

MAKE YOUR SALON SHINE.

You know your salon provides stellar service,
top talent and an unforgettable experience—

but do potential clients know it?

SalonBiz offers a suite of **marketing tools** to attract new guests, engage current clients and build long-lasting relationships.

We can help you:

- Engage your clients through email campaigns and texts.
- Build client relationships with campaigns: Use ours or customize your own.
- Create referral programs
- **Maximize retail potential** when you analyze client purchasing trends
- Send automatic appointment text and email reminders
- Generate reviews and boost your online presence

Ready to reach your full potential?



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Getting Started



Opening a salon is often the next step for successful stylists, but starting a business from scratch can be daunting.

It doesn't have to be though. Let SalonBiz lead the way, and follow our **checklist** for opening a salon. We'll guide you through creating a business plan all the way to hiring a team and **designing your space**.



Already a successful owner?

SalonBiz can help you reach the **next level** with more efficient management systems, automated marketing programs, apps for stylists and clients, and more. Click **here** for more tips on goal setting, best business practices and more.

Streamline With Apps

Want to run a more efficient business and market more directly to clients? SalonBiz apps are here to streamline your operations, saving you time and money. Our interconnected salon apps cover every aspect of your business from big picture goals to daily details—all from your teams' or your guests' mobile devices.



SalonBiz

SalonBiz is at the core of our app lineup, giving you a picture of your business in real time. You can manage inventory, schedule stylists, create marketing campaigns and much more from this powerful web-based software platform.

With SalonBiz the **marketing options are endless**. Create email campaigns to communicate current promotions, send birthday or thank-you notes, or invite new guests back to your salon. You can also generate new business by creating referral and rewards programs, and analyzing client purchasing trends.

Want more five-star reviews? You can send automated emails to clients for instant, actionable feedback after every visit. Then publish reviews on Facebook or Google to boost your online presence.





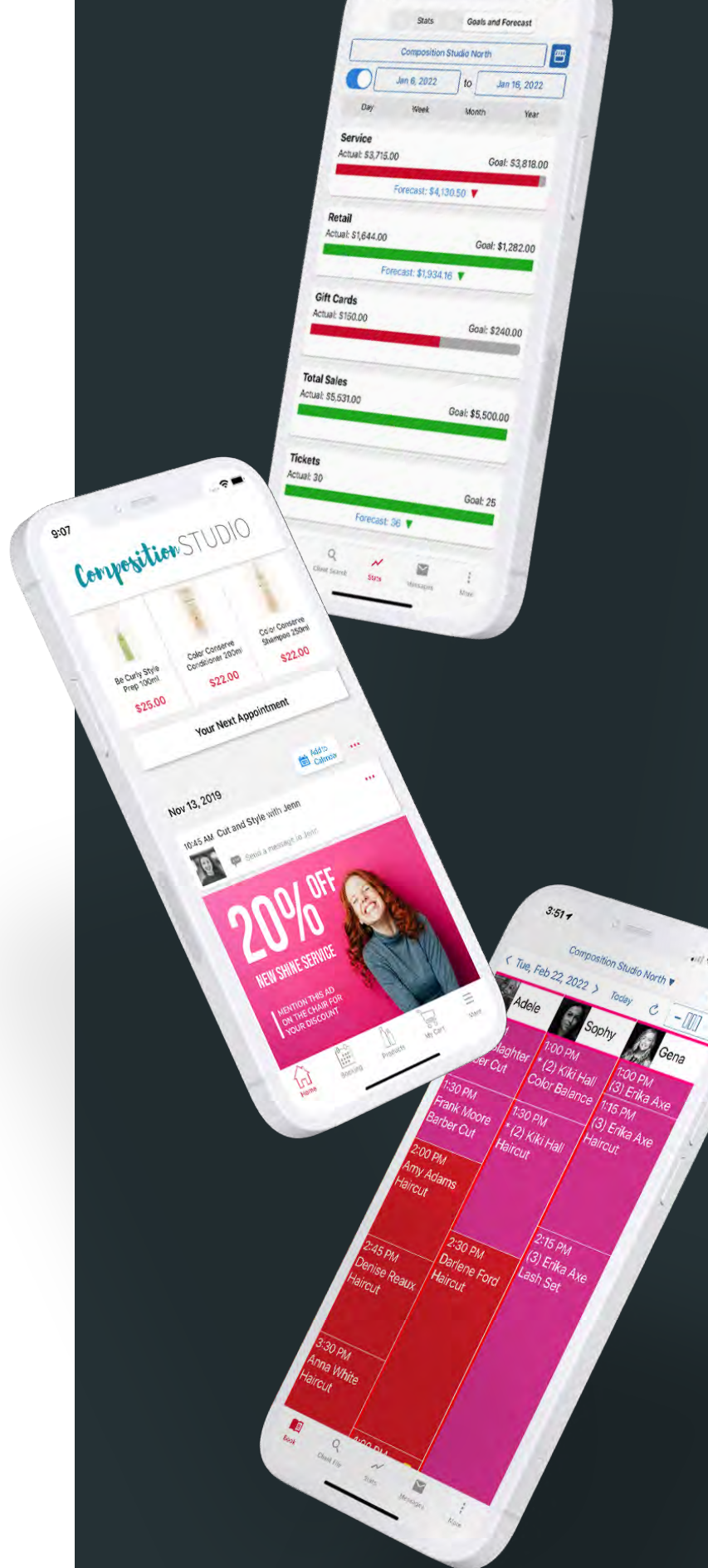
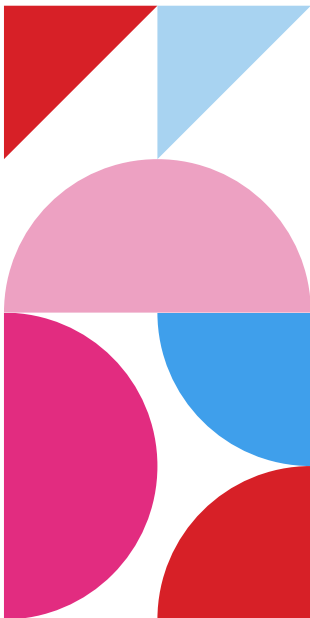
Stylist App

Stylists can record personal notes, monitor benchmark performance and check client retention whenever they want with the **SalonBiz Stylist app**.



Pocket Salon App

Market directly to clients with the **Pocket Salon app**. Clients enjoy benefits like easy booking, automated reminders and confirmations, integrated payment tools, and more with Pocket Salon. And you can engage your guests with salon news and exclusive promotions—from your mobile device to theirs.

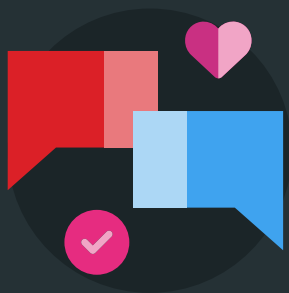


Recruiting and Retaining Guests



Attracting Clients

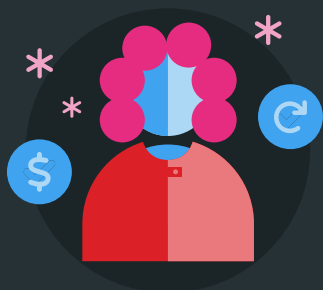
In a perfect world, new guests would walk through your door every day after noticing your store front or hearing about your salon from a friend. But in reality, it takes work to attract new guests to the salon. From updating your online presence to proactively asking for reviews and referrals, we have the tools you need to build your new client numbers.



Engaging Clients

When a new guest makes an appointment, set her up for a successful visit so she'll want to return. These **seven essential steps** ensure a seamless service and happy guest.

Loyal clients also need some TLC. After all, they are the foundation of your business. Treat them like gold, and don't forget to solicit their feedback. Giving clients a voice benefits them and you. We've made it easy to get started with these **sample questions** for consultations and surveys.



Retaining Clients

Your existing guest is what drives growth in your salon. She spends an average of 67 percent more than a first-time client, she prebooks for future revenue and she refers new guests.

SalonBiz has tried and true **strategies** to retain those guests and maximize your business growth. Opening a second or third salon? We've got tips to **transition your loyal guests** to a new location, too.



Build a Loyalty Program

Rewards programs keep guests returning to your salon. Let SalonBiz do the start-up work on a loyalty program for your business. With our customizable beauty salon reward program software, you can enable points for every service and retail purchase. From there, guests can redeem points for products or discounts on future appointments. Learn more about the impact a beauty loyalty program can make on your business [here](#).



Online Marketing Tools for Growth



Email Marketing

With SalonBiz, you can easily market any promotion, campaign or event via email. To bolster the success of your marketing emails, we've come up with **six tips** to get your emails opened and read—every time.

Our design tools make your marketing emails visually appealing, whether they're opened on a phone or laptop (and they're easy to use). Our wide variety of pre-made templates to choose from make the whole process a breeze.



Facebook

Did you know two thirds of Facebook users visit the page of a local business at least once a week? Your guests expect to find you on

social media, interact with your team, learn about promotions, and even book appointments.

Just getting started? Facebook has a simple **step-by-step guide for businesses**. Once you're set up and ready to engage with your audience, SalonBiz is here to help.

We'll guide you through best practices for audience building, engagement, posting, ads, promotions, and more. Click **here** to learn more about growing your business in a cost-effective, efficient way with Facebook.



Instagram

While Facebook reaches a huge segment of your audience, it's important to have big presence on Instagram, too. It's the best place to showcase your team's work and give the world an inside look at your brand with beautiful imagery. Instagram users love

hashtags, and we've sorted through them to find the **20 best beauty hashtags** for you and your team. We've also put together a list of **best practices** so your salon can stand out to potential new guests and stylists.

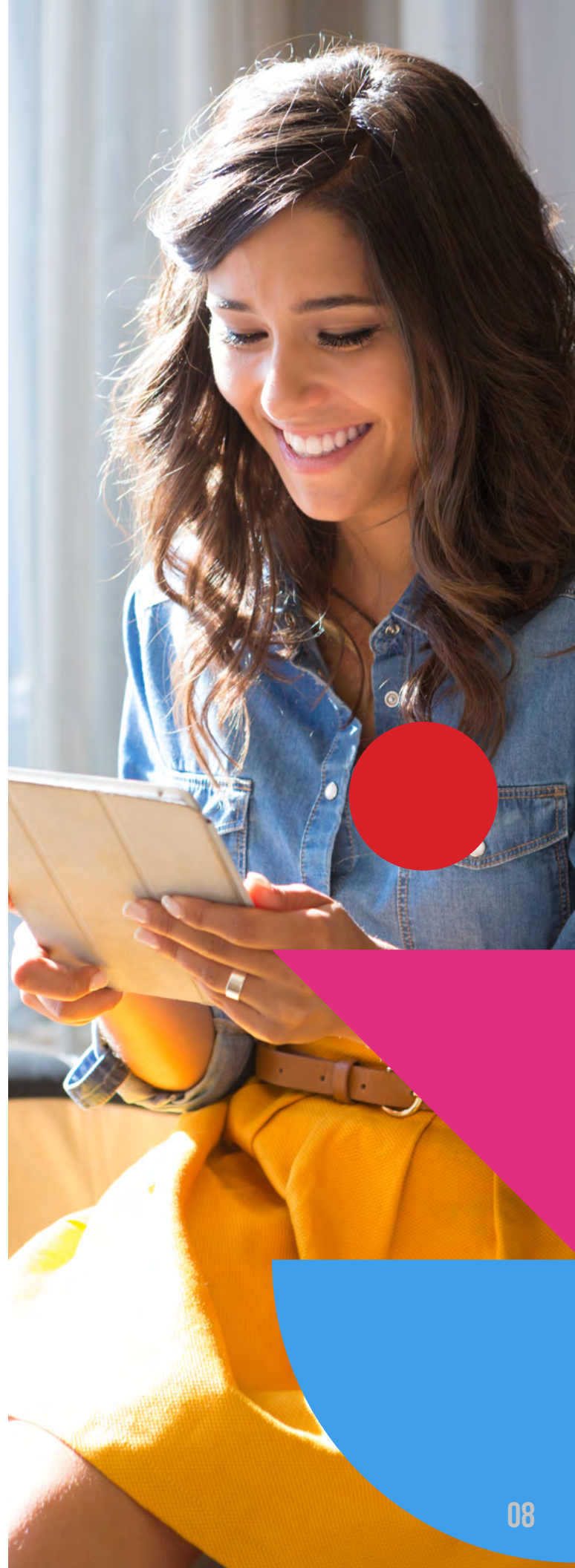


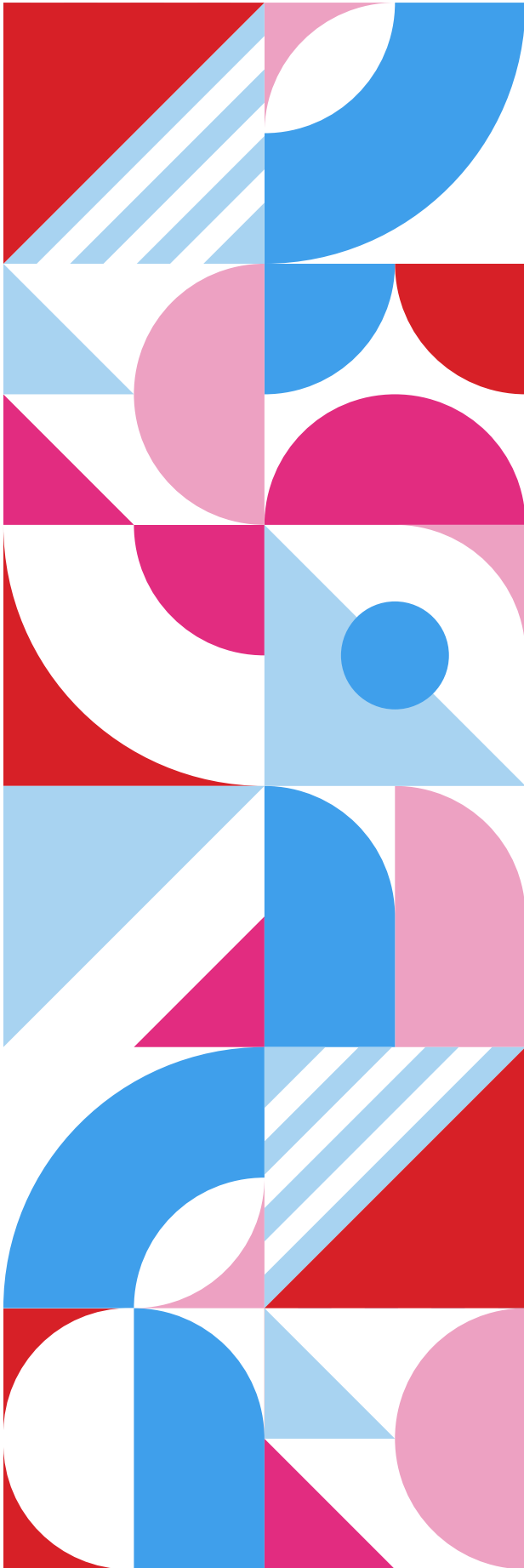
Make Google Your #1 Priority

When a potential new guest searches your salon on Google, do you come up on the first page? You should. And you can. With a few simple strategies and consistency, you can push your business into the top spot in Google searches. We've provided **five steps** to get you started.

Design

While design can be the most intimidating aspect of your strategic marketing plan, it's also the fun and creative part. If it's not in your budget to outsource design to a marketing agency, create in-house marketing materials with your logo and free online tools like **Canva**. Canva has templates for specific social media channels like Facebook and Instagram, and also allows you to create beautiful graphics for print and email marketing.





Marketing Tips Every Salon Owner and Stylist Should Know

- 01** Keep your goals and style in line with the initial vision—always return to the “why.”
- 02** Develop a cohesive salon brand across all channels that you use in all marketing materials and communications, from your overall tone to the colors you choose.
- 03** Be mindful of your budget, and opt for high-impact marketing over what seems easiest.
- 04** Create a marketing calendar and schedule social media and email messages in advance.
- 05** Include a CTA (call to action) on every piece of marketing material so readers know exactly what you want them to do—whether it’s buy a product on your website or call to book an appointment.

DOWNLOAD THE PDF →

TAKE ACTION.

Our salon marketing plan and salon marketing plan templates are your guides to make your salon business as unique and professional as you are.

Book a demo to learn more about SalonBiz marketing tools.

BOOK A DEMO →



Once you are a SalonBiz customer, you can join the SalonBiz Community Page on Facebook and get inspired by other salons growing their business with SalonBiz.