



# MARKETING SOLUTIONS

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## Personal Salon & Day Spa Marketeering

**COMBINE SELF & TEAM PROMOTIONS TO MAKE THE BIG DIFFERENCE!**

By: Larry H. Oskin, President, Marketing Solutions, Inc.

Promoting your salon or day spa as a whole entity is important .... yet promoting yourself and your team is also critical, in today's competitive salon marketplace. You must be willing to be a marketeer for yourself while still being a team player in the salon marketing efforts.

There are numerous creative marketing concepts that have proven to help individual aestheticians, hairstylists, nailcare artists, massage therapists and ALL salon professionals earn a bigger repeat clientele as well as a much larger income. Don't wait for your salon clients to magically arrive! You must aggressively seek and create your own business, while maintaining a positive team effort. Here are a few ideas to get you started!:

**PROFESSIONAL IMAGERY:** You must look like the sharpest salon or day spa professional in town! Personal, staff and salon image is everything. Always have perfect hair, make-up and nails done BEFORE you arrive at work. Hold staff 'Makeover Parties' twice per year, where you take turns giving each other an exciting new look. Make sure your salon is well designed and impeccably clean!

**BUSINESS CARDS:** Make the investment to professionally print personalized business cards. Hand out as many as you can, everywhere you go! From the grocery store cash-out person, to your banker and restaurant waitress ... personally offer your unique and talented salon or day spa services on a daily basis with a sincere invitation to 'come visit' you. Make sure your salon has a distinctive logo and that your personal cards perfectly match that very corporate salon business image in a very consistent way. Always use the same colors and papers in printed materials. Every salon should develop very unique business cards, price menus and marketing materials while members of the team should not be unique on their own.

**PERSONAL NICHE MARKETING:** You and your salon must become unique! Find a special market niche, so you are not like every other salon or day spa professional in town. Become the salon or day spa's sugaring nailcare specialist, aromatherapy director, hair removal expert or stone therapy expert. Help others on the team become a corrective haircolor specialist, retail specialist, or aromatherapeutic body treatment specialist. Find at least one or two areas that each of you can specialize in, learn all you can about these areas and plan to promote them. It's fine if you work in a Buddy System, so several of you partner on the same or similar specialty services.

**COMMUNITY SPIRIT:** Get involved in the community and plan to 'give something back'. Whether it is time, talent or donations, everything will be appreciated. With the salon or day spa salon owner's approval, donate as many personal non-commissionable gift certificates as possible to support local charitable fundraisers. These can be for Free or half-price salon or day spa salon service packages. Even though you won't get paid for these first-time introductory spa services, you will have a terrific opportunity to introduce yourself and your services. If they like what you do at the fundraiser event - they'll be back!

Cut-A-Thons, Nail-A-Thons, Massage-A-Thons, Fashion Shows and Costume Parties are always great, especially when 100% of the donations go to a specific charity! It is very important to work on pre-event publicity, so more people will come to your event, rather than post-event publicity that merely announces how much you raised.

**MARKETING CALENDARS:** Create fun and excitement for your clients with a Salon Marketing and Promotions Calendar. Create a personal marketing calendar planned with special monthly events, fundraisers, cross-marketing and lecture demonstrations. Create sales tools, gift certificates, and fliers to help you 'promote each promotion'. Take a salon leadership position, and you will be rewarded with prestige and more new clients than anyone else. Always partner with your salon owner and the entire salon team on the bigger events.

**BUSINESS & COMMUNITY EVENTS:** Create your own special programs or events to help local businesses, community associations and regional charities. Join Chamber of Commerce and area 'Networking Groups'. Team up with your salon owner and a few other spa professionals or hair designers to offer 'Image' lecture-demonstrations, Day Spa Open-House

Events and Massage-A-Thons. Just make sure you are the Master Of Ceremonies and the lead act.

**DIRECT MAIL MARKETING:** This is one of the most important promotional activities that you should create for yourself! Professionally print your own direct mail postcards, to promote various new spa services and skincare product introductions throughout the year. Develop Happy Birthday, Thank You For Your First Visit, I've Missed You (Clients missing over 3 months), and Bounce-Back Marketing Offers.

Plan to work with both solo direct mail as well as cooperative direct mail opportunities. Independent or solo direct mail is often much more expensive per piece, yet every card or letter may be personalized. Cooperative and marriage direct mail allow you to mail to 10,000 neighborhood homes or more in full color for less than four cents per house.

**PERSONAL ADVERTISING:** Marketing and advertising programs are important business *investments* -- not merely a `cost' of doing business. With the salon owner's permission, use of their consistent salon logo and advertising design image. You may wish to create your own personal direct mail or newspaper advertising campaigns that the owner pre-approves.

**MEDIA RELATIONS:** Stand up and get noticed! Don't wait to get recognized by the local media! Go after the media aggressively, yet professionally. Create an ongoing personal PR campaign. Personalize your salon or day spa PR approach! Develop a Target Media List, with editor's names, addresses and telephone numbers, so you can mail and email press releases with spa and salon service photos at least four times per year. Your cover letter and pitched story offers will be as important as your follow-up telephone calls to each editor and TV producer. Create a PR Calendar, so you can send professionally written press releases, cover letters and photographs to the editors at least four times per year. Always look for important pre-event publicity to attract more new spa service clients, rather than just post-event publicity opportunities.

**WALL OF FAME:** Frame your published honors and achievements on a `Wall-Of-Fame' or in your own work areas if allowed by salon owner. Create a Wall Of Fame in the salon entrance or by your station. Your published articles are actually more important long after each article first appears.

**PROFESSIONAL SPA PHOTO SESSIONS:** Facilitate professional photo sessions to use in your personal advertising, marketing and PR endeavors. Utilize professional models and photographers! Use photos in all of your advertising and marketing, while also sending photos to select salon or day spa salon industry magazines and stylebooks. Team up with your entire salon or day spa salon staff to create bigger photo sessions.

Remember that your clients may not understand what goes on behind the closed salon or day spa doors! This protected personal privacy is great for clients, yet a hindrance in promoting those same services. However, if you can expose these services in a beautiful spa service notebook available in your reception area with service descriptions, your clients will be excited about trying new spa treatments.

Regularly send your original professional color slide transparencies to the consumer and beauty trade magazines. Do not plan to take one good photo and send copies of the exact same photo to every paper or magazine. You will burn a bridge. Send them each a different photo, even if it is of the same model with just a slightly different pose. Don't be afraid to change your model's hairstyles and wardrobe in the middle of a shoot ... or to give them a makeover with three or more `after' looks. Avoid sending a computer disc of scanned digital photos as they do not reproduce well. Editors love the real thing -- Great professional original photographs!

**ADVANCED EDUCATION:** Hold `Staff Makeover Parties' at least twice per year, to supplement some fun after learning new haircut, haircolor or Texturizing techniques. Hold `Staff Day Spa Parties' twice each year, so everyone on the staff can experience all of the latest spa services and products while being educated about the features and benefits.

Keep yourself creatively motivated with as many educational seminars and salon or day spa conventions as possible. Make sure you know how to technically do what you are marketing and offering as a personal specialty. Mix it up, so you learn people, communications, sales and business skills, besides the technical and product knowledge skills. Read as many professional salon and day spa trade magazines as you can. Share these with the rest of your salon team.

**MARKETING MEETINGS:** Offer to be in charge of marketing for your entire salon or day spa team. Or organize yourselves to take turns with a new team of at least two people per month in charge of marketing, special events, fundraisers and promotions -- while everyone gets a turn during the year. Salon owners should have Marketing Session Meetings to share promotional ideas to market your entire salon or day spa and salon. Use staff meetings to energize and motivate the staff to work with you. Be a leader and a role-model in both personal and salon or day spa salon team marketing. Teamwork works! Make success fun!

**WORK WHEN SALON & DAY SPA CLIENTS NEED YOU:** The best marketing efforts include promoting yourself and when you will be there -- especially at a time when your client's need you! Be available when these prospective clients want their hair, skin, nail and spa services! This means you must work on nights and weekends. If you are not willing, then don't complain when you aren't reaching your full potential. You must be there when the clients want you. We must always be there for them ... It never works the other way around.

The most successful salon and day spa salon professionals are not just born. They diligently work on their career dreams year after year, while consistently marketing their assets, specialties and achievements. Activate your future potential for success with a specific personal marketing plan. It is now becoming increasingly competitive in the booming new salon and day spa business, yet there's plenty of room for you.

You must absolutely become an active marketing-driven salon professional to succeed in the future, on your own and as a member of your salon team!

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**EDITORIAL NOTE:** Larry H. Oskin is president of Marketing Solutions, a marketing, advertising, media relations and consulting services agency specializing in the professional beauty business. Clients include salons, day spas, medical clinics, manufacturers and associations from across North America. For more information contact Marketing Solutions at 10875 Main Street, Fairfax, VA, 22030 USA -- 703-359-6000 or via email at [MktgSols@MktgSols.com](mailto:MktgSols@MktgSols.com).

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