

# 10 Best Salon Strategies for Sales & Marketing

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Move the Needle, Build New Momentum



# Move the Needle in Your Business

You want to move the needle in your business... and you're looking for strategies that are really going to help you pick up Momentum when it comes to:

- Increasing your weekly sales \$
- Attracting new clients into your business

On top of that, you not only want to smash your sales **NOW** but ensure your business is '*future-proofed*' with reliable sales & marketing strategies to save your future self from stress.

Did you know...there are only 3 ways to make more money in your salon...

- Attract more clients to your business.
- Ensure the clients that you **DO** have, are spending more on each visit
- Make sure your clients come back... and come back more often

And in this guide, we're going to talk about the first two.

It's vital you have a reliable, repeatable client-attraction strategy implemented in your salon so that you have a constant stream of new clients walking through the door... and existing clients returning back.

But as important as it is to attract clients into your business successfully... if your internal client experience and team's sales abilities aren't at a 10/10, you're only going to be adding water into a leaky bucket.

**So get these two things right, and you have a humming business.**

As the owner, you need to replace some of your '*client time*' with training your team to serve clients well and give them the best service. Then you can attract clients into the business with the confidence that your team will be able to serve them well. And in my experience, the better you serve your clients the more they spend.

Luckily... I've done the work for you!

Here are my Top 10 simple and quick Sales & Marketing Strategies you can implement straight away... fill 'white space' in your team's appointment book. Pick up Sales Momentum and **SMASH** those Goals, without investing hours you **DON'T** have on complicated marketing strategies.



# Income Generating Ideas



## The 'Cherry on Top' promotion

I love creating packages for Salons, it really makes it super easy for clients to make a choice of what they want, need, and for them to take action & book. I suggest creating packages of your most popular services.. for example:

- Cut & colour
- Foils Packages
- Colour, Cut & BW (or other common beauty combos)

Rather than discounting, set your package at full price, then add a '*cherry on top*' to make it feel like a high-value offer. This is usually a service or product that you can give away that won't cost you extra time, or that have a low cost to the business

**Give this away as a 'cherry on top' offer & share the full value price of your package... PLUS show the value of the free cherries:**

*Our Foils Package is \$\_\_\_\_... plus we'll be offering it with a COMPLIMENTARY \_\_\_\_ (usually worth \$\_\_\_\_!)*

This is a good '*value add*' promotion to attract new clients into the salon and encourage existing clients to come back... plus it's a good signature package for more of an indefinite promotion for new clients.

**BALAYAGE BABE**  
Valued at \$350

**Clarke & Co.**  
Written by Sally Bot [?] · April 30, 2020 at 12:28 PM · 🌐

🌟💖 BALAYAGE BABE PACKAGE 💖🌟

Are you looking to mix things up and try out a brand new look?

With a new season just around the corner, it is the PERFECT time to change things up... and we have just the package for YOU! 🌟💖

Our Balayage Babe Package will leave you looking & feeling FABULOUS for ONLY \$350!

This package includes...

- ★ Beautiful Balayage Colour
- ★ Enriching Zone Toner
- ★ Style Cut & Blow-wave to finish
- ★ COMPLIMENTARY Soothing Treatment to keep your hair healthy and your colour rich

To find out how you can become a beautiful Balayage Babe, click on the link below and we will send you a message in Messenger 📩

<https://m.me/clarkeandcohair?ref=BalayageBabePackage>

P.s. There are limited spaces available for this amazing package, so make sure you get in QUICK!

# Income Generating Ideas

## Create a Killer offer with an Upgrade



This is a good one for building a new stylist/therapist or getting 'bums in seats' to fill those quieter gaps.


### Create a low-priced offer, for example:

'Never seen before prices' like: \$97 offer or \$129 offer'

This type of killer offer is designed to bring in new clients who might just be needing their hair or beauty services done 'now'... or might give a much-needed push to someone who has been sitting on the fence about visiting your salon. At this cost, it's designed to cover expenses, not be a huge profit maker.

I put a killer offer down to a marketing cost. It's great to fill those gaps where your team would have otherwise been sitting out in the back room and costing you by the hour... you'd rather have them cover their costs, right?!

But to make this worthwhile you must teach your team how to upgrade in the chair and sell more than the package price. Also teach them to rebook and gain this person as a returning, future client



# \$99

# UNLIMITED FOILS

**Reflections Hair & Beauty**  
Published by Sally Bot [?]  
· September 9, 2019 · 🌐

☀️ Want UNLIMITED FOILS for only \$99?! ☀️

Do you want to spruce up your look for the spring?!

OMG this year is FLYING by! To celebrate winter FINALLY coming to an end... we're bringing you this amazing Spring Package! Perfect for that mid-year makeover ❤️

Our Spring Package, which is ONLY \$99 (worth over \$150) includes:

- 🌸 Unlimited Foils
- 🌸 Hair Treatment
- 🌸 Wash
- 🌸 Blow Wave- straighten or curls to finish

If you'd like to get your hands on this UNMISSABLE package, just tell us your fave thing about spring below 🌸 and we'll send you everything via messenger 📩💬

# Income Generating Ideas

## Create a Communication Rhythm with Clients



If you're diligent and gather contact details from your clients every visit, you'll already have a gold mine in your salon software database. A simple SMS message to your database is the fastest way to get fresh appointments into your empty chairs.

This is a great opportunity for quiet days or building a new stylist/therapist. You can even set up an automated SMS for clients who've not returned after 7 or 10 weeks, inviting them back into the salon.

### ***Did you know:***

*SMS messages have an open rate of 99% compared to a 33% average open rate from emails.*

Your simple, short (you have 160 characters) SMS message could be anything from offering new opening opportunities, a promotional offer, or simply a reminder you're open and available to serve.



## Bring your clients back sooner

### **...How one question can be worth \$120K to your business.**

*Did you know that asking your clients to come back ONE week earlier than usual could amount to \$120K of increased revenue each year?*

It's one thing to rebook your clients.. but booking them in one week earlier than usual (e.g. from 6 to 5 weeks), means that they visit your salon potentially one or two more times each year.

This one little action could be worth around \$120K to a salon whose clients visit every 6 weeks on average currently, with an average spend of \$100 per client and 4 income-generating team members.

**THAT'S A LOT for a seemingly small change in behaviour.**

# Income Generating Ideas

## Install a Messenger bot



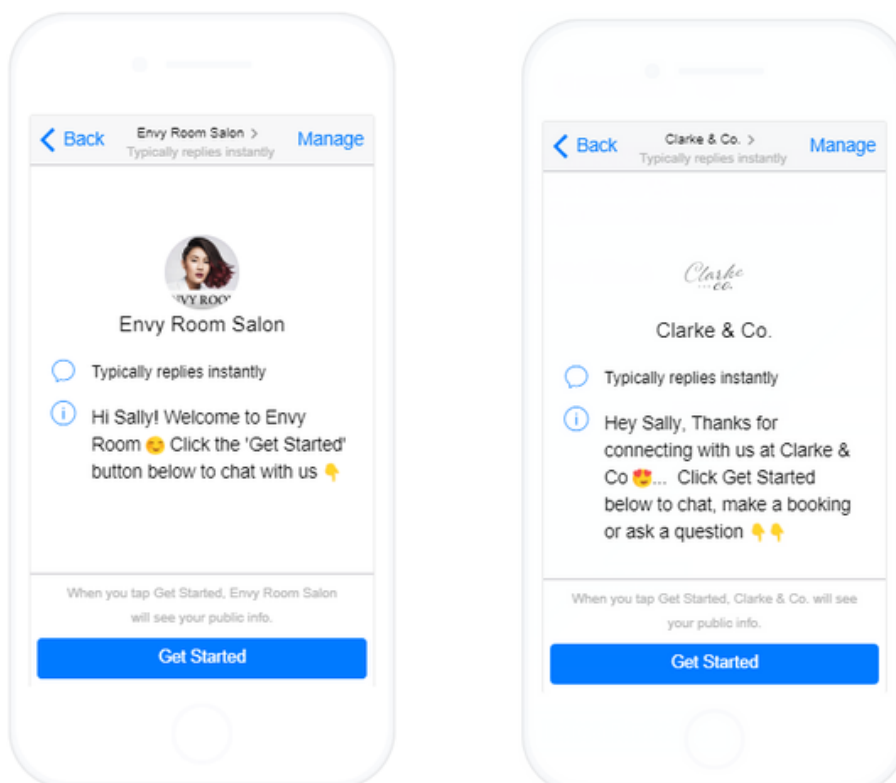
Promote *conversations* from your social activity. Each and every inquiry in your messenger could be an opportunity... if not today, tomorrow's client!

**Imagine this: you didn't have to immediately reply to every message unless it was a legitimate inquiry.**

Those that wanted to book an appointment or get a price, they could do so, immediately, without having to notify you and have you search for an appointment or your price list. Catch inquiries at all times of day - you want to engage both potential and existing clients as quickly as possible, or they may get impatient and move on to the next salon.

Potential customers can have a quality, fast, and efficient experience, get a new client offer, find your prices, or book seamlessly without you lifting a finger .. new clients have never been so easy.

There are lots of messenger bots to choose from, we recommend facebook messenger instant replies it's free, easy to set up and is a great place to start for beginners!



# Income Generating Ideas

## Facebook groups & Client Education strategies

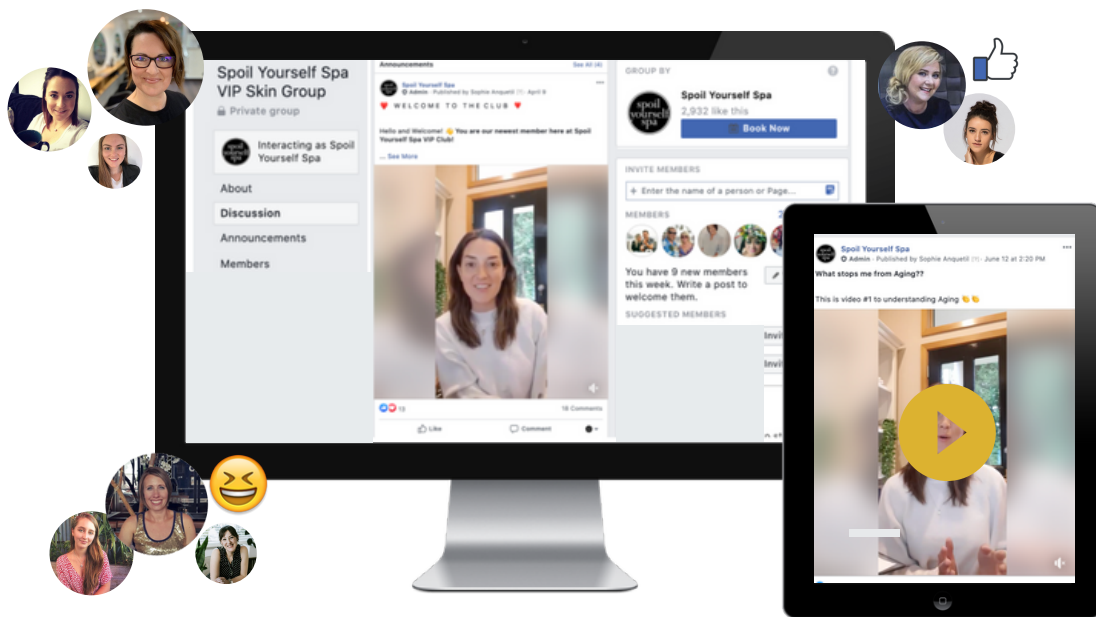


*The world changed rapidly when the pandemic hit, increasing the number of people working from home.*

Your clients will continue to work from home and use the convenience of social media & online tools to maintain their hair and beauty needs.

Be the go-to expert they want & need by teaching them all they need to know about styling, caring for, and maintaining their hair, skin, or beauty needs.

**"How?" you may ask...**



Use a Salon Facebook group to capture existing and potential clients and **create a community** around a common topic, one in which you can stand as the expert:

- Create a weekly posting plan
- Enhance the community environment by encouraging group discussions
- Use question posts and polls to drive engagement within the group
- Use Events to promote your educational content, live videos, or even pre-recorded video
- Make it about **THEM** and what they care about

# Income Generating Ideas

Teach your team to upgrade



**Sales and marketing don't stop once the clients arrive for their appointment... It's only just beginning!**

You already have an additional income-generating opportunity in your chair, every hour of the day. A smart investment of your IGA time would be training your team how to upgrade your clients- not only for upgrade's sake but also because well-served and cared-for clients naturally spend more.

If you could simply train your team to upgrade for only \$20 per client the results could be outstanding.

**Did you know:**

*For a regular salon of 4 IGA team members, whose average client spend is \$100, a \$20 upgrade could have a net result of an extra \$72,000 per year.*

What could that do for your business?

**Take action - make a list of all possible upgrades your team can offer your clients and get to work!**

Online Store



*If one thing's for sure...* it's that the last couple of years has taught us we need to be ready at the drop of a hat, and we need to diversify **HOW** we make our salon income. Over this period I've seen a surge of salons opening an online store to sell their products and services online.

I highly recommend this as an income-generating strategy. It allows you to continue to sell the products and services your clients need, even when you're not in the salon. A super simple place to get started is **Shopify** as it's reasonably simple to set up, easy to get help with, and also allows social selling which can widen your market out of your local area.

It also means clients can easily top up products between visits - making it super easy to do business with you and lowering the chance they will 'convenience buy' elsewhere.



# Income Generating Ideas

## Pre-sell your services and packages



*A booking is just a promise...* but pre-selling services before they come in the door is an invaluable guarantee to both you and the client.

Not only are they committed to the booking but because they pre-purchased weeks ago, they are more likely to invest in home care or upgrade services, as they have more cash in their wallets at the time of the appointment. Because they are not having to part with cash for their booking today- it's a huge upgrade opportunity for them to enjoy further services with you.

**This is opening an income stream when you're otherwise closed.**

Don't forget to offer a good cherry on top with their pre-purchase to encourage the purchase.



## Community competitions

The best way to stay top of mind and visible to your existing and potential new clients is to run a competition that includes prizes from your local community.

Not only do people want to engage, share and participate in a competition, but you'll also get brand exposure from your local business community. Remember to make it about **THEM** and what they care about! (*Hint: you don't need a pandemic to activate this idea!*)



# It's Time to Take Action

Now that you're set up & ready with a number of Sales & Marketing Strategies... **it's time to step up and take action!**

**Remember:** if one thing's for sure... it's that the last couple of years has taught us we need to be ready at the drop of a hat, and we need to diversify **HOW** we make our salon income.

In light of that, it's important to remember that it's your job as CEO to ensure your business is **future-proofed**. **Show all that you've learned from** the last couple of years... and that you've taken the opportunity to **change your business for the better!**

Making use of all these **important avenues of income generation** will set you up for **future success** and help ensure your business picks up the Momentum it needs.

COME AND WORK WITH ME:

# Salon Mastery



Do you want to SCALE UP your Salon Business over the next 3 months?

If you are looking to grow your Salon & team to the next level... then read on. Right now I am looking for the right Salon & Spa Owners who want to grow their business...fast.

I only work with a certain type of Salon Owner...Is this you?

- ★ You have a team of 4-7 or more and are already smashing \$7-8K a week... or more.
- ★ You are more than ready to step up into becoming a **real CEO** of your business (rather than another day fully booked on the floor and the business just becomes overwhelming and stressful)
- ★ You want to grow your team and a sustainable business that is not centred all-around **YOU...a successful, predictable business that works without you.**
- ★ You're willing to be **open & coachable**, to put the right **strategic systems** in your business.
- ★ You're a massive action taker.

In 90 days' time from now, things can be completely different. A year from now, life & business could be better than you'd imagined.

To see if we're a fit, **click the button below** and I'll ask you a couple of questions in messenger... and we'll go from there!

**Chat With Me**

Salon Owners  
*collective*