

# marketing tips for salons and spas



KEY STRATEGIES TO BRING IN NEW CLIENTS AND KEEP  
CLIENTS COMING BACK

## Gift Certificates

This is a great way to obtain new clients (many out of your advertising area) with the recommendation of a family, friend or business associate. Make sure to visually promote gift certificates at the following holidays: Christmas, Mother's Day and Valentine's Day. Also, offer gift certificates to local businesses in your area at Christmas and Secretary's Day.

## Complimentary Touch-up

This involves a quick makeup application on eyes, cheeks and lips (without removing much of existing makeup). Use this service to introduce new clients to your makeup line and offer existing clients new looks.

## Retail Rewards

This is a favorite with clients. Offer special rewards for high volume purchases (free product or service with \$100 makeup purchase), quantity off items purchased (purchase 3 makeup items, receive the 4<sup>th</sup> at 50% of retail value), or special drawing (with every \$50 makeup purchase, your name is placed in a drawing for \$200 makeup products and free makeup application - \$275 total value).

## Advance Appointment Booking

Offer special discount or free gift for booking advance appointments for makeup events.

## Referral Program Rewards

This is a great way to bring new clients into your location. Offer existing clients dollars or percentage off coupon when they refer a new client.

## Promotions for Slow Traffic Times

Offer clients a percentage off any services or products on these days and times.

## Quick Service Appointments

For clients with very little time to spare, offer quick check-out at the end of their service. They should be paid and ready to go as soon as their service is completed.

## Customer Service Representative

Assign a customer service representative (if you are a small business or cannot budget another staff member, rotate this responsibility within your existing staff) whose goal is to make sure all clients are content with their experiences at your business. This involves making sure follow-up calls and thank-you cards are completed. Also, a follow-up feedback card is a great way to determine where your strengths and weaknesses lie. This process will help you to continually improve your customer service standards.