

WWW.SALON CENTRAL.CO.ZA

TOP 5 MARKETING PLAN TIPS FOR YOUR BEAUTY BUSINESS

Before planning your Salon Marketing Calendar for the year, it's recommended these are the facts and information needed to ensure you're on the right track. Once you have what you need, remember that client **RETENTION** is as important (possibly even more NB) than gaining **NEW** clients.

1. AUDIT – WHERE ARE WE NOW?:

- Financial
- Your Clients
- Your Competitors
- Marketing Activity & Tools
- Team & Resources



2.GOALS – WHERE DO WE WANT TO BE?:

- S Specific
- M Meaningful
- A Achievable
- R Realistic
- T Time-limited

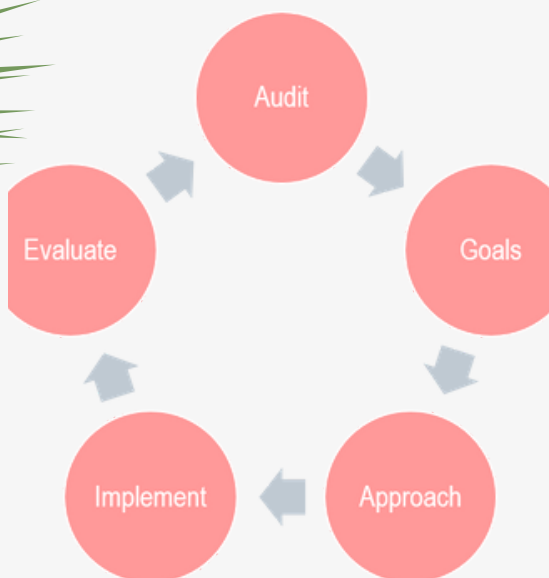


3. APPROACH – HOW CAN WE GET THERE?:

- Branding
- Services
- Pricing
- Promotional

4. IMPLEMENT – TOOLS TO HELP:

- Website
- In-Salon Materials
- Advertising/PR
- Local Partners
- Word-of-Mouth
- Email & SMS
- Social Media



5. EVALUATE – MEASURING SUCCESS:

- Services
- Retail
- New Clients
- First time
- Returning
- Accepted Offers