



Successful Cross Marketing & Bartering Strategies For Salons & Day Spas

By: Larry H. Oskin, President, Marketing Solutions

Cross marketing and bartering strategies are excellent ways to beat the challenging economy. A great way to build any salon or day spa clientele as well as to sell more services to your existing regular clients is through cross marketing. It's really quite simple. 'Do unto others as you would want them to do for you'. The Golden Rule of Cross Marketing is; 'Create extra special surprise promotions for your clients, friends, business associates, neighbors and acquaintances, as they would only wish YOU would do FOR THEM!

IN-SALON CROSS MARKETING:

Cross Marketing Programs will help your staff sell what isn't already selling. This strategy will easily help you "Sell-Up" new services and products with personalized soft-sell introductory offers.

Basics For Regular Clients: Make a list of those services that are not readily used by your existing clients. Then, review the new services you will want to introduce to them in the future. Here are some examples:

- **Haircolor** For your 'Haircut Only' clients that are NOT haircolor clients
- **Perms & Straighteners** For your 'Haircut and Haircolor Only' clients that are NOT perm clients
- **Nailcare** For your 'Hair Service Only' clients
- **Spa Care** For your 'Hair Service and Nailcare Only' clients
- **Hair Removal** For your 'Hair Service and Nailcare Only' clients
- **Skincare & Cosmetics** For any client who NEVER buys professional skincare services or retail products
- **Retail** For any client who NEVER buys professional salon retail

Basics For New First-Time Clients: The above cross marketing list will work best for new clients. You will need to create another list of those new salon and day spa services that are not currently used as much as they should be by your staff and clients. All of these promotions would work for your 'Totally New - 1st Time Clients'.

- **Introductory Haircut & Style**
- **Signature Massage Treatments**
- **Permanent Makeup**
- **Facials & Skincare**
- **Body Treatments**
- **Spa Manicures & Pedicures**
- **Permanent Makeup**
- **Wigs, Topettes & Hair Pieces**
- **Hair Extensions**
- **Hair Replacement Services**
- **Laser & Medical Spa Treatments**

Annual Cross Marketing Calendars: You must be organized, so you do not cross market to promote everything, every month, for every client. Have a set plan for promoting no more than one or two service and retail product areas per month. You may also stretch a cross promotion over a holiday season or a two month sales period. Avoid running one single cross promotion for more than 8 weeks. Don't be afraid to do one promotion per month for two months, then skip a month. You must keep it interesting for you, your staff and most importantly, your clients.

Holiday Promotions: This is always a fantastic time to cross-promote special holiday upstyles, gift cards, retail products, free gift-wrap, haircolor, hair extensions, massage therapies and specifically created holiday package services.

Cross Marketing Teamwork: Mix it up so that if you do cross promote very different salon or spa service areas, try to

ensure that each departmental team helps to promote the other. You can have two teams cross promote directly to each other during the same month. Your massage therapists and nailcare artists can work on cross promoting each other during any month or holiday season. Massage therapists can introduce nailcare, pedicure, haircolor and hair extension ideas. Your hairstylists should promote haircolor, perms, nailcare, pedicures, facials, body treatments and massage on a regular, yet rotating basis. This is so they only cross promote one area at a time, if it is not a service they themselves can provide. Likewise, aestheticians should promote nailcare, haircare and any service they do not do.

Practice Cross Marketing Presentation Skills: Learn the critical client questions and be prepared with the best professional response messages. One of the best opening questions to ask your clients is whether or not they have tried the targeted new salon or spa service before, "**Have you ever had our special new XYZ Spa Service before?**" If they answer no, you are quickly on your way to introducing them to that month's Cross Marketing Special. You would then say; "**NO?** . . . Well let me tell you all about our new Signature Body Treatment Packages. They're wonderfully relaxing and provide the benefits of A,B, C. . . as well as D,E, and F! Mrs. Smith, it's your lucky day. Our salon team is offering our best hair service only clients with an introductory gift certificate for their first introductory XYZ Service this month - FOR HALF-PRICE (or. . . FREE, \$10. OFF, 25% OFF), with today's service. I have been allocated a few of these gift certificates for my best clients - of which you are one. May I help you book the appointment for today or later this week?"

Promote Each Promotion! You really must work together to actively promote each promotion, for them to work! Get personal with your targeted clients in a very soft-sell manner, as you make them feel like one of your most valued clients who's extra special to you. Remember, your cross marketing specials need to be extra special if you want someone to try a new service or a new hairstylists for the first time. It's scary for them. With your personal care and attention, it will be easy. Here are several specific cross marketing tactics that you may use as is before you begin to dream up some of your own promotional plans.

1. Haircare To Spa Cross Marketing: A terrific promotion is to take your haircare only clients into their very first spa or skincare experience. Ask the basic questions; "Have you ever tried our day spa services before?" or "Have you ever had a professional facial treatment in our day spa before?" If they say, yes... then ask how they liked it and let it go. If they say "NO", then you have a wide open door to casually present a fantastic opportunity that only you can give you them as a special gift, for being such a valuable and loyal client.

Answer; "Mrs. Johnson, I have a wonderful new surprise for YOU today! Our day spa salon is honoring our most valuable haircare only clients with a tremendous introductory opportunity this month. We want you to try our luxurious spa for the first time. While you take a flier or gift card out of your drawer, say "I'm giving you this gift card. . . for you to have a FREE Vichy Shower treatment with any other paid facial treatment service. This is a FREE -- \$50. Value Gift, just for you! Isn't this exciting?" Then, tell them all about the benefits of your signature facials and body treatment services. Offer to book their appointment right away. You may be surprised while at least 25% of your clients will immediately book it before they leave, depending upon how exciting and sincere you make your presentation.

2. Spa Care To Gift Card / Certificate Cross Marketing: Gift Card & Certificate cross marketing is one of the easiest to promote. This works best in January and February before Valentine's Day, April and May before Mom's and Dad's Days, as well as in November and December before the big holiday gift giving season. You can just promote gift certificates, with a FREE Bonus \$25. Retail Gift Card for any Gift Card / Certificate purchase of \$100 or more. You can also offer a 'BUY ANY 5 GIFT CERTIFICATES -- GET ONE FREE FOR YOURSELF!' The disclaimer merely needs to say, 'Of an equal or lesser value'. Another one that works well for Corporate Business Gifting Programs is to offer a 'BUY 10 - GET ONE FREE FOR YOURSELF'.

Be ready for last-minutes shoppers. Some of your gift card cross marketing results will not be effective until the very last minute, especially with your male clients. However, the results will usually be astounding. Some salons do at least \$10,000 to \$50,000 in extra gift card sales during the last week prior to Christmas. They often have to create a special line apart from the front desk with one of Santa's Helpers ready to sell these gift certificates. It won't become an overnight sales miracle. Those day spas and full service salons that have been doing it for more than five years, have built tremendous gifting reputations which total more than \$100,000 to \$250,000 per year, per day spa salon. Holiday Gift Card cross marketing will work for one service area, or for your entire business.

3. Nailcare To Salon Service Cross Marketing: If you are like many salons that offer extensive nailcare and pedicure services, you will find that some of your nailcare only clients have never experienced your haircare services before. For some reason, they get their haircut, haircolor, straighteners or perms somewhere else. It's time to give them a great reason to try one-stop shopping for all of their beautycare services. Offer your nailcare only clients a special reason to get a 'HALF-PRICE FIRST-TIME HAIRCUT & STYLE', or a Free Haircut with any paid haircolor or perm service -- on that same visit. Not only will you bring them into the salon, you'll bring them into an area of chemical services that will enhance your client's image as well as to be highly profitable for the entire salon.

4. Business To Business Cross Marketing & Bartering: Cross market and barter with other local business owners. Take the time to develop partnerships with the store owners in your shopping center, area banks, florists, dress shops, tuxedo shops, clothing stores and restaurants. You can even say to a neighboring business, I will give you \$500 in \$25

increments with our salon gift cards every month, in exchange for the equivalent from your business. The gift cards may even be in the form of a \$25 discount based upon the purchase of at least \$50 in services or products. Together, we can create promotions to reward our best clients while asking them, "Have you ever been to the salon next door? No? Well I have a special offer for you!" Try to send each other new first-time clients. Use a few of the extras for your staff and client contest rewards.

5. Create Team-Building Contests: Use incentives, rewards and contest prizes into your Annual Marketing Calendar, while expressing positive accolades during staff meetings. Plan to reward top individual and team performances during some of the cross marketing events. For instance, offer a FREE \$25. gift card for professional products to anyone who successfully cross markets and introduces at least 5 of their regular clients to another salon professional. Offer a FREE \$50. restaurant gift card to anyone successfully referring at least 10 of their clients into personally booked appointments for another salon professional. Offer a Celebration Dinner Party at the local restaurant, if everyone on the team cross markets at least 10 new services for their regulars within a one month promotional period.

A fully coordinated team effort will always make cross marketing more successful. You will quickly learn that it really does take a terrific team effort to help other salon professionals improve their clientele through your shared and referred presentations. Create a cross marketing calendar and plan. Then, actively work your plan! Plan to make cross marketing, fun for you and your clients. Keep it exciting by changing the specials each time you create a new promotion. By the end of each year, everyone on your team will have helped to promote all of your services to new clients as well as to promote several new services for every existing client.

###

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.