



MARKETING SOLUTIONS

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Happy Holiday Marketing

Celebrate Professional Cosmetic, Makeup & Skincare Artistry!

By Larry H. Oskin

The year-end holiday season is cause to celebrate! It's really a wonderful time to gear up with extra marketing, advertising, public relations, promotions and charitable events that will increase your holiday sales.

Jingle Cash Register Bells ~ With Advertising: Advertising is a critical aspect to ensure your success for the year-end holidays, New Years and Valentine's Day. Consider small, yet full color display advertisements in the large local city magazines. Consider buying regionalized advertorials in national consumer beauty magazines. Look for special seasonal 'Gift Guides'. Solo and cooperative direct mail work very well this time of year! Now is a wonderful time to consider cable TV advertising to show off your best work and your distinctively unique services – while promoting gift certificates.

Get clever. "Cosmetic Cheers!" "New Year ~ New You!" and "Give The Gift Of Beauty!" make great advertising headlines. Remember, there really is no need to discount your services during this time of year, unless you really feel the need to promote some new service or staff member. If you do use discounts, create them in the form of a 'Holiday Gift Certificate' and not a coupon.

Whether you just promote your special holiday cosmetic, body art and beauty services – or you create some special offers, you need to get your message out there.

Ho Ho Holiday Merchandising: Celebrate this season with fun displays throughout your clinic, studio, salon or spa. Take a look at what the major department stores like Nordstrom's do each year with their window displays, end-caps and cashier checkout areas. Purchase holiday decorations, bright fabrics, gift wrap and bows, so your facility will get your clients into the gifting spirit, while also encouraging them to spend more on your services and products. Visit your vendors, manufacturers and distributors to offer seasonal makeup collections, cosmetic tote bags, body jewelry and hair fashion accessories. Ask if they have any special seasonal displays or merchandise.

Seasonal Media Relations: Be prepared to send out some professionally prepared cover pitch letters and press releases announcing the latest cosmetic trends in permanent makeup, airbrush makeup, special party looks and any unique new service that you will be offering this year. Your Holiday Media Kits should include seasonal makeup photographs.

Your Cover or 'PR Pitch Letters' should briefly introduce your unique cosmetic and beauty expertise, while pitching at least 2 to 4 fresh feature story ideas that you will be happy to customize exclusively for their publication.

Create your own Target Media Lists that include all of the local newspaper and magazine editors, along with the radio and TV news producers. Add regional TV Talk Show producers, as well. You can look up the names, titles and contact information for the media in the local library or on the Internet.

Create a separate Beauty Trade Target Media List, as national magazines love to hear about your success stories. Once you get some 'PR Hits', you should frame some copies for your 'Wall Of Fame', while also making full color reprints to pass out to your existing clients and to use in future Media Kits. Plan to send out Media Kits at least 2 to 4 times each year. Remember, that publishers and producers plan well in advance. Local, regional and national monthly publications will confirm their editorial articles 3 to 6 months in advance, while planning their 'Editorial Calendar' on an annual basis. Local TV news producers may respond faster if your creative idea is hot – yet they too need a few weeks for planning. You may be able to barter some free services and products to the local radio stations with gifts and prizes for their listeners.

Holiday Photography Portfolios: Create professional photography stylebooks that will share all of your special cosmetic and beauty services, related to the holidays – in your reception area. Use makeovers showing before and after photos with holiday party looks, bridal artistry, body jewelry and temporary seasonal body art. Whether you are sharing professional airbrush tanning services, cosmetic gift packages or makeovers, each photo will share more than 1000 words. Add some written text copy to tell your clients what they are looking at and what services you offer.

Special Seasonal Service Menus: Create single page tri-fold service menus with a holiday theme that will promote your cosmetic and beautycare services with photographs, descriptions and pricing. Be sure to heavily promote gift certificate sales! Offer free gifting consultations and telephone orders.

Holiday Beautycare Parties: It's always fun to throw a mini-fashion show extravaganza that is education-oriented, while treating your best clients to some discounts, samples and refreshments. Offer displays, demonstrations and sampling programs. Offer a New Year gift certificate or card with a dollar discount off of some new service during January and February. For example, try "One Free Makeup Lesson With Any Makeup Lesson – during January or February. A \$75 Value. One Per Person."

Charitable Events & Fundraisers: This is a great time to show you care. Give something back to the community with a one day 'Makeup-A-Thon' or 'Spa-A-Thon', while offering makeup applications for only \$15 or \$20 with all proceeds going to a designated charity. Consider promoting a canned food drive or Toys For Tots program to clients.

Timely Telemarketing: Create a telemarketing campaign that you or your receptionists can facilitate to promote holiday makeup services, beautycare packages, products and gift certificates. If you are a member of the Chamber of Commerce and have access to business owners and doctor's offices in your area, don't be afraid to call them in early November to offer 'Corporate Gifting Ideas' for women and men on their staffs as well as for their special customers.

Dear Santa & HanuClas ~ Email Marketing: If you don't already have an email list of your clients, start to create one. Create a small poster that you can display at your front desk asking clients to submit their business cards with their personal and work email addresses. Create a colorful, yet simple email that promotes your holiday services and specials, while also directing folks to your website. It takes a little effort to create this database, yet you can always use it throughout the year for Valentine's Day, Mother's Day and the year-end holidays.

Year Of Beauty! Promote 'A Year Of Beauty' as a great new year-end holiday gifting program. Create several new annualized services, where you sell packages of 10 each of two to five services, like makeup applications, eyebrow arching and manicures. You can also create packages that sell for \$250, \$500, \$1000, \$2000 and \$3000. Don't be afraid to try this! Even if you only sell a few packages this first year, you will be amazed at how this will sell during gifting season, while also ensuring long-term retention among your best clients.

Image Is Everything! Dress for fun and always dress for respect! Make sure that you and your staff are wearing the latest cosmetic fashions, permanent makeup artistry and whatever it takes to show off your professional cosmetic and body art services.

de Jensen Always Celebrates The Season In Sea Girt, NJ

Mark Jensen, Co-Owner of de Jensen Salon & Spa with wife Beth always has a wonderful array of creative marketing and promotional ideas planned for the upcoming holiday season. This is a full-service day spa with a terrific skincare and cosmetic service program, accented by a large professional retail sales program.

Holiday Wish List ~ The de Jensen Team have developed an exciting annual 'Holiday Wish List' promotion that offers high end luxury services while also introducing new services. He begins with a staff meeting to introduce all of the new services, holiday specials, new products and he explains how to advance their 'Holiday Wish List' promotions.

The Wish List Promotion ~ Mark Jensen provides the de Jensen Team with a visually appealing single page promotional flier that offers their clients both illustrations and written directives in full color. A potential recipient's spouse, boyfriend, husband or any significant other – with a choice of salon and spa services, can fill out each Wish List submission. de Jensen's Wish List services can include any service product or package – with any combination of skincare, cosmetics, spacare, haircare and nailcare.

The Wish List promotion begins during Thanksgiving Week. This Wish List flier is professionally created and printed to allow for mailing, after the person wishing for a holiday gift package from the de Jensen Salon & Spa fills it out. Clients can easily fill these out and leave them at the front desk or with their salon professional. The salon merely puts postage on each mailer and drops them off at the post office. This holiday gift certificate marketing event is always kicked off with an exciting staff contest. Staff members who help facilitate the most completed Wish Lists by their clients compete for motivating prizes like cash, sweatshirts, hats and t-shirts. As Mark Jensen notes, "One of the key elements to this success story will be in teaching your staff how to promote the Wish List promotion!"

Wish List Advantages ~ The de Jensen Gift Certificate, Holiday Spa Packages and Wish List Programs have given this day spa tremendous growth opportunities. First, it has started their gift certificate sales much earlier, instead of waiting for the massive rush traditionally seen the last two weeks prior to Christmas. Secondly, Mark found that it really allowed men to come in more often and with much more self-confidence by knowing what they wanted to purchase. Third, it alleviated some of the last minute front desk sales rush, while also not clogging up the front desk area with people reading the salon service menu attempting to select a special gift certificate service.

Mark Jensen says, "Last year we more than doubled our holiday gift certificate sales with implementation of this Holiday Wish List program. People didn't just buy the simple manicure, facial or makeup application, as this promotion moved most everyone up to much more exciting and more complete upscale spa service packages. Our Holiday Spa Package Menu allowed us to 're-market' some existing services by adding slight variations in techniques and products with our new holiday theme."

For example, their 'Peppermint Pedicure' has a holiday theme and for an increased product cost of just \$1.75 and a revised holiday service sales price of \$60, they have sold a tremendous amount of new clients into what would have been a regular \$20 nailcare service. Mark Jensen follows a very methodical and strategic marketing pattern each year.

Next, this Holiday Wish List promotion allowed de Jensen Salon & Spa to sell gift certificates to more clients as well as to their out-of-state families. Mark notes, "We put exciting and desired gifting ideas right into their hands with a simple telephone call and a charge card transaction – before we mailed the gift certificates for them. It is quick, convenient and easy. It certainly increased total holiday gift certificate sales, while introducing our salon to many new first-time clients!"

de Jensen Salon & Spa Compromises Nothing! Mark and Beth Jensen are committed to total excellence with an upscale approach to quality through personalized customer service. As aesthetically pleasing as it is, de Jensen Salon & Spa's true strength lies in the quality and consistency of services provided by their staff throughout the entire year. The staff at de Jensen undergoes a rigorous ongoing educational program. Celebrating their 5th Anniversary and compromising nothing, de Jensen Salon & Spa uses only the highest quality of hair, skin, cosmetic and nail services. With their exceptional level of professionalism, graced with a truly personal touch, de Jensen Salon & Spa attempts to change the way each client feels about their personalized salon and spa experiences.

Have Fun! Get in the spirit! Keep your holiday marketing and advertising thematic, fun, consistent and very elegant. Whatever special seasonal holidays you personally celebrate ... be ready to create special year-end holiday marketing programs with all of your clients and business associates!

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EDITORIAL NOTE: Larry H. Oskin is president of Marketing Solutions, a full-service marketing, advertising, media relations and consulting services agency specializing in the professional beauty business. Clients include salons, day spas, medical clinics, manufacturers, associations and beautycare entrepreneurs from across North America. For more information contact Marketing Solutions in Fairfax, Virginia at 703-359-6000 or via e-mail at: MktgSols@MktgSols.com.