

promoting cosmetics

SEASONAL LAUNCH EVENTS



A Great Way to Jump Start Sales for the Season

As any fashion or beauty retailer will tell you, seasonal collections and special events/promotions are two tried and true ways to drive sales for existing clients while also attracting new ones. Combine the two by holding a seasonal launch in your cosmetics department and you've got the makings of a great start to your spring makeup season.

Reignite your staff and guests by launching a Spring/Summer Collection Event. Draw in clients to see the new colors and looks of the season, and take the opportunity to feature some of your existing offerings such as custom foundations and minerals.

Events come in a variety of shapes and sizes, but most revolve around complimentary make-up or a makeup lesson/session. The best way to sell makeup is to have guests actually try it. Complimentary makeup is risk-free for guests and provides staff with an opening to highlight (and of course, sell) specific products as well as add-on products. Lessons are a great way to demonstrate how your guests can achieve their beauty vision with your products. To make sure your guests attend their lessons, charge a nominal fee (\$25) for the lesson and apply that fee to any products purchased.

Successful events are very targeted. You need to determine which products you wish to feature and what the client proposition is (what will you offer the client to draw her in?).

For example, you can feature spring's new color offerings (eyeshadows, blushes, lipsticks and glosses) and offer "Complimentary Spring Makeovers". In addition to complimentary makeup, you may want to further entice your guests by offering some buying incentives such as a 2 for 1 offer, discounts on multiple purchases, or complimentary custom-made items in travel sizes.

A CHECKLIST THAT WILL ENSURE SUCCESS FOR ANY EVENT

- Designate one person as the event planner. This person should be responsible for coordinating, delegating and following up on all the details.
- Decide who you are targeting for this promotion: existing clients only, or new clients too? If you offer the promotion to existing clients only, you will need signage with dates and details set throughout the salon to raise awareness. You might also send postcards or initiate a phone campaign to book appointments. If you want to draw in new business, you might consider advertising in your local newspaper, radio or city magazine, or inviting local women's groups to join you as your guests.
- Train your staff on the "who, what, where and when" of the promotion and "how" to book guests for the event.
- Form a creative group to create the "looks of the season" that you will promote at your event. Have them present their ideas and collection to the rest of the staff, so everyone is knowledgeable about the new products and forthcoming event.
- Create a list of products, packaging, tools, accessories, etc., that you will need to order prior to the event. Be sure to include any related products that will be used in conjunction with your featured products and stock up on these for increased sales—these should include basic makeup items, brushes, and skin care.
- SET GOALS!!! All staff should be motivated to communicate the event to their clients and encourage participation. Set staff goals and rewards for booking guests and making sales. As with any goal, it's best to be specific, so set numbers. Sales goals can be based upon results from previous events. If this is your first event, challenge your staff to sell a percentage (set by you) over normal sales. Motivate your staff to sell by rewarding the staff member who sells the most during your event.
- Once you set the event date, review the above "to do" list and add your own "to-do's," then work backwards to create a timeline outlining when everything needs to be completed. These events are exciting for the entire salon as teamwork is required to put together a great event. The gratification comes when you see guests who are amazed by their new beauty... and when you add up your sales at the end of the day!

Colorlab offers launch and event support. Ask your account executive for details.