

My Salon Marketing Plan 2018

social

behind the scenes
promote gift voucher
promotions
your personal story
celebrity crazes
exhibitions
sponsorship
community PR
testimonials
personal brand
tutorials
open day/evening
pop-up events
liaise with wedding suppliers
collaborations with other businesses

clients

referrals
loyalty scheme
contests
case studies
before & after
exclusive client offer
service hotspot
after-service advice
selfies
SMS marketing
email marketing
guest event
VIP membership
back to school week
birthday bonus
preview new services

salon

signage
review request
price lists
appointment cards
uniform
special touches
products
complimentary gifts
in-salon experience
free consultation
added value
suggestion box
consistent service
branding
online booking
text booking