



Teen Marketing

Promote Skincare, Spa, Makeup & Gift Certificates

By: Larry H. Oskin, President, Marketing Solutions

Marketing to teens and tweens is essential to your future spa success! They really need and want our complete array of skincare, makeup, body treatment, hair, nail, hair removal and spa services! You need to create a special marketing plan to capture these young women and men. It is estimated that the average teen girls sometimes spend as much if not more than their parents on beautycare services, while having some fun doing so.

Teen Marketing Calendars: You must first create an annual calendar with a plan, which will offer specialized services, promotions, lecture-demonstrations and advertising strategies. Once you determine the programs and promotions, you plan to offer, create a calendar with at least 6 bi-monthly promotions per year to specifically target teens.

Teen Marketing: Create a series of in-spa signs, window banners, posters, fliers and brochures that will attract teens, by using teens in the photographs. Create and promote 'Teen Specials'. Actively promote gift certificates for your adult clients to purchase for their teens. You may be surprised, some hard working teens will also purchase your spa gift cards for friends dads, moms and graduates.

Advertising: Look into advertising in the high school and college newspapers as well as to support their yearbooks. You may be able to purchase signage for your spa in the local high school auditorium or sports stadium.

Teen Spa Menus: Try something extra special. For example, the Sherif Zaki Salon & The Oasis Spa of Greenville, DE has created a wonderful Teen Salon & Spa Service Menu with special services, packages and prices while illustrating it with attractive female and male teens. These Teen Service Menus are passed out at high schools before prom season and at colleges when new students register in the fall. Be sure to offer Prom & Teen Party Packages with Hair, Nails & Makeup.

Teen Spa Parties: We suggest that you create a series of 'Teen Nights' and 'Teen Parties' several times each year directed to junior and senior high school students as well as to the older teenage college students. Even though mostly girls take advantage of these events, will quickly become a great new source of revenue and a lot of fun.

Some day spas create a 'Prom Teen Night' with an evening of service and product demonstrations by their professional staff. You can teach the latest fashion updates and techniques for skin, hairstyles, hair removal, nails and makeup services. This free event can be limited to the first 25 to 50 young women who sign up. When properly promoted, you may end up with an immediate sellout and with a waiting list. Plan to share plenty of great ideas that these young women so they may take advantage of your day spa and salon services. Share many of your newest professional products that they can purchases for use at home between salon visits. Finally, encourage the young women of your community to use your spa for special birthday parties and special events like 'Sweet 16' events.

Teen Mail & eMail: Create colorful postcards and email blasts to promote 'Teen Nights' and special 'Teen Party Events'. Keep them fun and education-oriented, as teens are desperate to learn more about their hair, skin, nails and body. They have come of age and they want to look beautiful! They want to look sexy without looking harsh and they really do need your professional expertise.

Teen Spa Fashion Board: Try to create a Teen Spa Board, where they come in for fashion updates and special meetings at least 4 times per year. Get them actively involved! You will be able to use a good number of teen girls and young men in your spa educational seminars and photography sessions. By featuring some of these local teens in your local advertising, marketing and media relations programs, you will attract many of their friends as well as other teens from across the community. If needed, offer a V.I.P. Teen Discount for your Teen Fashion Board Members and their families. Involve these teens in your fashion show events and your charitable fundraisers.

Media Relations: Create seasonal press releases, photographs to offer special feature story ideas to the local media well before each season that may be special for your local teens. Try to work with the local city newspapers, high school and college newspapers to create special makeover stories, homecoming / prom hair, nail, skincare and makeup.

Targeted Teens: You should try to work closely with the high school cheerleaders, dancers, athletes, student council and their special fashion groups. Offer special demonstrations and V.I.P. Programs to teen leaders – and their peers will want to follow them right into your spa for the same services and products. You need to develop a marketing program that will make your skincare salon, spa or salon – THE desired place for teens in your community.

Teen Timing: You must become aware of special `Teen Timing`. Even though these young girls will also want their skincare problems eliminated all year long, they will also want their skin, hair, makeup, eyebrow arches, body bronzing and nails to look great before proms, dances, homecoming, graduation, birthdays, parties, school and family events.”

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Editorial Notes: Larry H. Oskin is president of Marketing Solutions, Inc., a full-service marketing, advertising, graphic design, photography and PR agency specializing in the professional beauty industry. Clients include salons, spas, medical spas, medical clinics, associations, distributors and manufacturers. Marketing Solutions is located at 10875 Main Street, Suite 205 in Fairfax, VA 22030. For more information call 703-359-6000 EXT: 22, Email LOskin@MktgSols.com or visit www.MktgSols.com.