

GIVE YOUR SALON OR SPA A BOOST

POWERFUL STRATEGIES TO
AMP UP YOUR MARKETING
GAME!

THEBEAUTYBIZAGENCY.COM



The Beauty Biz Agency

WHERE BEAUTY MEETS BUSINESS BRILLIANCE



Welcome,

Are you ready to amp up your marketing game and start increasing the revenue in your salon or spa? Do you feel stagnant in your marketing efforts and are finding that the same old stuff just isn't working anymore?

If so, then we have 3 simple marketing strategies that are proven to increase revenue and give you some fresh ideas.

At The Beauty Biz Agency, we prioritize helping salon and spa owners become financially savvy, boost their revenue, and create their **DREAM** business. We've crafted this simple guide to provide you with fresh ideas to ramp up your marketing game and start bringing in more money!

STRATEGY #1

SOCIAL MEDIA MAGIC

Be Active: Post regularly on platforms like Instagram, Facebook and Tik Tok. Show off your work, share special deals, and give a peek behind the scenes. Showcase what it's like to receive a service with your salon or spa.

Engage: Talk to your followers, answer their questions, thank them for comments. Get more engagement by posting polls, and asking questions on your posts to encourage comments. For example- you can ask what they would like to see next?

Use Hashtags & Key Words: Find popular hashtags and key words related to beauty and wellness. Using key words in your captions will help new clients find your posts.

Before and After Photos: Clients love seeing transformations. Share before and after photos of your work to show what you can do.

**GIVE YOUR
AUDIENCE A
TASTE OF WHO
YOU ARE &
WHAT SETS YOU
APART!**



STRATEGY #2

EMAIL MARKETING THAT WORKS

Start a List: Collect email addresses from your clients when they come in or upon booking. Add a spot on your website for subscribers to capture potential clients.

Send Fun Emails: Share updates, beauty tips, and fun facts about your team members, and special offers. You can even add a video to your emails, a tutorial showcasing a product or service works great! Keep your emails interesting so people look forward to them.

Birthday Treats: Send clients a special offer for their birthday. It's a nice surprise that can bring them back in.

Stay Regular: Send emails regularly, but not too often. Once a week or a couple of times a month is good. Consistency is key!

**CONNECTING
YOUR AUDIENCE
TO YOUR BRAND
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LOYALTY**



STRATEGY #3

LOCAL ADS THAT ATTRACT

Community Papers: Advertise in local newspapers or community bulletins. It's a great way to reach people nearby.

Flyers and Posters: Put up flyers and posters in places where your potential clients might see them, like coffee shops or community centers.

- **Special Deals:** Offer a discount or a special package for new clients who mention your ad.
- **Partner Up:** Work with other local businesses. You can promote each other to your clients.

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CONCLUSION

Implementing these simple marketing strategies doesn't have to be complicated or expensive. With these fresh ideas, you can attract new clients and keep them coming back for more. Start with one or two, see what works best for you, and then start adding more. Remember, the key is to connect with people and make them feel special. Good luck, and here's to your success!

XOXO.

Brie Holt & Chandra Chriswissen

Founders of The Beauty Biz Agency



**FOR MORE INDEPTH WAYS ON
IMPROVING YOUR SALON OR
SPA'S OPERATIONS &
PROFITABILITY REACH OUT
TO US AT
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STRATEGY CALL!**

