon or spa can have a huge impact on profitability for the year to come. Before looking to the future, take a look back, appraise your business achievements in order to approach the new year with fresh objectives.

Don't be tempted to skip the evaluation step, taking the time for analysis allows for more informed planning. At the end of this evaluation you should have a greater understanding of your business objectives and opportunities.

Your Salon Numbers

- Did your business meet its financial goals last year?
- Did most of your revenue come from existing salon clients or from new ones?
- What percentage of clients only visited once, never to return?
- Which are your most profitable salon services?
- When did you last increase your prices?

Your Salon Brand

- What message does the appearance of your salon send out?
- Review your brand and marketing materials (service menu, gift card presentation, appointment cards, loyalty cards, etc). Are they on-brand and great selling tools or in need of a major refresh?

Your Salon Promotions

- What salon promotional activities did you do?
- What worked?
- What didn't?
- Why not?

Your Salon Guest Services

- How do your guest services compare to your competitors?
- What is the quality of your recruitment and training you provide your team?
- What do your clients think of your guest services and salon services?
- Take a look at complaints and feedback.

Your Salon Loyalty & Reward Programs

- Do you have salon marketing systems in place for retaining new guests?
- Are new clients documented and followed up by your team?
- Have you set up a loyalty or reward program?



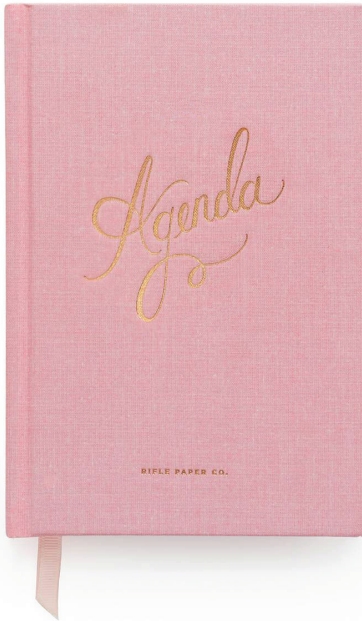
Your Salon Competition

- Analyze your top 3 competitors.
- Review their website, their social media, do a mystery shop of services and read their online reviews.
- How do they compare to your hair or beauty business?

You

What about your own marketing skills? Are you up to the task? Make marketing a business priority this year, invest in professional marketing services.

STEP 2: DECIDE YOUR BUSINESS STRATEGY



The strategy you choose for your beauty business influences goals and objectives for the future year. Which one are you?

1. Branding strategy

Well designed, professional branding is how you communicate to the public why they should choose your beauty business above the competition. A beautiful brand strategy enables you to charge more for your hair or beauty services, gain loyalty, and attract new clients.

2. Superior services strategy

Differentiate your salon from competitors with well-orchestrated, superior guest services. Create optimal client satisfaction and increased return guest rates. Client is king with this strategy, anticipate guest service and product needs.

3. Pricing strategy

Differentiate your salon from competitors by price, either communicating discounted or premium pricing. If you implement premium pricing, make sure your services are premium as well.

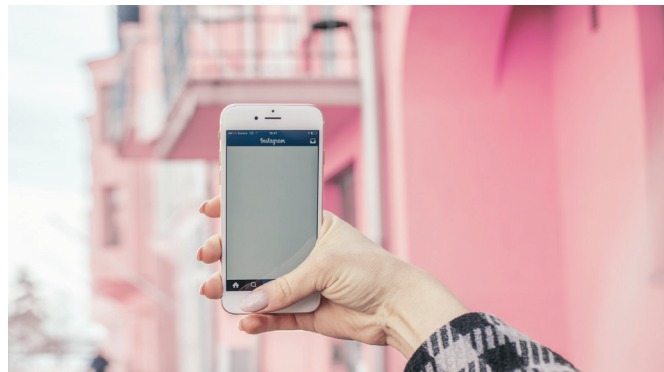
STEP 3: SET GOALS & RESOLUTIONS



Don't just have business dreams, have business plans. The strategy is the driving force of your business, strategies create objectives to focus on for the future year. Want to reset your salon marketing routine this year?

Make Marketing a Business Priority.

Marketing is vital if you want to attract new clients, increase profitability, and capitalize on business opportunities. It makes business sense to give marketing the importance it deserves. Take an honest assessment of your salon's annual marketing endeavors.



Was there an investment of time, energy or money? If the answer is no, start out by blocking out one afternoon each week devoted to salon marketing objectives, or hire a professional marketing agency to focus on promoting your salon for you.

A year from now:

- How many new clients walked through your salon doors?
- How much did average sales per ticket increase?
- Were you able to boost salon website visitors per week?
- How many email addresses did you add to your data-base?
- How will your salon website look?
- Did guest visit frequency increase?
- Did you renew an antiquated brand identity?
- Did you boost client retention and client loyalty?
- Increase the average salon spend per visit?
- Did you increase retail sales?
- Did you increase your pre-booking percentages?
- Did you retain guests and attract new ones?



STEP 4: DETERMINE A MARKETING BUDGET

Now its time to implement your promotional strategy to achieve the goals and objectives of your business. Promotional strategy refers to the marketing mix to attract and retain clients.

Most beauty business marketing budgets are set between 3 - 7% of total sales, depending on the organization and size. Each additional year a salon establishment is open, the budget should increase to yield more growth.

Marketing is an investment in your business, it is necessary to create the awareness of your brand, services and products. The salons that really make a mark understand that marketing is not a luxury, but a necessity to salon growth and success.



Salon's need to find "the" perfect percentage of marketing dollars necessary to create a continuous stream of new and repeat clients. Decide on your overall marketing budget number (\$\$\$) and allocate those funds to marketing and advertising endeavors only.

STEP 5: WRITE SALON MARKETING PLAN

Don't have a dream, have a plan. The simplest way to write a marketing plan is to start with a calendar. Not just an agenda, but a chart-style calendar that lists each month with key seasonal events, traditional holidays and retail opportunities. Next, plan promotions, events, or incentives based on business goals.



MONTH	SEASONAL FOCUS	IN-SALON SIGNAGE	WEBSITE	EMAIL MARKETING	SOCIAL MEDIA	MARKETING MATERIALS	NEW CLIENT RECRUITMENT	LOYALTY OR REWARD PROGRAMS	PROJECT MANAGER
JULY	MEMORIAL DAY								
	JULY 4TH								
AUGUST	LABOR DAY								
SEPTEMBER	AUTUMN BEGINS								
	BACK TO SCHOOL								
	EMMYS								
OCTOBER	BCA THINK PINK								
	HALLOWEEN								
NOVEMBER	THANKSGIVING								
	BLACK FRIDAY								
	HOMECOMING								
DECEMBER	HOLIDAY SEASON								

NOTES:

HOW TO PLAN PROMOTIONS

- How to plan salon promotions
- Marketing channels checklist

HOW TO PLAN SALON PROMOTIONS

Best retailing practices state that salon owners and managers should start planning promotions about **THREE MONTHS IN ADVANCE.** While it's not hard to put together packages or tailored retail displays, you can't do it last-minute.

To make it easy on you BeautyMark has created a cheat sheet for **WHAT HOLIDAY** you should be planning and **WHEN.** In addition to national holidays, be aware of local festivals and events in your own community.

PLAN AHEAD CHEAT SHEET

This cheat sheet reflects the seasonal/holiday/occasion focus to be planning and when (three months in advance).

JANUARY

St Patrick's
Spring Equinox

FEBRUARY

Spring Break
Earth Month
Wedding Season

MARCH

Mother's Day
Prom Season
Memorial Day

APRIL

Father's Day
Summer Begins
Graduation Month

MAY

Summer Holidays

JUNE

Back to School

JULY

Autumn Begins
Emmys

AUGUST

Think Pink
Halloween

SEPTEMBER

Thanksgiving
Black Friday
Homecoming

OCTOBER

Holiday Season

NOVEMBER

New Year's Eve
Golden Globes

DECEMBER

Valentine's Day
Oscars
Grammys

Let the world know **who you are** with our useful checklist!

DIGITAL CHANNELS

Checklist

- BusinessWebsite
- Email Marketing
- Instagram
- Stories and Reels
- Facebook
- Google My Business
- Pinterest
- YouTube
- TikTok

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

MARKETING MATERIALS

- Business Cards/Pre-booking Cards
- Service Menus
- Postcards
- Gift Cards/Gift Card Presentation
- Loyalty Cards
- New Guest Welcome Pack
- Retail Bags
- Staff Tunics & T-shirts

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

IN-STORE GRAPHICS

- Mirror Talker
- Posters
- Sidewalk Signage
- Bounceback Cards

- ☐
- ☐
- ☐
- ☐





N.1

JANUARY

PLAN AHEAD

How to fill January books
How to maximize client return rate
+ visit frequency

START TO FILL JANUARY BOOKS IN DECEMBER



Some promotional ideas in December could help fill your books in January. Here are a few salon marketing ideas that will make the first months of the New Year better than ever!

1. Last Minute Gift Card Sale

Run a gift card "sale" for one day only, right before Christmas. Send an email the last few days before Christmas to remind guests that the clock is ticking! Answer their gift dilemmas with simple solutions. Special promotions, gift cards and even the chance to take a break from holiday stress are just a click or phone call away.

On this particular day, offer two gift cards for the price of one. The key? Make it clear that these particular gift cards can only be redeemed for services in the months of January and February. This will help you fill the quieter months at the start of the New Year.

2. NYE Promotions

Are you cashing in on the New Year's Eve crowd? Be sure to mention your NYE promotions. Invite guests to pre-book their NYE-Day appointment so they're party ready! Start discussing the occasion with every client and offer party-goers great NYE packages.

After all, who wouldn't love to head out with a professional blowout and makeup application to ring in the New Year? Countdown to midnight becomes your countdown to cash.

3. Pre-booking Specials

To help encourage January bookings advertise a pre-booking special. Extend a discount to clients that schedule an appointment for January in December. Make sure the promotion clearly states that the discount is not valid without a pre-book and service is discounted day of service in January. The benefits are two-fold; rewards clients and ensures steady business during the post-holiday slowdown months.

4. "Gift" Top Clients

Include low-value gift cards into holiday goody bags and give to top 25 or 50 loyal clients (depends on the size of your clientele). The cards may get passed onto family and friends so you might win a new client come January.

5. Gift-Card Contest

Use gift cards to run a contest on Facebook or your website on the weeks leading up to New Years. It's a great way to draw attention to your New Year pre-booking offers and specials. To enter, require people to sign up to your salon e-newsletter, "Like" your Facebook page or share your blog.

6. Think ahead to Valentine's Day

In January start thinking ahead to Valentine's Day promotions to kick off the month of February. Give your guests something fun to look forward to!



HOW TO MAXIMIZE CLIENT RETURN RATE + VISIT FREQUENCY

January is the perfect month to focus on pre-booking strategies that contribute to busier days, fuller books and bigger profits.

To every beauty business owner's detriment many clients extend time between scheduled appointments due to busy schedules and desire to stretch the dollar. By implementing a pre-booking strategy you can maximize the return rate and visit frequency of your clients. The key is to reward clients for returning to the salon before they even leave it. January is the perfect time to focus on pre-booking strategies that contribute to busier days, fuller books and bigger profits.

Consider this calculation:

400 clients booked every 8 weeks = \$50 spend per visit or \$120,000 a year.

400 pre-booked clients every 5 weeks = \$200,000 a year, an \$80,000 difference !

Prepare to pre-book

How does your staff go about pre-booking clients? Do you even know?

If you are a salon owner trying to get your pre-book rate up here are some suggestions that can be implemented by your entire salon team.

Schedule a team meeting to share the hard facts about why pre-booking is so important and how it can positively affect each stylists' income and success of the salon as a whole.

Preparing for pre-booking can change your business. Practicing pre-booking scripts can make your team feel more comfortable. It's not about what is said, but what is offered. Most clients need a little extra incentive to get them to commit.



IDEA 1: Pre-booking Contests

Communicate the Offer:

Create a drawing to win a prize. Explain to clients every time they pre-book their next appointment their name will be entered into a drawing to win basket of products valued at \$XX. The prize, combined with the chance of winning, will get a clients to give it a shot.

How to: Assemble a stunning looking basket or bag filled with top-selling products and accessories. Create a noticeable display front and center with a combination of signage and color; use tissue paper and colored pretty fabric ribbon to display. Shrink-wrapped baskets are great too. Hold the contest for two months, then draw a name.

When: January is a great time to start a pre-booking contest. Start contest January 1 or February 1 and run for two months.

IDEA 2: Pre-booking Cards

Pre-book Cards are simply appointment cards engineered to maximize the return rate and frequency of your client's visits.

How to: When client returns Pre-Book Card on their next pre-booked appointment they receive a free gift. Determine free gift that will build your business; such as a retail product, a complimentary add-on service or dollars off their next service. *Changing it up every few months keeps clients interested.

Calculate the number of Pre-Book Cards you will need; 100 minimum per team member is a good start.

IDEA 3: Pre-Book To Win a Prize

Give away something big, a big dollar service. Some clients will pre-book for a free paraffin dip, but the bigger the prize the bigger the incentive to pre-book. A gift card for a nice dollar amount that may be used towards service or retail is a wonderful prize. By running the contest for two months you are only giving away a free service every two months.

**IDEA 4: Front Desk**

Offer a larger product gift basket or gift certificate drawing to every client who pre-books and place the gift basket prominently at the front desk. Coach your front desk staff to engage each guest to enter the drawing for a chance to win this basket/gift certificate by pre-booking your next appointment. You'll be surprised how your salon's pre-book percentage will increase.

IDEA 5: Seasonal Holiday Drawing Entry

Create a drawing around a seasonal holiday such as Valentine's Day (Easter, Mother's Day, etc). Have every client fill out an entry form with name, phone number, and e-mail address; this helps you keep your salon contact list fresh.

How to: Begin the drawing 4 - 6 weeks beforehand, hold the actual drawing for winner on Valentine's Day (or the seasonal holiday of your choice).

IDEA 6: Email Promo

Use drawing entry information as a marketing tool. Send each entry an email campaign for \$10 off or a complimentary upgrade with a service. These target guests are engaged and will likely take you up on the promotion.



N.2

FEBRUARY

FALL IN LOVE WITH FEBRUARY

Tips to maximize your
Valentine's Day sales

FALL IN LOVE WITH FEBRUARY



Valentine's Day is the one day of the year that everyone is expressing their love to the most precious people in their lives - making it the second most popular holiday for retail sales. As a beauty business owner you know that beauty, hair, and spa services and retail make the perfect gifts. When planned and promoted right, the additional dollars will make you fall in love with February.

Tips To maximize your Valentine's Day Sales

1. Show Some Merchandising Love

Don't limit your Valentine's Day promotions to only your salon "retail area" or space. There are plenty of additional places in the salon to promote products and services. Determine a "Valentines Look" for your salon or spa. Decorate to add some love to your business in your special branded way.

2. Set Up Valentine-Themed Windows

Your salon windows are your most valuable advertising space. Valentine's Day merchandising should be prominently showcased in the display window that faces the street. Don't underestimate the power of talking to the street. Pick a theme, be bold. Then choose decorations and retail products that tell a story. Theme everything to your story – from your color to your merchandise.

3. Indulgence Packages

Valentine's Day is about treating someone. In addition to offering gift certificates for dollar amounts, consider putting together special combination packages.

When people receive a gift certificate for a dollar amount, they tend to use it for services they normally receive at the salon. Instead, put together beauty and pamper packages that make the recipient feel treated. This strategy works for female and male gifts - in addition to packages for women offer grooming packages that a boyfriend or husband will enjoy.

Tip: It is more profitable to sell "luxury service" packages to expose clients to new services they have never tried, and could continue. Packages are also a great opportunity to sell service combinations, each service added to a package increases the value to the client.



4. Product Bundles

Put together hair care products to sell as gifts. Just think about who is buying the bundle, and whom they are buying it for. Don't put customers off by offering complicated bundles. Keep it simple. When offering product bundles, display and create attractive packages that are "ready-to-gift". Make product bundles more attractive by pre-packaging them in simple open-top gift boxes, gift bags, tissue, and beautiful ribbon.



5. Attractive Gift Cards

Offering a monetary value to redeem against your services is a fantastic option for indecisive customers. If you are providing gift cards make sure it includes an attractive gift card presentation that is professionally designed and printed. This should be of high quality and reflect your salon brand.

For larger gift card purchases a branded box is even more fitting, it is much more exciting to discover a gift card nestled inside a pretty box then just a dreary certificate printed on cheap paper. So many hair and beauty salons present cheap-looking gift cards which proudly boast \$75 on them. If a guest is spending \$75 + on a present - it needs to look and feel special!



6. Electrical Products

Hair straighteners, dryers and other electrical goods make great gifts. Make sure you put pretty pink or red ribbon around stocked boxed goods -

they move faster and are immediately perceived as gift ideas.

7. Joint Offers

Work with appropriate local business connections, like restaurants or florists, to come up with joint Valentine's Day offers. This strategy requires more coordinating, but when done right can make your promotion stand out.

8. Promote Your Valentine's Day Packages or Special Offers

Determined your offers? Now it's time to promote across all channels to get as much exposure as possible. The premise is a simple one; the more people that are aware of your package, the more you are going to sell. To take full advantage of the Valentine's Day holiday begin promoting 4 weeks before the 14th (January 14th at the earliest).



9. Turn Gift Card Guests into Loyal Clients

Gift card promotions give salon owners the opportunity to turn a "gift card guest" into a repeat and loyal client. A solid first impression with their Valentine's Day experience will make them more likely to return.

There are 3 other ways to turn Valentine's guests into loyal clients:

1. Ask each gift card guest to fill out a client card to allow future correspondence.
2. Treat each gift card guest like a VIP.
3. Re-book gift card guest for a follow-up service at end of experience.

SWEET TIPS FOR VALENTINES DAY MERCHANDISING



Valentine's Day has become a retail giant. The day of love is a beauty businesses dream, the perfect time for selling Valentine's Day services as well as promoting products and services as gifts. With some love and creativity you can create a salon experience that guests won't find elsewhere.

Valentine Mirror Messages

When done properly, your salon logo can appear on client selfies, almost like an automatic watermark! It's no secret that guests love to photograph themselves after a salon visit - when they are feeling beautiful. Affix Valentine's Day messages like XOXO, SMOOCH, LOVE or graphics like HEARTS, LIPS, CUPIDS with your salon logo and hashtag to each station mirror - or a frequently visited mirror - this encourages clients to take a photograph and post it (fingers crossed)!

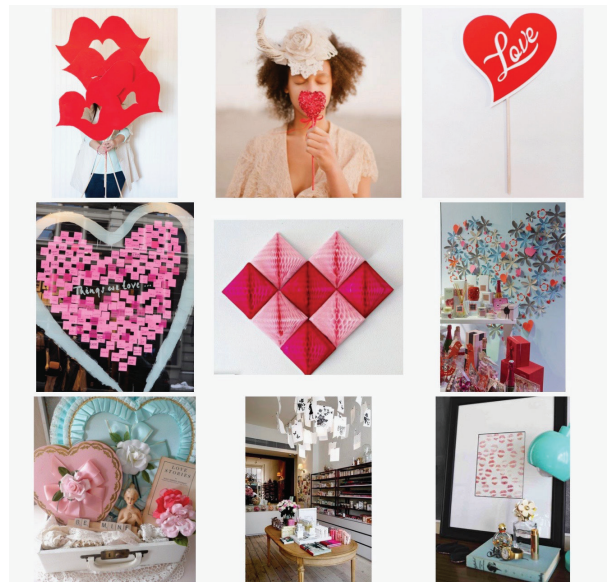


Valentine's Day Themed Selfie Station

Add a Valentine's Day themed Selfie Station in your salon to play up the holiday. What is a Selfie Station you ask? It is a cool staged place or space in your salon specifically designated for clients to take selfies of their fabulous new do's and doll ups.

A Valentine's Day selfie station can be as simple as a red heart on a white backdrop – just make sure you include your logo and hashtag.

Or, get creative! Create the shape of a heart from pink or red objects, hang strands of heart shaped garland from an umbrella, adorn your wall with heart shaped paper plates, or cut out lips. Add in fun selfie sticks with lips, hearts or xoxo. The ideas are endless...



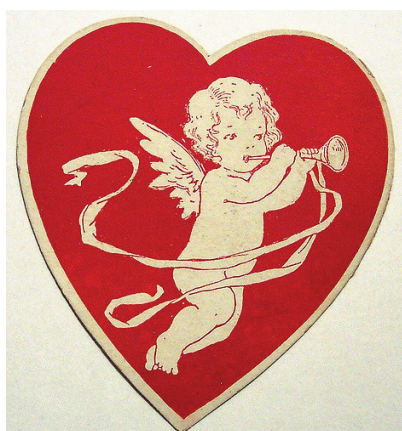
Inspiration images via Pinterest

Branded Merchandising Look

Determine a Valentine's "look" for your beauty business and express it by choosing decorations and retail products that tell a story in your special branded way. Theme everything to the "story" – color choices, merchandising support elements, point of purchase signs, seasonal merchandise offerings – should all further visually support the theme. Mix retail with merchandising support elements - these are the little details such as candy boxes, cards, vintage books, or trinkets that make your displays specials.

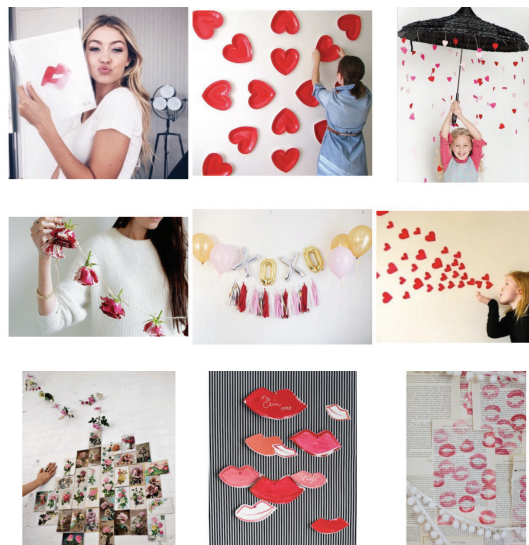
Seasonal Merchandise

Don't limit your Valentine's Day to retail your salon normally stocks. Load up your retail space with fun Valentine's-Day-themed merchandise such as headbands, clips, sunglasses, makeup, nail lacquer, jewelry, and cute valentines day cards (perfect accompaniment to a salon gift card). These items will add to the salon experience and give your guests extra gifting options.



Point of Sale Signs

Tell your story clearly with themed point of sale signs or shelf talkers mixed into retail displays. Point of sale signs clearly state prices, products, packages, or specials you wish to highlight which both informs and encourages purchase.



Inspiration images via Pinterest

Fresh Flowers

We love to use fresh flowers mixed into displays- for such a little cost, fresh small bouquets in varying mini vases filled with pink or red roses or peonies add zest to any retail display.

Branded Valentine Window Displays

Red and pink is the traditional symbol for love and Valentine's Day. A huge heart on the window, strings of hearts in varying colors, hanging vintage postcards...? Pick a theme, be bold.



VALENTINE'S DAY LAST MINUTE GIFT CARD STRATEGY



Cupid's Day is quickly approaching, planning to implement a last minute gift card email campaign can add some love to 1st quarter revenue.

Rescue Procrastinators

Remind your guests about the convenience of gift card giving and offer an online gift card promotion. Email marketing gets your gift card promotion straight into client's email boxes.

To strike the most inboxes begin scheduling last minute gift card promotion 1 week prior to February 14th.

The premise is simple, the more people that are aware of your Valentine's Day gift cards, the more you will sell; the last 24 hours are the most popular time for Valentine's gift card sales overall. We recommend you schedule your email campaign something like this:

Email 1: February 7: Last Minute Gift Card Offer

Email 2: February 11: Only 3 Days left!

Email 3: February 13: Last 24 Hours

Create a Strong Campaign

The first step to a strong campaign is the right offer, the right message, and the right image. A focused theme and catchy headline with attention-grabbing images increases open and click-through rates.

Share the Love

In addition to emailing, share your last minute gift card special across all social media channels. Email and social media used together are a marketing partnership made in heaven.

Tip: The premise is a simple one; the more people that are aware of your gift card special, the more you are going sell.

Keep the Love

Gift card promotions give beauty business owners the opportunity to turn a "gift card guest" into a repeat and loyal client. A solid first impression with their Valentine's Day experience will make them more likely to return.

1. Ask each gift card guest to fill out a client card to allow future correspondence.
2. Treat each gift card guest like a VIP.
3. Re-book gift card guest for a follow-up service at end of experience.



Show Some Love to Clientele

Create a special Valentine's Day greeting to your clients, February is a great month to show your clientele some love.

Social Media Love Quotes

On February 1st begin posting branded love quotes to your social media channels, it's a fun way to make a lasting impression.

Make your guests love struck when they visit your beauty business the month of February.



N.3

MARCH GET LUCKY

Clever March marketing incentives

CLEVER MARCH MARKETING INCENTIVES



St. Patrick's Day (March 17) may not be the retail giant of Valentine's Day, yet with clever incentives you can welcome clients with a festive salon experience throughout the month of March. Make your competition green with envy!

Go Green and Gold

While green is associated with shamrocks and leprechauns, emerald green is the color du jour. We love this sophisticated jewel tone accented with gold used throughout merchandising, retail spaces, window displays and signage to make the salon experience modern and magical.



Vignette Displays

Vignette displays are small scenes that are grouped by color or theme, the purpose is to show-off your "wares" in a fresh way each time a client visits; the average salon visit is every 6 to 8 weeks. This type of merchandising requires a little planning and a few "props" to add personality to salon displays.

Get Lucky: A fun shopping atmosphere sells more retail and adds to the bottom line.

Merchandising Props

Tempt shoppers by mixing retail product with eclectic props such as hard back books in shades of green, green glass cake stands, "pot of gold" references such as gold coins, gold-finished vases, and framed luck-reference quotes. Great resources for props are Target, T.J. Maxx, antique or thrift stores.



Inspiration images via Pinterest

Clover Shaped Signs

Reference the green-themed holiday with charming elements such as clover shaped point of sale signs—make sure to clearly state product and price information you wish to highlight, to both inform and encourage purchase.

Luck-Themed Selfie Station

Add a "luck-themed" Selfie Station in your salon to play up the month's holiday.

A "luck-themed" selfie station can be as simple as a clovers on a white backdrop, or a wall of green framed mirrors, a backdrop of green and black paper tissue pom-poms, gold balloons, hanging green tassels, the options are endless...



Inspiration images via Pinterest

"Eco" Email

Green is the traditional symbol and color for environmentalism and Mother Earth. Create a "green" email campaign that highlights your salon's sustainability efforts, environmental themed information, or news. This is a great tie-in opportunity if your salon co-brands with an environmentally conscious brand such as Aveda.



Inspiration images via Pinterest

Lucky Social Media

Make "lucky" the social media theme for March, post quotes about luck throughout the month. Ask social media followers why they "feel lucky," post reasons why you and your salon staff feel lucky. Create a special lucky hashtag so you can track your efforts.



Happy Hour Retail Promotion

Considering retail has a considerably higher profit margin than services, focus on retail promotions in March. Host "Happy Hour" retail promotion events - choose one hour, we suggest 5 - 6 PM, that features a retail discount during that hour only. A discount (between 10 to 25%) can be just the incentive a guest needs to purchase a retail product for the first time. For a large turnout promote Happy Hour to guests via social media, email newsletters and store signage.

Get Lucky: Every time you sell a client retail product, client retention (for that client) increases by 30%!



N.4

APRIL SPRING EQUINOX & EASTER

Flourish this Spring

SPRING EQUINOX



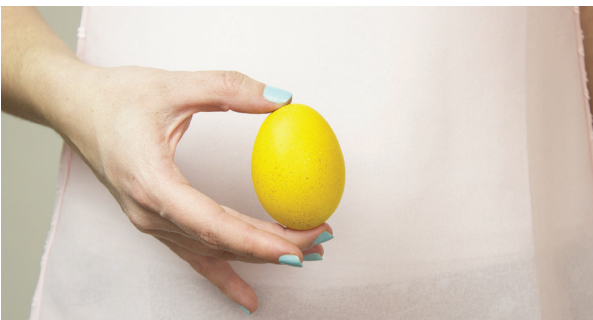
Spring Equinox represents a time of renewal, sunshine, longer days, and revealing more skin, thus translating to some of the busiest months of the year for beauty businesses.

Bring Spring IN

Bring the spring into the salon. With some fresh ideas and creativity you can create a salon experience that guests will not find elsewhere. Theme everything to the "story" – color choices, merchandising support elements, point of purchase signs, seasonal merchandise offerings – should all further visually support the theme. A unique shopping atmosphere sells more retail and adds to the bottom line.

Spring Merchandising

Determine a Spring "look" for your beauty business and express it by choosing decorations and retail products that tell a story in your special branded way. This type of merchandising requires a little planning and a few "props" to add personality to salon displays.



Retail Displays

Create small vignette displays that are grouped by color or theme, the purpose is to show-off your "wares" in a fresh way each time a client visits, every 6 to 8 weeks. Mix retail with merchandising support elements - these are the little details such as butterflies, nests, eggs, bird cages, gardening tools, vintage books, baskets, or trinkets that make your displays special.



Fresh Flowers

Fresh flowers mixed into displays add instant zest for such a little cost. Fresh small bouquets in varying mini vases filled with tree branch blossoms, violets, bulbs, or flowers of any color add spring to any retail display.



Shelf Talkers

Tell your story clearly with themed point of sale signs or shelf talkers mixed into retail displays. Point of sale signs clearly state prices, products, packages, or specials you wish to highlight which both informs and encourages purchase.



Spring Merchandise

Don't limit your Spring retail your salon normally stocks. Load up your retail space with spring-themed merchandise such as floral headbands, clips, sunglasses, spring trend makeup, nail lacquer, and jewelry.

Spring-Themed Window Displays

Flowers and everything green are traditional symbols of Spring. Pick a theme, go floral, go green.



Spring Themed Selfie Station

Add a Spring Selfie Station in your salon to play up the season. A green leaf backdrop with florals, hanging paper flowers, the possibilities are endless.



Easter Merchandising

The Easter holiday is a key calendar event, yet it is often overlooked. The timing of Easter sits in line with spring promotions, so play it up with pastel shades, chocolate, decorated eggs and bunnies.





N.4

APRIL HERE COME THE BRIDES

Tips to grow the profitable niche of
wedding hair & beauty



7 TIPS TO GROW THIS PROFITABLE NICHE

A magical day that will be memorialized in photos for years to come, BIG Day hair and beauty is big business. Brides, and her attendees, want to look perfect for wedding day photos. As a salon, you are in an ideal position to help everyone look and feel their best. If you want more brides walking through your salon door, try these 7 tips to grow this profitable niche for your salon.



1. Create a Bridal Services Menu

That includes all services your salon or spa offers.

Bridal and Attendees Makeup Application

Bridal and Attendees Hair/Up-dos

Bridal and Attendees Manicures and Pedicure

Bridal Facial Package facial services to help brides achieve a flawless wedding complexion.

Bridal Massage Package massage series to help brides achieve pre-wedding stress-relief.



2. Add a separate Bridal or Wedding Services

Page to your website. Along with the bridal services menu and pricing, feature professional images of drop-dead gorgeous brides and bridal parties. Add a bridal image and message to your salon homepage slideshow.

3. Share wedding testimonials

On all salon marketing channels, testimonials demonstrate you've a proven wedding track-record. {If you don't have any testimonials, then contact past clients and ask if they will write just a couple of sentences about their experience with your salon.}

4. Create a social media strategy to target brides

By crafting bridal status updates. Keep the stream of content going for several months (March - June), share bridal themed posts from beauty how-to's, to bridal hair inspiration, to wedding planning tips. Facebook ads are a great place to start advertising special bridal offers and services.

5. Get the word out

To wedding planners, photographers, caterers, and popular local wedding venues in your community. Provide these key outlets with your salon bridal promotional materials for referral purposes. Word of mouth and referrals are one of your best wedding salon marketing tools. Also provide your team with eye-catching marketing materials to hand out to the bridal party and friends. Weddings can be catching, so catch the next one!

6. Trust is crucial for attracting brides

To your salon. To build trust and put her at ease offer complimentary bridal consultations and a trial-run as part of your bridal package. It's a bride's big day, make her feel confident she will be camera-ready and picture-perfect.

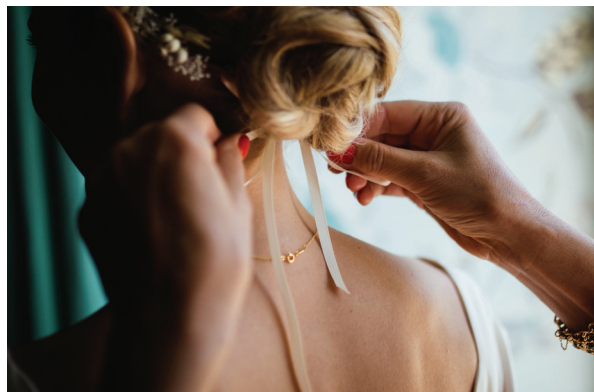


It's a bride's big day, make her feel confident she will be camera-ready and picture-perfect.

Consultation Tip: ask the bride-to-be to bring inspiration photos of desired hair and makeup.

Trail-Run Tip: ask the bride-to-be to bring any headpieces or veils to be worn.

A LookBook Tip: an in-salon book of bridal hair and makeup looks builds trust with brides-to-be.



7. The secret to a lucrative wedding business

Is to charge correctly. If you offer an exceptional bridal services charge accordingly. The trick is to attract well-heeled wedding clients who are happy to pay the right price for the right service. The value of your bridal services should be based on the fact that Saturday is the busiest day, as well as performed on-site, so they involve travel and convenience - bill accordingly.

Vow to make this year's bridal season the most successful one yet, attract the right brides to your salon for their big-day beauty needs.





N.4

APRIL

PROM PREP

Tips to grow prom season business

TIPS TO GROW PROM SEASON BUSINESS



Date? Check. Dress? Check. Makeup? Hair? Prom Season begins in April and runs through the entire month of May. It's also a great time to connect and introduce your salon to a new demographic - the teen market. Prom is an event many teen girls spend years dreaming about. Being a part of the memory, through readying the prom-goer, builds client loyalty and trust. Seize the opportunity to turn a prom appointment into a loyal client. It could be the beginning of a relationship that lasts long after prom night.



Teenage girls across the country are spending money on prom hair, makeup, brow shaping, facials, sunless tanning, manicures and pedicures. Whatever services you offer, be sure to build the prom season into your marketing calendar every year. Here are a few ways:

1. Offer Special Prom Promotion Packages.

Creating affordable packages geared toward teens generates new business, use the prom as a chance to connect with girls directly. Put together packages at 3 different price points and secure appointments with a 50% deposit (non-refundable).



2. Referrals Rock.

Talk up your prom services and promotions to current clients starting several weeks in advance. Word of mouth is one of the best ways to market your business. Try a friend referral offer for prom services.

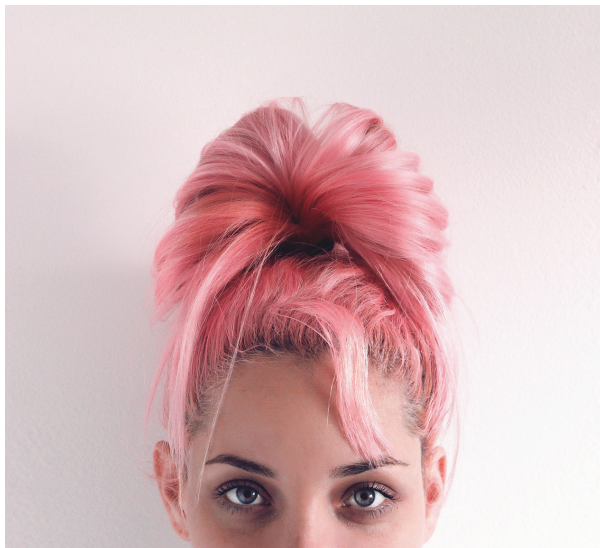
For example: Schedule prom services for yourself and a friend - get Lash Application for free.

3. Pre-Prom Prep Event.

Plan a pre-prom event to gather potential prom-goers to enjoy hair, makeup and nail demonstrations. The event can serve as a kick-off to your salon prom promotions. Start booking appointments on the spot.

4. Offer Special Splurges.

If there's ever a time that a teen will splurge for a fancy hair clip, earrings or lip gloss, it's for the prom. Even if you don't typically stock these kinds of items, investing in some prom-appropriate beauty accessories and displaying attractively in key retail area/s boosts the bottom line every time.



5. Check the dates for your Proms.

Call your local high school/s and ask for the date of their prom. These dates will change every year, so in order to plan and staff accordingly make sure these dates are highlighted in your calendar.

6. Socialize.

Target prom-goers by crafting prom status updates. Keep the stream of content going for several months (April - May), share prom themed posts from beauty how-to's, to prom hair inspiration, to prom planning tips.



7. Target Moms with Email.

When the time comes to schedule prom beauty services make sure your salon is "top of mind" in mom's minds. Send an e-mail campaign to promote your prom packages. For easy booking both online and at the front desk prom packages should have easy price points and memorable "package names" - for example Fling, Hot Date, and Memory Maker.



Here is a shareable Prom Prep Checklist for use on your social media outlets.

PROM PREP BEAUTY CHECKLIST



☐ **Two months before prom:**

Book **hair and makeup** appointments. To ensure availability, schedule your salon appointment two months in advance. Rip out magazine pages of make up and hair inspiration to show to your stylist.

☐ **Two weeks before prom:**

Teeth whitening. Book a teeth whitening session with a professional or start whitening your teeth using a product such as Crest White Strips.

☐ **Just over a week before prom:**

Get a **facial**. Often a facial can actually produce a small break-out as it rids skin of impurities, so schedule your facial a good week before the actual prom date. Give your skin time to recuperate.



☐ **One week before prom:**

Brow maintenance Wait until one week before to shape or tweeze brows, otherwise you will start to get regrowth.

☐ **Two days before prom:**

Sunless tanning This is a professionals only service. In order to get just the look you want do a trial run about two or three weeks before. In order to avoid fading or splotchiness schedule your spray tanning session for 1 - 2 days before the actual prom date so that the finish is freshly applied and even.

☐ **The day before or day of prom:**

Get a **manicure** To avoid chipping or fading, wait until the day before or the day of the prom to schedule your manicure appointment. Don't forget, if your footwear is open-toe a **pedicure** should be booked too. If you don't want to spend the money or if you get squeezed out of an appointment, do your own nails, but early in the day.





N.5

MAY MOM ROCKS

The ultimate business guide
for Mother's Day

THE ULTIMATE BUSINESS GUIDE FOR MOTHER'S DAY



In North America Mother's Day is one of the biggest "gift giving" holidays of the year. Salons and spas are perfect businesses to benefit from a Mother's Day promotion that translates services and retail products into great Mother's Day salon or spa packages. Remind consumers that gift cards, service packages and pampering retail products make memorable gifts for moms, grandmothers, aunts, wives and daughters.

At BeautyMark, we suggest that you begin your Mother's Day marketing campaign in mid-April. Here are some Mother's Day marketing suggestions to implement to really drive sales:

Cover All Budget Types

Divide up your service and product selections for all budgets, provide package options in different amounts to cover all budgets types.

One-Stop-Shop

Some consumers may be purchasing multiple Mother's Day gifts for mother, mother-in-law, step-mother, grandmother, wives and daughters. Your salon or spa can become a consumer's one stop shop if you offer packages that appeal to all "style-types".

Offer Convenience

Make it convenient for consumers to choose your gift options by including Mother's Day gift tags, greeting cards, gift wrap or gift bags along with your gift options (or make them available for purchase near the display).



Show-Off Selections

Merchandise your products and gifts cards in such a way that people see them. By creating Mother's Day gift displays and in-store signage you remind salon guests that you offer great gift giving solutions. Advertise your Mother's Day promotions throughout the salon with posters and mirror talkers as well as point of purchase signs at the register and in your salon waiting area.

Think MEN

Remember that men purchase a significant portion of Mother's Day gifts overall, put your Mother's Day campaign in the windows in the form of posters to get walk-by traffic to walk-in. Market directly to men with a "stressed to the MAX wife" Mother's Day hair or spa package.



Promote Everywhere

Promote your salon or spa Mother's Day specials on all marketing channels including social media, website, and "in-store".



- 1) Update website homepage slideshow to include image of Mother's Day promotion
- 2) Post Mother's Day promotion on all social media channels.
- 3) Create Mother's Day promotional signage for windows, display areas, merchandise areas, and mirror talkers for individual stations.
- 4) Create scripts for staff to help them start the conversation about Mother's Day behind the chair or at the point of purchase

**Mother's Day Email**

Send an e-mail campaign reminding clients that Mother's Day is coming and promote your Mother's Day gift options. Schedule your campaign to remind your guests about the convenience and last minute opportunities of salon or spa gift card giving, but not overwhelm them. Remember that most sales for Mother's Day will be at the last minute. Promote your salon or spa's Mother's Day packages or gift cards as perfect "last minute" gift options...

Run your campaign like this:

Email 1: Initial Offer

Email 2: Offer reminder

Email 3: Only 3 Days left!

Email 4: Last 24 Hours

**Last Minute Gifts = Gift Cards**

It's not too late to get those late minute shoppers. Did you know that the most popular time for Mother's Day gift card sales is Mother's Day "eve"? Make sure it's easy to purchase gift certificates in person, from your website, and from your Facebook Page. You should have both print and email delivery options available, and a variety of seasonal designs to choose from. Gift cards can be a big money making opportunity for salons if panicked gift givers, who didn't plan ahead, can step in or access your salon's website and purchase a thoughtful gift for their loved one.

Make this year's Mother's Day the most successful one yet, attract the right consumers to your salon for their gift-giving needs.





N.6

JUNE **FATHER'S DAY**

Plan the daddy of all Father's Day
promotions

PLAN THE DADDY OF ALL FATHER'S DAY PROMOTIONS



For some beauty businesses June signals the beginning of slower summer months. Although Father's Day purchasing tends to be last minute, plan to begin your promotion early to ensure you squeeze the most from this marketing opportunity. BeautyMark suggests beginning Father's Day promotions on June 1 and stretch the campaign out the entire month. They day of the dads may not be as big as Mother's Day, but it carries some definite marketing swagger.

Last year the US male grooming market was worth an estimated \$5.55 billion, doubling its size in ten years. Men are becoming more sophisticated in their grooming habits, and salons that tap into this trend can grab a slice of this highly profitable hair and beauty demographic. Survey after survey shows the male grooming market is expanding. There is a huge, and increasing, demand from men for hair and beauty treatments.

The additional value of the male demographic is that **men tend to be more loyal clients than women.**

Communicate the right marketing signals to men; make it easy with a separate section on your salon website, a men's retail section in-salon, a separate service and price guide for men. You're positioning your salon or spa as a trusted expert and to a brand new audience. Men can be reluctant to call and inquire about grooming services.

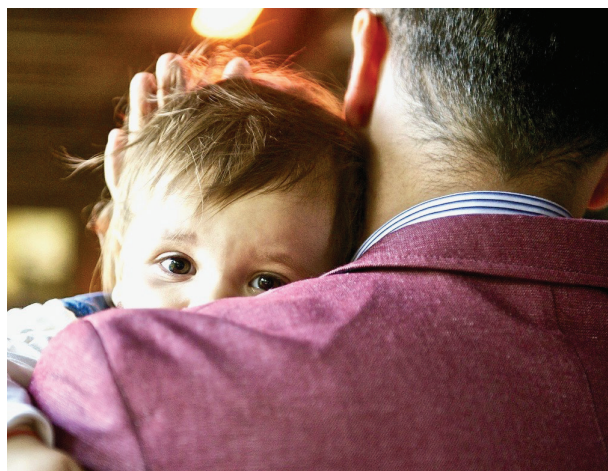
This year plan and implement the daddy of all Father's Day Promotions. Here are some marketing suggestions to really help drive sales:

1. Conceptualize a Theme

A promotion starts with a concept, a photographic image, a catchy message and headline. Father's Day specials should center on treating dad. Sports massages, back waxes, shaves, brow treatments, skin treatments even manicures give dad a little pampering he wouldn't have given himself. Choose a promotional message and theme you want your salon business to portray for Father's Day. Carry this theme consistently across all your online and offline salon marketing channels.

2. Think Women

Your target demographic for Father's Day gift buying is women (wives, daughters, mothers). Dads are tricky to buy presents for, so offer women an alternative to the token tie or pair of socks, promote the gift of a "grooming experience".



3. Create Themed Packages

Promote your gift options for Dad by way of a dedicated Father's Day email followed by social media reminders. Make it easy to buy by creating service and product packages at price points for all budgets. Have fun Father's Day references as package names such as :

Dapper Dad : a pedicure, waxing and manicure.

Hello Handsome : a stress-relieving massage and pampering facial.

Package men's retail products into a "Dad's Grooming Kit" or "Manscape Kit". For pocket-sized budgets (great for kids) display inexpensive retail gifts for dads on your salon reception desk (travel size and finishing style retail works great).



4. Daddy Strategy

Promote your Father's Day offerings by posting consistently across all salon marketing channels including website, email, social media, and in-salon. Ensure Father's Day offers and gift ideas are fully promoted on your website beginning on June 1st. Update website homepage slideshow and/or specials page to include image of Father's Day promotion.

Run your campaign like this:

Email 1: June 1 Initial Father's Day offers

Email 2: June 12 Follow-up e-newsletter Father's Day offer reminder.

Throughout the month of June continue to drive traffic to your salon website with regular social media posts and email marketing. Facebook, Pinterest and Instagram's audience is exceedingly female, making them the perfect platforms to promote Father's Day offers.

To harness the full power of online marketing post these "daddy strategy" ideas, tips and advice across all social media channels. Post everywhere consistently. Give your salon social media "Dad appeal" through posts like:

- Grooming guides
- Shaving tips
- Step-by-step men's hair style guides
- Anti-aging skincare tips for dads
- Manscaping, facial scrubs and pedicure articles
- Men's summer well-being tips

5. In-Salon Advertising for Father's Day

Make sure whatever you are promoting online is communicated in-salon too. Your salon windows and walls are free advertising space. Display eye-catching Father's Day window graphics and mirror talkers throughout the salon.

6. In-Salon Merchandising and Retail Signage

Create prominent Father's Day retail displays. Clearly label and merchandise Father's Day gifts for easy selection. Retail signage that clearly conveys specials, package contents, and price points make purchasing a breeze. Merchandising product with signs "tell the story" of your retail promotions to salon guests.



6. Add Some Bounce

Bounce-back marketing promotions do what they say, they encourage repeat business and loyalty through offering an incentive.

Your salon doesn't want to see dad just once, the marketing goal is to turn him into a regular salon or spa client. Encourage clients to return by adding a bounce back offer to your Father's Day gift packages or cards to tempt people back in July and August. Schedule these appointments for quieter days of the week or hours of the day and with selected stylists or beauty therapists.

Here are some Bounce-Back marketing ideas for Father's Day:

- 20% off pre-booked appointments made that day
 - 20% off men's retail purchased that day
 - 20% off men's pedicure and manicure services
- June - August
- Pre-book men's haircut & finish during months of June - August, receive a steam towel, shave
 - 50% for free: book a 60 minute massage and get 30 minutes additional for free June - August

7. Gift Card Email Reminder

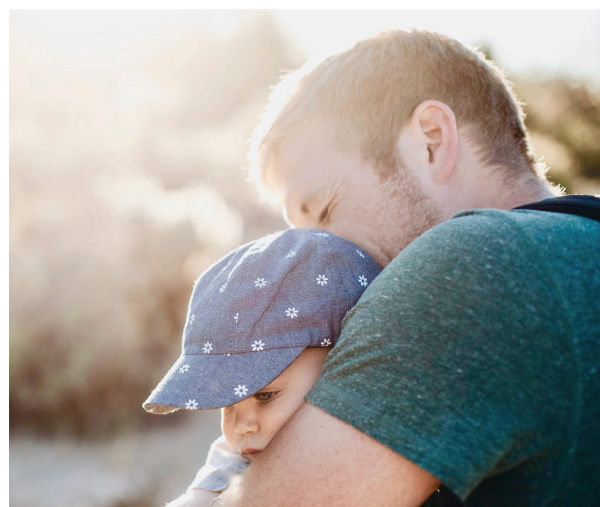
Don't forget the easiest gift to give - Salon Gift Cards! Great for women who want to sharpen up her man's looks. Send out an e-newsletter reminding clients that Father's Day is coming.

Remind your guests about the convenience and last minute opportunities of salon or spa gift card giving. Promote your salon or spa's Father's Day gift cards as perfect "last minute" gift options. Gift cards can be a big money making opportunity for salons if panicked gift givers, who didn't plan ahead, can step-in or access your salon's website and purchase a thoughtful gift for Dad.

Run your campaign like this:

Email 3: June 17: Only 3 Days left!

Email 4: June 20: Last 24 Hours!



PLAN THE DADDY OF ALL FATHER'S DAY PROMOTIONS

- ☐ Theme
- ☐ Packages
- ☐ Website
- ☐ Offer Promotion Email
- ☐ Social Media
- ☐ In-Salon Advertising
- ☐ In-Salon Merchandising
- ☐ Bounce-Back Cards
- ☐ Gift Cards Email



N.7&8

JULY & AUGUST **SWING INTO SUMMER**

How to launch hot promotions

HOW TO LAUNCH HOT PROMOTIONS



Worried about a slow summer? Slow summers can be a thing of the past if fresh promotions are implemented to keep clients connected and coming back. The key to summer salon promotions is to "solve" the season's skin, hair, beauty and wellness needs. Dive-into the summer season with cool campaigns that will keep your appointment books sizzling.

Monthly promotions are simply well thought-out plans to keep clients and prospective clients aware of your salon. You want your salon or spa "top of mind" when they are motivated to make an appointment. Make sure it is you they call.



1. Memorial Day Weekend

Contrary to popular belief, the official kick off to summer is the perfect time to sell salon and spa services. For 70% of the country Memorial Day means "first time" skin exposure after a long winter of covering up. Summer time cuts and styles, skincare products, pedicures (time for sandals, which means it's time for cute toes), and manicures.

2. July 4th Holiday

The highlight of the summer holidays, July 4th spells specials. Focus on skin care and sun protection, hair management - the sun is hard on hair, especially color treated hair, so offer treatments accordingly. A sure bet is spraytan and manicure/pedicure maintenance.

3. Red, white and blue

Patriotic colors are the perfect palette to get you through the summer months. Go for a striped or star theme, use red/white/and blue props such as beach towels, beach umbrellas, bathing suits. A great way to remind clients to make appointments to be at their best come beach or pool time.



4. Summer Packages

What services do prospective clients really need during the summer months? Go-to summer services make great salon and spa promotions. Don't discount, create packages to keep them coming back and "maintain" the appearance during the summer months. Make sure your salon marketing message communicates value, the best offers are those that add value without a lot of cost.





5. Summer Hair

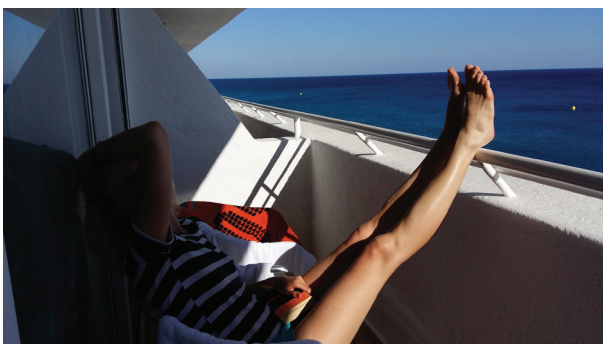
Summer months are ideal months for easy-manage, low fuss haircuts and face framing highlights for a sun-kissed look.



Tame frizz and increase summer revenues by offering discounts on blowout services. Help clients beat the heat with conditioning treatment and blow out service specials. This offer is the perfect example of value added without a lot of cost. Keep the service under 45 minutes and offer at discounted rate.

6. Summer Waxing

Bikinis and short shorts call for tamed unwanted hair - offer waxing packages that include legs, bikini and underarms.



7. Summer Skincare

Dry summer months and exposure to too much sun call for pampered pores, design special facials to cool and soothe summer skin.



8. Summer Nails

As temperatures rise, off comes the heavy footwear and out come the sandals. Highlight pedicure services so clients can "rock" sandal-worthy toes. Take advantage of the toe exposure season by offering special foot peels and renewal-themed pedicures.



9. Beach-Ready Skin

Entice clients to get beach-ready skin with body scrubs or polishing treatments. Great services to sell with tanning services. Combine them for a package.





N.9

SEPTEMBER

RAKE 'EM IN THIS FALL

Tips to grow your back-to-school
and fall season

TIPS TO GROW YOUR BACK-TO-SCHOOL AND FALL SEASONS



Back to school time in August and September are like a second "new year" of the annual calendar. This is a time of starting over, lazy days of summer polarize to jam-packed routines. As the fall season approaches, so do the booking opportunities due to the havoc summer has on hair and skin.

Remember: The key to salon promotions in Fall is to "solve" the ever-changing beauty problems and needs throughout the calendar year. Find here some strategies for promoting salon services during the Fall Season.

1. Hair Damage = Dollar\$\$

Summer months spent in the sun, wind and water make the fall season the best time of year to grow business by offering solution-driven treatments. Promote add-on Hair Conditioning or Glossing Treatments.



2. Back-to-School = Back-to-Business

Moms spend money on new clothes, shoes, and school supplies - why not include a trip to the hair salon as part of the back-to-school regimen. No one wants to send their child to school picture day with parched fiberglass hair; all hair types can benefit from an anti-oxidant plus restorative hair conditioning treatment, so build it as an add-on service for back-to-school promotion.



3. College Students

If your town or city hosts a large college campus this could equal loads of new and returning clients. Promotions work well in August or September to attract new students unfamiliar with their new town or city.

Advertise in your town's local college newspapers around September for Welcome Week - this is a very inexpensive way to target this demographic. If you are the beauty salon they choose for their first appointment, odds are that (provided they have a good experience), that client will stick with your salon for the duration of their college career (4 - 6 years).

4. Sorority Packages

Contact sororities and school groups to offer custom packages. Provide service discount rates for events at college campuses. For instance, propose a monthly sorority night special where your team visits the sorority house for a night of pampering.



5. Teacher Appreciation

Get high grades when you offer teacher appreciation during the back-to-school season. Extend a special discount on services or retail products for refreshing her "beauty supply".

6. High School Homecoming

Fall is the season for high school homecoming dances, the fall version of Prom. Check the dates for your local high school's homecoming. These dates change every year, so in order to plan and staff accordingly make sure these dates are highlighted in your calendar (traditionally in the month of November).

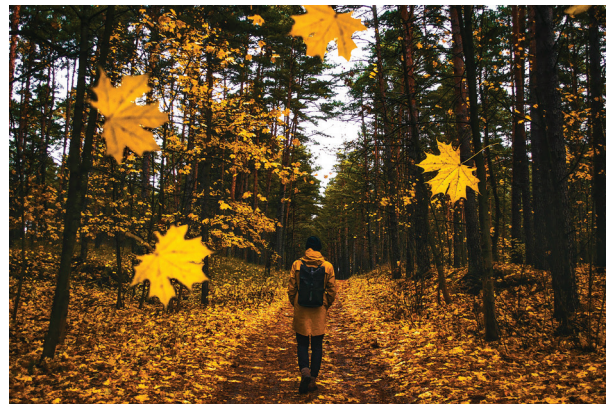


Homecoming is an event that gives you an opportunity to offer specials for event hair, makeup and nail services. Advertise in your town's local high school newspaper starting in September for a November Homecoming date.



7. Fall Trend POP

Seasonal trend colors can perk up merchandising and boost retail sales. Point of purchase displays with items highlighting the season's hottest trend colors in jewelry, hair accessories, hats, cosmetic cases, lip glosses, eye shadows, nail lacquers, etc.





Inspiration images via Pinterest

8. Fall Merchandising - Change It Up

Give clients a new reason to sit up and take notice. Why? It's human nature. As human beings we tend to ignore what we have seen before but when something changes - new color, new arrangement, new merchandising, signage, etc. - the brain sends a signal that there is something new and noteworthy. Easily change the look of your retail space with "back-to-school" merchandising support including vintage hardcover books, chalkboards, vintage typewriters and pencils.

9. Want to make even more of an impression?

Repaint a focal wall, refresh shelf talkers, update point of purchase displays and merchandising accessories in your client waiting and treatment areas. One way to do this is by putting in pops of colors, and it's smart to pick colors from among those that consumers will be seeing as on-trend in their favorite fashion and style magazines in the months that follow .



10. Fall Fashion, Style and Color Trends

Leverage fall color trends to engage clients and refresh your salon marketing plan. The color experts at Pantone® release a color trend report on fashion and runway-inspired color trends every season - this is a great reference to stay in-tune with color trends that will quickly be in demand among your clients.



Inspiration images via Pinterest



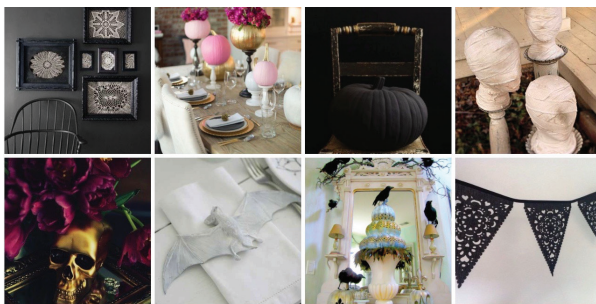
N.10

OCTOBER **HALLOWEEN** **SALES BOO-STERS**

Magical Halloween
merchandising & promotion how to

SET THE STAGE FOR A SUCCESSFUL HALLOWEEN

Spending on Halloween is second only to Christmas when it comes to holidays, so as a salon owner it makes sense to capitalize on this popular time of the year and spend some salon marketing dollars as well. With October quickly approaching, here are some pointers on how to master the art of Halloween business and give your salon a BOOst this Halloween season.



1. Spirited Decorating

Inspiration images via Pinterest

- Black & white polka dot and chevron prints are a trendy way to transition from Halloween into Thanksgiving.
- Pumpkins painted black, white or gold can give a bit of glamour to the scene.
- Create a spooky antique mirror by spraying edges with hairspray and dusting with baby powder.
- Create a headless hunter from old mannequin heads.
- Hang paper bats, or falling leaves at various lengths from the ceiling using fishing line or ribbon.



Inspiration images via Pinterest



2. Offer Halloween Hair & Makeup

Clearly dressing-up isn't limited to kids anymore, hair and makeup are essential parts of any great Halloween get-up. As costumes have become more elaborate, so has the demand for professional Halloween hair and makeup services. No matter what day Halloween falls on, you can expect the weekend-before rush of hair and makeup appointments.

Properly set the stage with a solid hair and makeup team, you might even consider bringing on freelance makeup artists for the season. Successfully adding Halloween services to your salon menu is going to take time, experience and dedication.



Inspiration images via Pinterest

3. Halloween Promotions

We all love the chance to break out of the beauty box and do theatrical hair and makeup.

Tie in hair, makeup and spa promotions to the Halloween season. The end of October is filled with Halloween-themed parties, giving salons multiple opportunities to book appointments reserved for theatrical makeup, face painting, special-effects and creative hair.



Offer special deals for Halloween hair, special effects and makeup on the big night or extend the specials to the entire month by offering these services both on the "big day" and for all the parties that will be taking place throughout the month.

Halloween Hair: \$65

A blowout, an updo, or anything in between.

Halloween Makeup: \$60

From glamorous to gruesome. False lashes included.

Halloween Hair & makeup special: \$100

Includes a full hair service and full makeup service.

5. Halloween Spa Specials

Highlight Halloween-themed nail art specials and get spa-goers into the spirit with themed "mummy" body wraps or facials with seaweed-based products.

6. Spooky Inventory

Add some spooky products to your retail such as ghostly hair accessories, false eyelashes, theatrical makeup, wash-out hair coloring, witchy nail designs, or glow in the dark jewelry.



7. Generate Halloween Hype on Social Media

Encourage staff to create their own ghoulish hairdos in the weeks leading up to Halloween. Take photos and use social media outlets to generate hype about your Halloween hair and makeup services. This is an amazing way to show-off your salon's theatrical hair and makeup skills, sharing images demonstrates the talent of your team to prospective clients.

Halloween marketing ideas for your salon are limited only by your imagination, so get creative!



HOW TO : MAGICAL HALLOWEEN MERCHANDISING & DISPLAY

With October quickly approaching it's time to begin planning your beauty business' Halloween merchandising and decorating. Remember that spending on Halloween is second only to Christmas when it comes to holidays, so take advantage on this popular holiday to boost service and retail sales.

1. Pick a Halloween theme.

Determine a Halloween "look" for your beauty business and express it by choosing props and retail products that tell a story in your special branded way. Glittery skulls, painted pastel pumpkins, or traditionally spooky, this type of merchandising requires a little extra planning. A few special details add personality to salon displays creating a retail and salon experience that guests will not find anywhere else.



2. Merchandising tells a story.

Theme everything to a Halloween "story" - color choices, merchandising support elements, point of purchase signs, and retail offerings work together to visually support the theme.

A unique shopping ambiance sells more retail and adds to the bottom line.

3. Halloween-themed window display.

Salon windows are your most valuable advertising space, don't underestimate the power of talking to the street. Showcase your chosen Halloween theme prominently in the window. Pick a theme, be bold!



4. Add new Halloween-themed products to your salon retail.

Adding a new line of products to your salon retail could open up whole new lines of business. Add some spooky products to your retail such as ghostly hair accessories, false eyelashes, theatrical makeup, wash-out hair coloring, witchy nail designs, or glow in the dark jewelry (good gifts or point-of-purchase).

5. Halloween inspired retail props.

Create small vignette displays that are grouped by color or theme. The purpose of merchandising is to show-off your "wares" so mix retail with merchandising support elements that make displays special. Details such as glittery leaves, mini painted pumpkins, feathers, spiders, cobwebs, hanging bats, the list is endless....

6. Add fresh for zest.

We love to use fresh scored pumpkins or autumnal squash as unique vases for fresh flowers. The simple use of fresh flowers mixed into displays creates an instant Halloween/Autumnal retail display.

7. Shelf talkers.

Create cards that clearly state prices, product highlights, seasonal packages, or specials you wish to highlight. Use verbiage to both inform and encourage purchase. For Halloween an elegant black card with gold print would be delicious.

8. Halloween themed selfie station.

Play-up the season with a Halloween-themed selfie station. A Halloween-themed backdrop or a bit of ghoulish "staging" can encourage social media tagging and sharing.





N.11

NOVEMBER

GET INTO THE BLACK

Kick off Black Friday with a gift card strategy

KICK OFF BLACK FRIDAY WITH A GIFT CARD PROMOTION STRATEGY



Black Friday is the official kick-off to the holiday season. Many salons tend to ignore gift cards, regarding them as rather impersonal, but in truth gift cards give salons the opportunity to solve holiday gift giving. When promoted properly gift cards make an indulgent gift and a fabulous source of holiday cash flow. To boost salon profits this holiday, start planning your gift card promotion launch for Black Friday now!

HERE ARE SOME TIPS HOW:

1. Make your salon gift card attractive.

Everyone likes a gift card, but sometimes it's hard to make it look like a thoughtful and clever present. It's a Christmas gift card, not a discount coupon. At the very least you need an attractive gift card presentation. This should reflect your salon brand, be contemporary and high quality.

For larger gift card purchases a special branded box is more fitting. On Christmas morning it is much more exciting to discover a gift card nestling inside a pretty box than just a dreary certificate printed on cheap paper.

So many hair and beauty salons present cheap-looking gift cards which proudly boast \$75 on them. If a guest is spending \$75 + on a present - it needs to look and feel special!

2. Strong campaign offer.

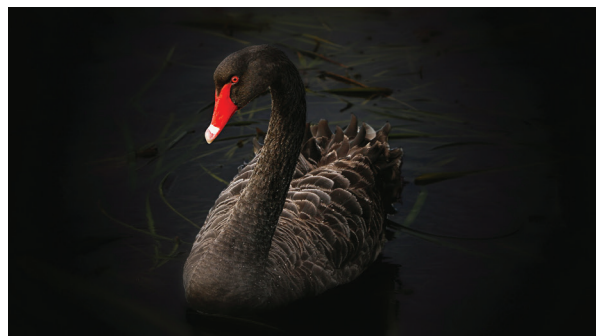
A strong campaign begins with the right message, the right offers, and the right design to help



promote gift card sales in the 4 weeks leading up to Christmas Day. Promotes deals that are a low cost to your business but provide added value to the purchaser.

A "Buy One, Get One Free" gift card special is the perfect solution for easy holiday gift-giving:

- Spend \$100 receive \$25 gift card good for salon services (give or keep for yourself).
- Spend \$150 receive \$50 gift card good for salon services (give or keep for yourself).
- Spend \$200 receive \$75 gift card good for salon services (give or keep for yourself).
- Spend \$250 receive \$100 gift card good for salon services (give or keep for yourself).



3. Create gift card packages.

In addition to offering gift cards for dollar amounts, consider putting together some packages. When people receive a gift certificate for a dollar amount, they tend to use it to purchase services they are already receiving at the salon. It is more profitable to sell "luxury service" packages, making salon and spa luxuries the perfect gift. Packages are also a great opportunity to sell combinations of services, and get guests to try services they may have otherwise never tried.

Create packages at several price points and get creative. Don't be afraid to offer high priced items like "A Year of Hair Color" or "A Massage of the Month". Gift givers can be very generous if the gift is right. Encourage higher gift card sales by combining 3 or 4 services into a "beauty day" specially priced at 25% off for a limited time. Pull together hair and skin packages that engage your guests with fun names, pretty packaging, and wonderful bows.

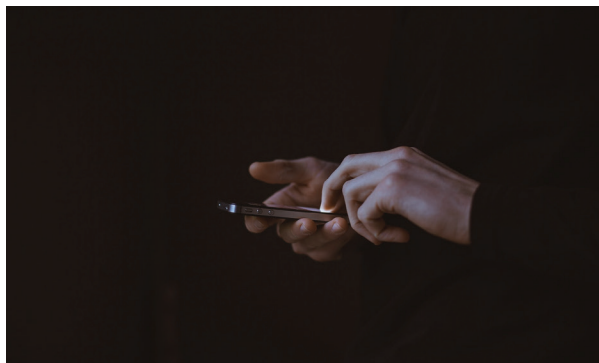


4. Tell your clients!

Create in-salon signage to let your clients know what gift packages are available. Give the cards high visibility in your salon, many hair and beauty businesses mistakenly hide gift cards away and miss many opportunities. Create attractive in-salon displays with a promotional graphic and promotion. Custom signage helps you sell even more. Spread the gift card idea through social media postings too.

5. Dedicate a specific page for gift cards on your salon website.

Include how/where to buy, the denominations available and any terms and conditions. Make sure you highlight them on the Home Page too.



6. Gift card email campaign.

The easiest gift to give? Salon gift cards. Be sure to include gift cards in your e-mail marketing campaigns commencing on Black Friday and continuing right up through Christmas. Send out an e-newsletter reminding clients that the holidays are on their way.

Run your campaign like this:

Email 1: Black Friday: Initial Offer

Email 2: December 10: Offer reminder

7. Last minute option.

Promote your salon or spa's holiday gift cards as perfect "last minute" gift options. Gift cards can be a big money making opportunity for salons if panicked gift givers, who didn't plan ahead, can step-in or access your salon's website and purchase a thoughtful gift at the last minute. Remind your guests about the convenience and last minute opportunities of salon or spa gift card giving.

Run your campaign like this:

Email 3: December 21: Only 3 Days left!

Email 4: December 23: Last 24 Hours!



8. Make it easy for clients to buy.

Make it easy for clients to buy! Instant purchase applications help you work smarter, not harder and can add thousands of dollars to your bottom line. Online commerce should be easy and all salons and spas should maximize the power of the web. You too can sell gift cards online by providing a stand alone, turn-key, secure, and full featured gift certificate shopping cart system branded with your company's logo. It is easily added to your existing website with a simple link or buy now button.



9. Gift card guest = potential loyal client.

Gift card promotions provide the opportunity to turn a "gift card guest" into a repeat and loyal client. A solid first impression with their Holiday Gift Package experience will make them more likely to return. There are 3 other ways to turn holiday guests into loyal clients.

First : ask each guest to fill out a client card to allow future correspondence.

Second : treat each "gift card" guest like a VIP.

Third : re-book client for a follow-up service at end of experience. Each gift card client can turn into a \$2000 annual revenue guest.



10. Hire professional concept & design services.

To appeal to the right market all promotional materials must be professionally written and designed. From the actual marketing concept, to copywriting, to imagery, a marketing professional is well trained and experienced in the field of marketing. Leave the job of marketing to the experts. Get in the black with a Black Friday gift card strategy!





N.12

DECEMBER

PUT A LITTLE MERRY IN YOUR MARKETING

Get holiday-ready marketing guide
11 merry merchandising & display tips



GET READY HOLIDAY MARKETING GUIDE



As the holidays quickly approach many salon and spa owners are gearing up for the busiest and most opportunistic time of the year for both service and retail sales growth. Here are some ways for salons and spas alike to put a little MERRY in their holiday marketing. There is no better time to bring a little CHEER to your bottom line. Here are a few ideas to get you in the spirit.

Deck the Halls

Determine a holiday look for your salon or spa and deck the halls! Decorate to add cheer, showcase product and service promotions, and give an overall "ho-ho-ho" to your business in your special branded way.



Cozy Coiffure Selfies

Encourage clients to post pics of their "holiday coiffure" on Instagram or Facebook. Get people talking about your salon this season by adding some cheer. With very little effort, you can bring a sparkle to both your staff and clients.

Be Socially Merry

Don't forget to dress your social media "holiday theme" as well. Change the banner on your business page, create holiday themed frames for your FB and Instagram photos. Add some sparkle and cheer to every "touch point" with your clients.



Holiday Drawing

December is a great time to do an annual "Enter to Win" contest. Think of a fun give away gift that will promote cheer and collect valuable email addresses as well. A great way to start a digital relationship with your guests.

Gift Packages

Get creative. Pull together hair and skin packages that engage your guests with fun names, pretty packaging, and wonderful bows. This season look fresh with mint and red accents!

Holiday Team Photo

Take the time to promote your team. A playful way to connect to your current and future customers is a team photo. A great way to make your team approachable. On social media channels highlight the team's "most meaningful gift".

Cozy Beverages

Offering a cozy seasonal beverage is something that costs almost nothing, yet makes a huge statement. Clients love it, and the salon smells amazing! Give your salon guests cozy drink options, like hot caramel apple cider with a cinnamon stick, hot cocoa with marshmallows, steamed milk with a caramel drizzle, and hot blueberry tea with a sugar butter cookie.



Holiday/Seasonal Mugs

Another way to make your mark is mugs - choose mugs that match your salon's personality and add to an inviting holiday presentation.

These are just a few ideas, I'd love to know what you do to bring the holiday festive feel to your salons.



11 MERRY MERCHANDISING & DISPLAY TIPS

This holiday season don't limit your merchandising and display efforts to just your salon retail "space", spread the merry throughout your beauty business. There are plenty of additional places in the salon to promote products and services. Determine a holiday look for your salon or spa and deck the halls! Decorate to add cheer and give an overall "ho-ho-ho" to your business in your special branded way.

1. Salon windows.

Your salon windows are your most valuable advertising space. Holiday merchandising should be prominently showcased in the display window that faces the street. Don't underestimate the power of talking to the street.

2. Holiday Window Clings.

Holiday window clings can encourage customers to prepare for the Holiday Season, get them in a festive mood and give them a reason to walk into your store.



Take advantage of the holidays to enhance brand awareness using window clings to catch the attention of passersby and entice them to purchase that last minute gift card or product for a friend.

3. Set holiday theme windows.

Pick a theme, be bold. Then choose decorations and retail products that tell a story. Theme everything to your story from your color to your merchandise.

4. Use mirrors.

They add sparkle and depth, increase the light and expand the space.

5. Incorporate movement into your display.

Fluttering festive ribbons or dangling ornaments introduce motion and interest. A small fan can be used to create even more movement.

6. Use a mixture of different sizes and shapes.

Passersby traffic on the sidewalk can see a bottle of shampoo or a lipstick in your window, drive-by traffic can not. So mix both large and small items to catch pedestrians' and car drivers' interest.

8. The front desk.

It's your guest's first and last stop. Be sure to place colorful product display trios and gift card holders in this important spot.

9. Holiday smells and sounds.

Don't stop at visual appeal, think about how your salon smells and sounds. Put together different playlists of various holiday music, don't just play the tired Holiday favorites on a loop.

Guests love hot spiced cider and its so easy to offer beautifully. Simply keep apple cider brewing in a crock pot with fresh sliced oranges and apples, cinnamon sticks and cloves. The cost is minimal, clients love it, and the salon smells amazing.



10. Stylist stations.

When a client sits in the stylist's chair, you have at least a half hour to capture her attention. Create mirror talkers that "start the conversation" of your current and upcoming salon promotions.

11. Shampoo bowls.

It's a client favorite spot (they love that scalp massage) so use it for merchandising or marketing too. Create a "display vignette" - a place to show off a gift-wrapped promotional item or sign.

12. Salon rest rooms.

Many salon owners don't realize the value of this area. Here you have guests' undivided attention, so create displays reminding them that your salon is the one-stop shop for holiday gift giving.



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