



GO BACK TO THE BASICS OF MARKETING AND WATCH YOUR **BUSINESS GROW!**

**An easy-to-implement guide for
beauty salons, skin clinics & spas.**

WRITTEN BY
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The past year has been nothing but crazy! The series of lockdowns, health threats, the adverse impact of the pandemic on the economy, and a whole lot more! Despite that, many salons thrive amid the chaos. Why?

One word - marketing.

You need to step up your marketing game during times like these and be consistent! One marketing campaign won't cut it to help your business stay top of mind with your valuable existing clients.

**Unsure of the
direction of your
business in 2022?**

**Read on and
discover how your
beauty salon can
move forward by
going back to the
basics of salon
marketing.**

Do's and Don'ts of Beauty Salon Marketing

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Before we delve deeper, I'd like to share some practical yet effective do's and don'ts of beauty salon marketing.



What you **SHOULD** do:

- Do understand your objectives. Goals and objectives are crucial to any business. They set your salon's direction and guide you towards where you really want to go.
- Do plan. Plan your annual marketing strategy. You heard it time and time again: "Fail to plan and you'll plan to fail."
- Do make sure you are making a profit.
- Do use your database and all the available marketing touchpoints, including email and SMS, available to you.
- Do remember that you can't do everything. Outsource as much as you can and free up your time to focus on your client experience; retention depends on it!
- Retention Retention Retention! Do put as much time and effort into retaining your clients as you do try to attract brand new clients to your clinic.
- Do focus on your team. Team development significantly influences client experience.

Do's and Don'ts of Beauty Salon Marketing

Before we delve deeper, I'd like to share some practical yet effective do's and don'ts of beauty salon marketing.



What you **SHOULD** do:

- Do not have a reactive marketing strategy. Such marketing looks amateur and unprofessional, and usually attracts discount shoppers.
- Do not try and be something you're not. You're not a graphic designer or a website developer (unless you really are!). Again, it's easier to spot a treatment menu or an email designed by a salon owner than a trained professional.
- Do not fly by the seat of your pants when it comes to sales targets. Decide on a target for promotion and ensure your team understands the campaign's goals, as well.
- Do not discount, unless there is a specific transition strategy in place to rebook the client for future treatments and increase frequency of visits.
- Do not continue to offer treatments that no longer serve your business and are not profitable.

The Basics of Salon Marketing

The Basics of Salon Marketing

If there's one thing you must not hesitate to invest in, it should be marketing (between 3-5% of your total turnover annually).

Marketing can be overwhelming and many salon owners find it challenging to manage time with everything else on their plate. Our goal with this guide is to give you a clear direction and a better understanding of investing your time and marketing budget this year.

Here's a Check List to help you address the most critical areas of your business marketing!



[Download the Check List](#)

Business Marketing Objectives

TIP 1!

Decide on Your Business' Marketing Objectives

Understand your overall objectives. Goals are crucial to any business as they set your salon's direction and guide you towards where you really want to go.

There are three key areas you need to generate growth to **increase revenue** for your business:

1. The Average Client Spend
2. The Average Frequency Of Visit
3. New Clients

Therefore, your objective is simple - generate growth in all three key areas.

But by how much?

If you aim for a 5% growth in each of the three key areas, you'll generate over 15% additional income over 12 months.

If you aim for a 10% growth in each of the three key areas, you'll generate over 30% additional income over 12 months!

Watch this video demonstration to see how a small growth in each of the three critical areas will increase your salon's overall revenue for the year!



Campaign Marketing

TIP 2!

Campaign Marketing

You can increase the average client spend with your campaign marketing. Campaign marketing is about communicating how you can help your clients with the treatments and skincare brands you offer by executing regular promotions. Run at least eight marketing campaigns per year every six (6) weeks. Monthly campaigns are too much and will overwhelm your team. Stick to 8 campaigns - less work for you and the team get to focus on one core goal for a longer time.

Implement your direct response marketing campaigns and strategies and target clients already on your database. Use an industry-specific salon software program or Mailchimp to help you automate campaigns and reach out to clients using different touchpoints, including email and SMS. Posters, social media posts, and web graphics effectively communicate your latest promotion to clients.



When deciding on your annual campaign marketing plan, consider the following concepts and ideas:

When is your clinic's birthday?

Celebrate the salon trading for another year by running a promotion when you first open for business. If you opened your business in December, change the birthday month to January, so the campaign doesn't clash with Christmas.

Which machines and treatment modalities have you invested in?

Skin Needling, Plasma Pen, RF Skin Tightening, IPL, Oxygen Facial, to name a few, are examples of machines and treatment modalities that are a significant investment in both time and training for any beauty salon or skin clinic. Therefore, it makes sense to include a dedicated marketing campaign for any technology you have introduced to your clinic's treatment menu. How else are clients to know about the solution you have to help them achieve their skin goals? You can't just rely on your treatment menu and website.

Promotions to increase retail sales

One of the easiest ways to scale a beauty salon business is to up your retail game! Retail is crucial for client retention as nothing accelerates a client's results for beautiful, healthy skin better than a professionally prescribed homecare regime. It builds trust and keeps clients coming back to your team and clinic time and time again.

Retail promotions are an effective strategy to increase your client average spend. All clients are "skin clients" regardless of whether they book in for monthly facial treatments or not. Why? Because every client cleans their skin at least once a day, make sure they clean it with one of the professional cleansers you stock. If all your existing clients bought one product 3-4 times per year, the effect on your annual revenue would be significant.

Try this: One of the best performing retail promotions available through our Marketing PRO program. Buy 3 Skincare Products and get a free cleanser; it's proven to introduce new retail clients to skincare staples and existing clients to try new skincare such as corrective products like serums, plus they get to take home their favourite cleanser for free!

Treatment Menu

TIP 3!

Review your Treatment Menu & Pricing

When reviewing your treatment menu at the start of a new year, the first step is to check which treatments are performing for your business and which services may need an overhaul or be completely discontinued

Pull a report from your salon software program for Top Selling Services. Any treatment that is not performing and not making you money could be discontinued (such as manicures and pedicures). If you discover that one of your advanced modalities isn't achieving the booking levels you expected, consider running a marketing campaign for six (6) weeks to raise awareness with clients that the treatment is available, educate them on the benefits, and include before and after photos wherever you can.

When updating the treatment menu artwork and design before sending the file off to print, lead with your chosen specialty (e.g. skin treatments) at the beginning of the menu and end with the services you prefer to less of (e.g. waxing & spray tanning) at the end.

Pricing to make money is crucial to your salon's success. What's the point in performing services where you don't make a profit? The goal is to create a minimum of \$1 profit per minute. Take into consideration your cost of goods, staff costs per hour and the time required to perform the service, including prescription and turnaround time.

Use this basic Profit Per Minute spreadsheet to determine if your current pricing structure generates a profit.

[Download the Profit Per Minute Spreadsheet](#)

Watch Video On How to use the Profit Per Minute Spreadsheet



TIP 5! Have a Treatment Menu - In Print

Lastly, develop an uncomplicated treatment menu. Your treatment menu is a part of your brand and an important marketing piece. Together with your team and graphic designer, create a treatment menu that's simple, easy to navigate, and easy to understand.

A printed version of your treatment menu is handy for a few reasons. Clients keep them at home and work. The team can use the menu when recommending treatments to clients and mapping out their skin journey. The menu should also feature your booking policy- which means you have this vital booking outline on the website and in print.

There are a few more reasons for having a treatment menu in hard copy, the price list should be on-point for your brand, but it doesn't need to be fancy or expensive. A simple DL bifold will serve your business well and keep your print costs down.

Salon **Brand**

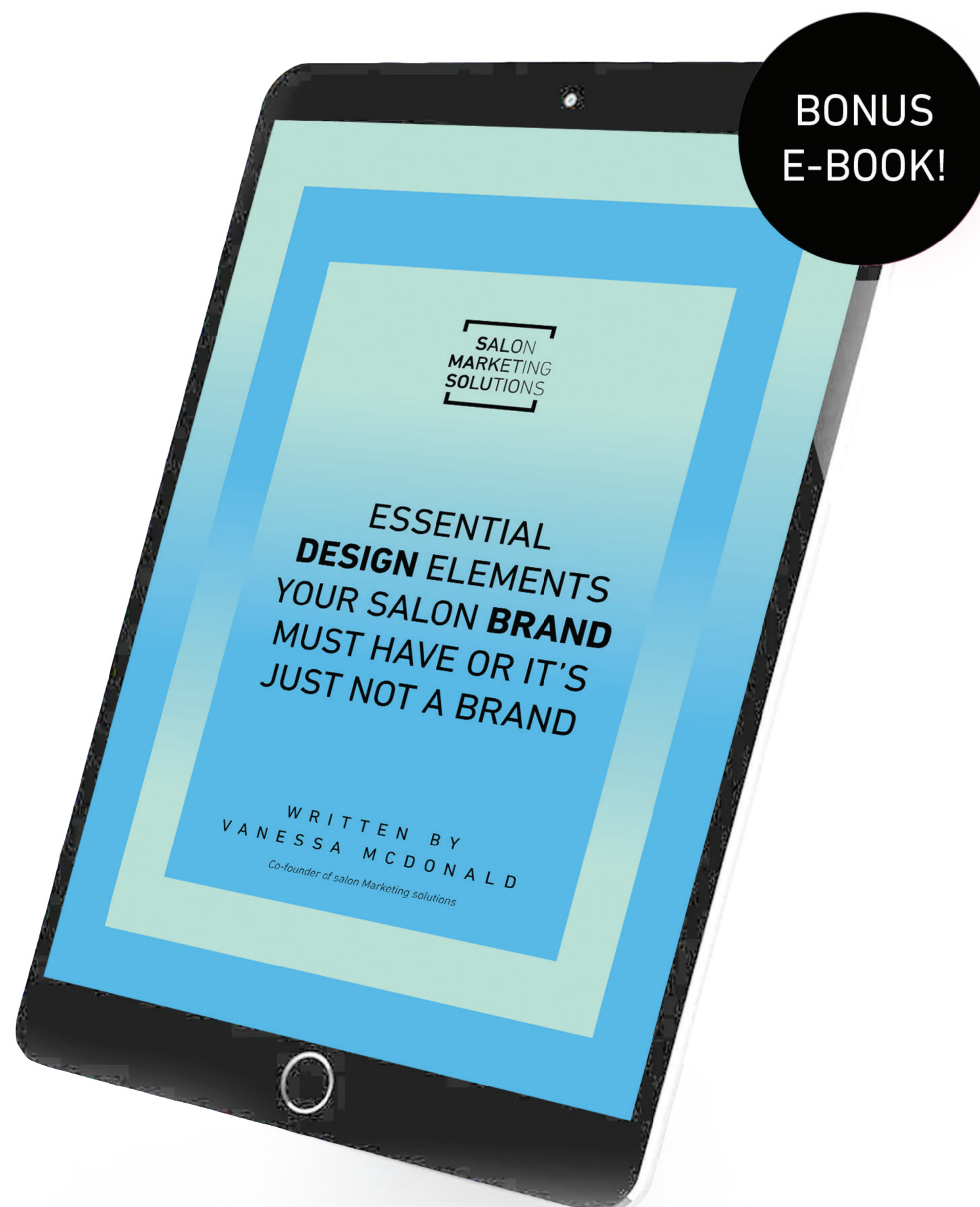
TIP 5!

Review your brand.

Are you a flamingo or just another pigeon in a flock? The best time to review your brand is now before we step well into the rest of the year. Is it consistent throughout your business, from your logo and graphics to your website, social media, treatment menu etc.? If not, you may want to hire a graphic designer or branding specialist to help you create not just a logo but your entire brand ecosystem.

Your business should have a unique identity, and you can't have that with templated logos that you DIY. Remember, you're not a graphic designer or a branding specialist. Invest in a professional - it will be worth it!

Download a Guide to Help you Understand Branding



[Download a Branding Guide](#)

TIP 6!

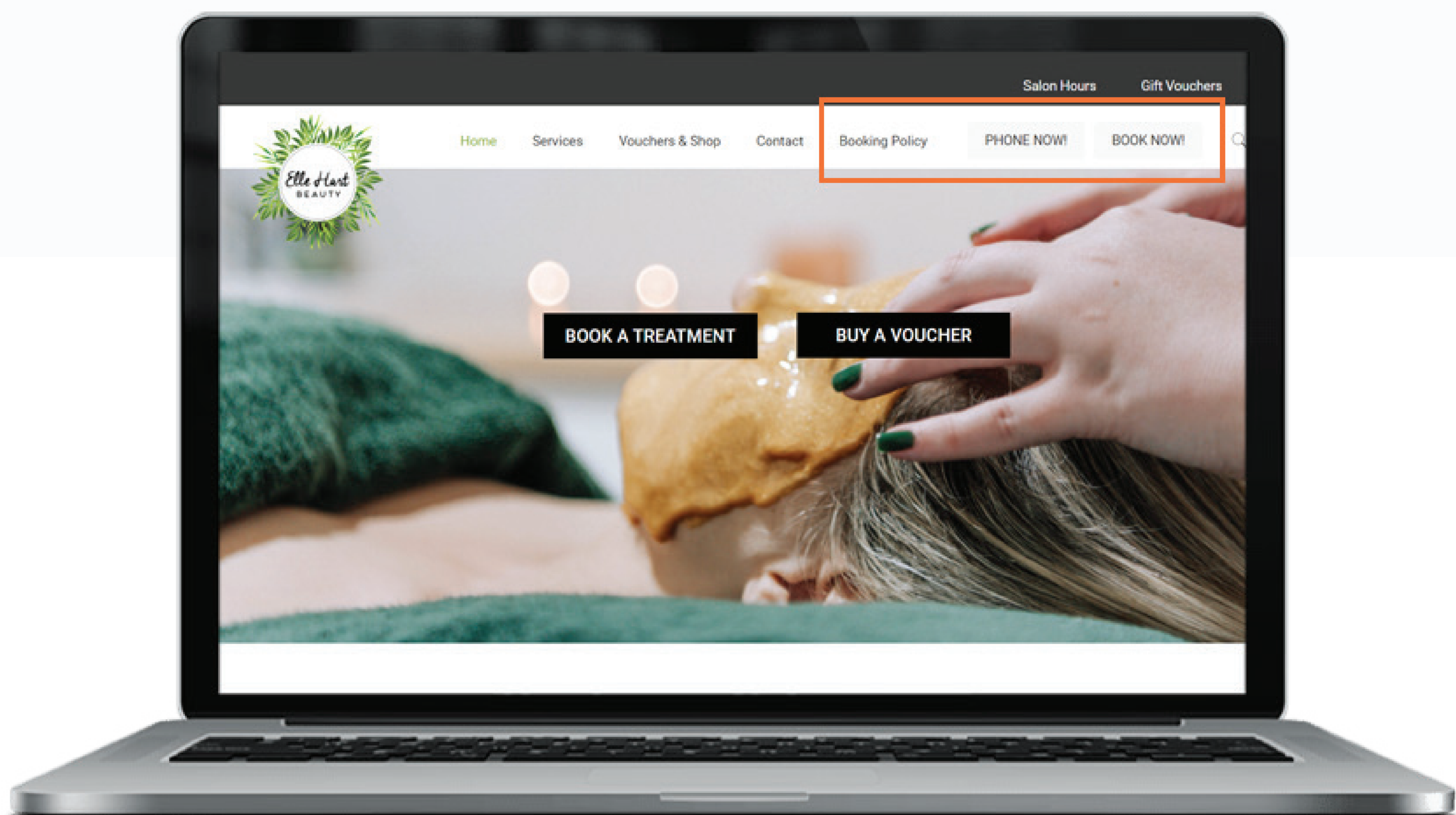
Have a good, robust website.

When looking for a new beauty salon or skin clinic, people go to Google. That's why it's crucial to have a clean, professional-looking website. Potential new clients won't spend much time on your website if it looks mediocre. Again, hire a website developer that understands your brand, industry, and the direction you want to go with your business.

Attracting new clients is one thing; converting them to bookings is another. Make it a priority to have a website that attracts visitors and converts them into clients.

Book Online Button: the most important feature on your website is the button clients need to click on to make an appointment online.

Display BOOK NOW clearly at the top and make it a colour that draws the eye.



Here's a 'fix-it now' checklist when updating your website:

1. Book Online Button: the most important feature on your website is the button clients need to click on to make an appointment online. Display BOOK NOW clearly at the top and make it a colour that draws the eye.

2. Lead with your Specialty: Is skin your niche? If transforming people's skin is the specialty you want to be, shout it from your website loud and clear! Under your services list, position Skin Treatments at the top of the list.

3. Invest in Professional Photos: Take out half a day in your clinic, engage a photographer and get in a couple of models, one in their 20's and another in their 40's. Take a stack of photos that depict your top-selling services. Include all of the treatment modalities you use and ditch the stock photos. There is nothing more pigeon than a website full of stock photos! Stand out like a flamingo and spend \$1000 on a decent photographer. Plus, you can use the images in your social media marketing and stand out from the crowd.

4. Booking Policy: make sure your booking policy is thorough and covers all of the conditions associated with a person booking an appointment with your clinic, including how deposits are handled if relevant to your business. Position the Booking Policy near the online bookings button so clients can't miss it. Doing this will reduce cancellations within your cancellation time frame.

Client Retention

TIP 7!

Work on Client Retention and make it a top priority.

Are you investing enough time and effort in client retention?

Salon owners tend to focus on New Client acquisition. Spending money on marketing can be disappointing when the results are non-existent, slow or attract discount shoppers. Think Facebook Ads, SEO, or Google Ads. Acquiring New Clients is essential, but retained clients returning for subsequent visits are better for revenue growth.

Why is it so essential to work on client retention?

Firstly, Existing Clients are easier to connect with and are more likely to introduce family & friends to the salon.

It costs **7-8** times more to acquire a New Client than to retain an Existing Client.

The probability of selling to an Existing Client is **60-70%**

The chance of selling to a New Client is only **15-25%**

65-75% of a salon's business comes from Existing Clients.

Existing Clients are **52%** more likely to try new products.

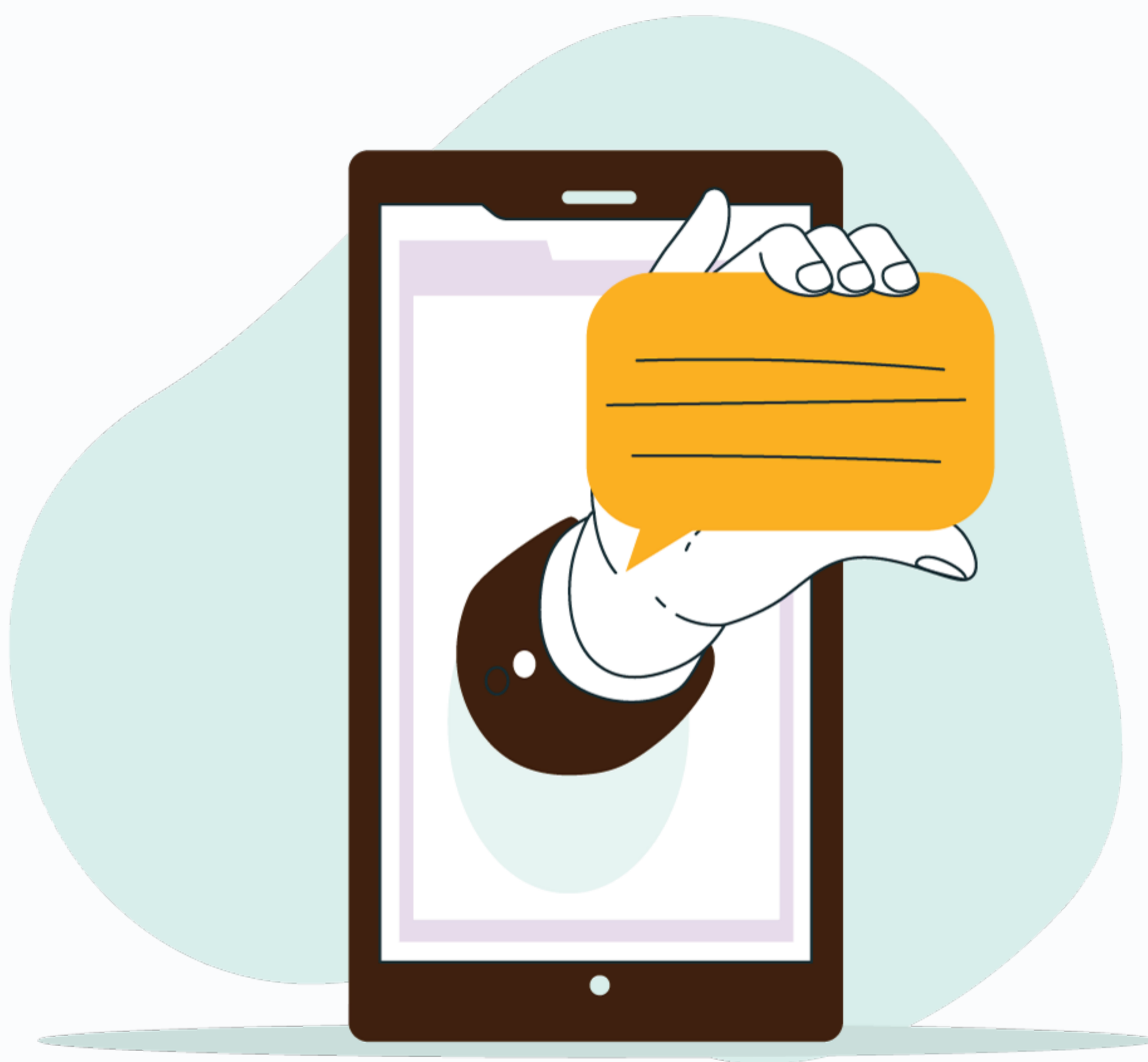
Increasing customer retention by **1-2** visits per year can increase profits by **20-25%**

TIP 8!

Use your database to increase retention with a strong marketing foundation.

Foundation Marketing is the marketing that happens in your salon every day. Any decent salon software program will include enough marketing automation to implement and schedule emails and SMS messages to reach your clients and keep your brand top of mind.

Foundation Marketing is all about the client journey from new to existing clients and uses email and text messages. It includes new client welcome emails, booking reminder emails, birthdays, thank you for introducing a friend to the business, lost client reaction emails and more.



Wrapping Up

The basics are basics for a reason. They are essential to your marketing and crucial to achieving your goals and objectives. Keep your 2022 marketing plan simple and free up your time to focus on your clients and your team. Understand your objective and tweak your existing marketing systems. Establish your brand and be consistent.

Get the basics right and do them well, and you'll be on your way to increasing revenue! If you want to know more about how you can scale your salon business this new year, visit the Salon Marketing Solutions website today.

About the Author

Vanessa McDonald has been working in Australia's professional beauty and skincare industries for over 21 years. She specialises in direct-response marketing strategies for beauty salons, clinics and spas that aim to scale their business through skin treatments and retail sales. Vanessa has loved working with Dermalogica and The International Dermal Institute, Shortcuts Salon Software, and Professional Beauty Solutions.

Throughout her career, Vanessa always worked in a position where she could help salon owners get better at marketing. She believes the most valuable asset any salon owns is its client database. Her professional mission is to help more clinics make more money using their client data and point-of-sale software system.

Vanessa founded Salon Marketing Creative Agency in 2017. SMC is a premium, full-service marketing agency that specialises in helping skin clinics increase revenue through creative & effective direct-response marketing strategies.



Vanessa co-founded Salon Marketing Solutions in late 2020 to deliver SMC services to more clinics that enjoyed working on their marketing but wanted to up-level the professionalism and get the better conversion for promotions and those clinics who didn't have the budget for SMC's premium service. To help these salon owners, Vanessa and her team created the Marketing PRO program!

Vanessa lives in Clovelly in Sydney, Australia, with her husband Peter and their two long-coat chihuahuas, Ziggy and Pippa. Her passion is travelling and looking for new and adventurous experiences throughout the world. You'll see her white water rafting in Croatia, and the following week she'll be mountain bike riding in Slovenia!



Do you want to increase your beauty salon's revenue this year?

Learn how Salon Marketing Solutions' Marketing PRO program will make your salon's campaign marketing easy, effective and will give you back the time to do more of the things you love.

MARKETING PRO

————— *IT'S A GAME CHANGER!*



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