



Exciting Expansion Into A Full Service Marketing Approach

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Salons and day spas are increasingly growing with new salon, spa and medical spa services. That's the way it should be. You must be a trend watcher and a leader in your community. Don't be afraid to grow and expand. However, many owners are challenged by their new investments. Many add new products, services and staff waiting and wishing for the 'Spa Bus' to arrive each morning. They either forget to market their new full-service approach or believe that just by making the new additions, magic will happen. When new clients don't magically appear, it is easy to have a panic attack!

Marketing is a critical investment to your new or expanding full-service day spa salon as well as any new spa-oriented medical facility. You must create a plan and work your plan with a long-term Annual Marketing Calendar approach. With a well-balanced program that integrates every area of your salon service menu, you will become a one-stop salon with clients taking advantage of many of your professional beautycare services per visit. The two basic ways to grow any business are by selling more services and products to your existing client base, while also recruiting as many new 'first-time' clients as you can.

There are many ways to take your existing hair, skin, nail or spa clients into your newly expanded full-service day spa approach. The two key words for you and your staff will be 'integration' and 'synergy'. There are a million different correct ways to make a full-service marketing program work. The only wrong way is to do nothing, while expecting magic to happen. Here are some simple ways to make it work.

SALON MENUS: Your salon menu should be a masterpiece, explaining all of your various salon specialties, services and products. Work with a professional graphic designer to create and print something that is extremely attractive, even if it costs you fifty cents to one dollar each. Create different sections for skincare, spacare, haircare, nailcare, hair removal, gift certificates and corporate gifting. Create New Day of Beauty and Spa Packages that combine as many different service areas as possible, while introducing your newest services.

Remember that most people do not yet understand all of the newest spa services. You must educate clients about your newest facial treatments, microdermabrasion, microcurrent, sugaring hair removal, cellulite treatment, hydrotherapy, Vichy shower, therapeutic massage, spa nailcare treatments, professional home retail product regimens and any other new service you add. You should offer the name of the service, a brief description, the approximate time each service takes and the price. You should also show at least one photograph for each of the service areas offered.

Don't be afraid to have two service menus. One can be a simple one-page flier, while the other may be 10 to 20 pages. Invest in a beautiful 2 or full color design, based upon your available budgets.

MARKETING CALENDARS: Create a complete Marketing Calendar for each year. Stay focused on the best selling seasons, holidays and slow seasons. Your goal should be to promote every single service and product category at least once or twice per year. Most promotions should be monthly or bi-monthly. Bi-monthly events are great as most clients only come in to see you every 6 to 8 weeks. Secondly, manufacturer and distributor 'deals' are created on a bi-monthly calendar basis.

Certain services can be promoted any time of year, while others have seasonality. Remember that any service can be promoted any time of year, not just during peak seasons. Likewise, you can turn a traditional slow month into your very best month of the year, by marketing it wisely.

Divide your Marketing Calendar into different sections for hair, skin, nails, spa, retail, and gift certificates. Then sub-divide it into marketing, advertising, PR and promotions. Some services will need to be promoted in the local media through paid advertising, while others can be promoted internally through point-of-purchase materials and staff incentive sales contests.

CROSS MARKETING: This area will be critical to your success in taking a hair client into skincare or any client that just visits the salon for only one service. You need to create reasons for your valued clients to try new services and products. It keeps it interesting and fun for them, while making them more loyal to you. It does require a true team effort, while you create marketing programs to promote each other and each area of the salon. Cross marketing will be your most effective marketing tool, if handled properly.

Start by creating special Cross Marketing Gift Certificates. This may look similar to your regular gift certificates, except that they must be already filled out for the specific new services that you are attempting to promote each month. Make them attractive with two-color printing. Leave room on each certificate for the issuing salon professional to personally fill out the client's name as well as their own name.

Each month you can promote two areas. For example the nailcare team can promote 'first-time' haircolor services, while the hair designers promote 'first time' facial treatments or the aestheticians promote 'first-time' massage services. In other words, work as a team to consistently promote each other's service areas while only cross marketing one or two new or specialty service areas per month.

The approach and presentation must come some time during each client's beautycare consultation. Your nail staff needs to ask the question, "Have you ever experienced haircolor at our salon before?" If the answer is yes, just say oh, how did you like it? If they say "No", it's time to then introduce the special introductory 'first-time' new service gift certificates that are only available to your valued clients. These certificates must not be left out on the front desk or a station like a cheap coupon. Instead, they should be treated like gold while being presented personally. The staff should offer to introduce their clients to some of the staff in the other service area, like a professional referral. The clients will feel extra special and you can offer to sign them up for a future appointment.

These cross marketing Gift Certificates need not be for free services. They can be for things like 'Two Free Nail Enamels With any First-time Spa Manicure & Pedicure', or 'One Free Massage Treatment with Any First-Time Vichy Shower Treatment'. You can mix and match services with products here. You may want to use a '\$10. OFF First-Time Service Certificate' to a 'Half-Price Introductory XYZ Service' Offer. You already have these clients as regulars; so don't be afraid to go the extra mile in your offerings to make them experience the newly available indulgences at your salon. Make Cross Marketing a big part of your Annual Marketing Calendar, in order to accomplish full-service marketing.

Share presentation ideas with your staff at a meeting, while teaching them about your other services. Let them experience the other services, so they will be able to talk about them. Use role-play teaching techniques, so they may practice their presentation techniques on each other. Do not expect overnight miracles. Cross Marketing takes a while to get going. Once it does get going and everyone knows they are part of a team, everyone will benefit!

GIFT CERTIFICATES: Create elegant gift certificates with a nice envelope or gift box. It is certainly great to promote gift certificates pre-Valentines Day, pre-Mother's Day and pre-Year-end Holidays. However, gift certificates can and should be promoted creatively all year long. Your ads and copy can promote specific services, days of beauty and products depending upon the season. Copy notes should declare that gift certificates may be purchase for any service or price.

Corporate Gifting is an excellent way to sell multiple gift certificates to a single office or area business. Create a small Corporate Gifting Brochure or attachment to you salon services menu. Designate several people on you team as 'Spa Gifting Consultants', while they should also mark time off from their books, to visit businesses each month.

Gift certificate marketing will be your best new client referral system, as most gift recipients are going to be brand new clients that will try the new services you are promoting at the time of the sale.

POINT-OF-PURCHASE MATERIALS: It is vitally important that you promote each promotion and service event with colorful in-salon posters, counter cards, window banners and easel signs. The counter cards may be designed in full color and printed at a local quick printer on a full color copier machine for as little as \$1. or \$2. each.

You can easily put up 5 or more signs in any salon from the front desk and front window areas to the bathroom. You won't need them all... but doing at least one or two will be ideal. Be careful not to have too many P.O.P. signs up at the same time. Create designs that work well together, with a consistent image and color scheme. Take down your old signs at the beginning of each new promotional period, so staff and clients aren't confused.

ADVERTISING: There are many options and opportunities available in any marketplace. Newspaper, billboards, building signage, business cards, direct mail, cooperative direct mail – Clipper Magazine, TV, radio, and regional magazines are just the big options. Cable TV and full-color direct mail postcards are fabulous for painting visual images as opposed to black and white newspaper ads or a radio commercial.

Take advantage of advertisements that reflect a bullet point list of **ALL** your full-service areas. Examine all of your options carefully, while creating an Annual Marketing Budget that is a worthy investment back into your future business potential. Your ads should use professional photos, simple copy points, consistent colors and a very synchronized total image campaign.

Most salons spend at least 3% to 5% of annual gross sales per year on marketing, advertising and PR. The more aggressive and progressive salons will spend 8% to 10% for the first years in any location, backing down to the smaller percentage numbers once they have reached at least \$500,000. to \$1,000,000. or more per year in sales. A \$250,000. or less per year salon only spending 3% on marketing or \$7,500. per year will be taking a very slow route to success. Today, marketing properly can grow your business to many millions of dollars per year. Do not expect overnight miracles. It takes time and it takes an investment of team effort, education and marketing. You will always get back what you put into it! The more aggressive and progressive you are, the better and faster your results will be.

PUBLIC RELATIONS: You must promote your new, unique and specialty services to make you distinctively different from the local competition. A great way to accomplish this is through a public and media relations campaign. First, create a Media Relations Calendar. Plan to send at least three or four mailings per year to the local newspapers, magazines, business journals and TV Shows. Determine what specific services you want to promote seasonally through media releases, so you are in complete synergy with your Marketing and Advertising Calendars. In fact, promote each story for the month of or the month prior to your specific marketing periods.

Create a professionally printed Media Kit with your business card, salon menu, Biography, The Salon Business Story, a personalized cover pitch letter, your seasonal press release and at least one photograph.

Do not attempt to pitch the local media every two to four weeks. Be persistent, yet avoid being a pest. Give the editors and TV producers something exciting and they will call you when they have an opportunity for you. Once you work with them, make sure to cement a long-term relationship.

INTERNET & WEBSITE MARKETING: This is an exciting area for full-service marketing. Collect the email addresses of all your clients, by placing a fishbowl or decorated box on your front desk with a counter card and a pad of paper. If you have a database, you should determine a way to identify which clients get which services, while also noting what services they have not tried for at least one year, if ever. Use this email system in service categories, offering 'first-time service specials' to these clients.

Use your website to tell about your various service categories, your salon's honors and your staff. Show off photographs and descriptions for all of the newest skincare, spacare and treatment packages, besides any of your specialty services like days of beauty, hair removal, bridal and pre-natal packages. Create various pages like a 'Beauty Advisor' and a 'Newsletter' to announce special services, marketing options and your monthly promotions.

ONLINE APPOINTMENT BOOKING: Now is the time to switch into an Online Appointment Booking System. Online Appointment Booking Systems allow your clients secure access through private PIN Numbers in order to book their own appointments through the Internet. Your staff may open up their service treatment areas by open time allocations. The clients quickly know your staff's available openings and how long the service will take. Clients can now book appointments 24 hours a day, 7 days a week, 365 days a year. It frees up your front desk, increases staff productivity, improves profitability and promotes new add-on salon services.

PHOTOGRAPHY SESSIONS: A picture is always worth more than 1000 words ... and with education-oriented copy notes, photos always help to introduce your newest salon services in a very clear manner. Remember that no one can see what goes on behind closed doors for many of your new skincare and spacare services. Invest in a professional spa, skincare, haircare and nailcare photography session. Find attractive models willing to have haircare makeovers, haircolor changes and special occasion hairstyles. Find spa models willing to pose nude or semi-nude for illustrating your newest spa service treatments in a very discreet and tasteful way. Look for models with professional experience, bartering free services the day of the shoot as well as another \$50 to \$100 gift certificate / card for future spa services featuring your new services.

These photos must be usable in advertisements, public relations and in your spa salon menus. Take photographs of each new service as well as every service you offer from nailcare to hair removal. Pose a few people in spa robes and sheets. Set up some specific retail product category shots for makeup, skincare, nailcare and haircare. Look in magazines like DermoScope to search out photo ideas. Bear in mind that it is illegal to copy photos used in magazines, as they are all protected by copyright laws. So, you really need to have your own photos!

There are a number of expert salon industry photography specialists. Hair and skincare photography is dramatically different than fashion photography, so invest in a top quality resource so you can clearly see the hair, skin and nail details.

ADDING NEW STAFF: When new staff arrives, work with them to promote the newest services in each of their areas. Educate them. Involve them in other areas of the salon. Promote them and their specialties with in-salon point-of-purchase and marketing materials. Print up special direct mail postcards, which they merely have to personalize with a signature. Never expect anyone to build his or her clientele without some help. As salon owner, offer them business cards, direct mail postcards and P.O.P. materials so they can get a running start.

ADDING NEW SERVICES: Keep your menu state-of-the-art and ahead of the competition! Be open to the addition of new services. For example, everyone has facial treatments, yet not everyone has microcurrent or microdermabrasion. There are at least a dozen resources for this.

For example, almost everyone has old-fashioned waxing hair removal services, yet only the top salons, day spas and medical offices have professional body sugaring. Wax is traditional, yet messy and painful. Professional Sugaring is virtually painless after the first visit, it can remove much shorter hair re-growth, it helps avoid ingrowns and it washes with water.

Read all of your professional beauty trade magazines inclusive of the advertisements to see what is new, proven and effective. Visit as many trade conventions as possible. The conventions are a fantastic place to begin doing your research.

Take a research field trip for a day or two with your staff. Visit other successful day spa salons and medical centers, while inviting them to visit your location, so you can share full-service marketing ideas and success stories with each other. Don't be afraid to keep expanding your full-service approach even further. Call or write these salon companies for brochures and a sales presentation. It's the very best way to stay up on everything.

NEW PRODUCTS: Keep your head out of the sand ... selling professional home retail regimens are a necessity! You don't want your clients using poor quality discount store skincare, haircare and nailcare products. Always ask clients what they like and don't like about their hair, skin and nails. Offer beautycare solutions through services in the salon that can be maintained with a professionally prescribed homecare system. Promote these from your front desk and reception area to every salon station and treatment room. Use special point-of-purchase materials, so everything ties neatly into your Marketing Calendar with a plan and a purpose.

EDUCATION ORIENTED MARKETING: Create a new salon Consultation Program and teach your staff to use it in order to personally meet the complete beautycare needs for each client. Client Appreciation Parties, Networking Events, Open Houses, Focus Groups, Staff Makeover Nights and Charitable Fundraisers are a great way to become involved in the community while educating everyone on your full service menu.

FULL PRICE MARKETING: You may want to offer some new client specials and seasonal promotions with a discount, gift with purchase or a purchase with purchase plan. It really is fine to promote your new services at FULL PRICE too! Just take the time to educate your staff and your client on all of the specific benefits and features.

PARTNERING WITH MANUFACTURERS & DISTRIBUTORS: Whether you buy through a professional beauty supply distributor, a sales representative or direct from the manufacturer, ask what marketing tools, posters, point-of-purchase materials, introductory purchase offers and deals are available. Give your sales rep the time to visit with you once a month, by using them as an exiting resource for new products and marketing ideas, rather than to only see them as a salesperson.

MAKE IT WORK!: Make full-service marketing a team effort! Create Marketing Calendars and PR Programs! Make it fun! Educate! Offer staff incentives and contests. Offer some surprise rewards for outstanding surprise performances. You must put on the driver's hat for the `Customer Bus`, driving new business in every day, week and month of the year while selling new products and new services to everyone.

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