

Personal Care

Making Sense  
of Online Marketing

The



# DOWN LOAD



THE OFFICIAL CONSTANT CONTACT  
MARKETING ADVISOR PLAYBOOK

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# Introduction

# Should you be marketing your salon, spa, or barbershop online?

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Businesses that are online are seeing growth.



People are looking for businesses like yours online all the time.

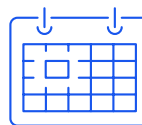
69%

of people search for a local business at least one time per month

ACCORDING TO BRIGHTLOCAL'S LOCAL CONSUMER REVIEW SURVEY



That means that there's potential for people to find your salon or spa when they go looking.



Salons with a good online presence get more bookings.

46%

of salon appointments are scheduled while salons and spas are closed using their website

ACCORDING TO PHOREST SALON SOFTWARE



That means that there's potential to do more business.



If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already marketing your salon or spa online, you may be frustrated to find that it's not as easy to get new clients as many claim it to be.

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## **You're not alone.**

If you're like many Constant Contact salon, spa, and barbershop customers, you're busy trying to run and grow your beauty business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

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*Do I need to discount my services to get new clients through the door? Does advertising my salon make me look less premium? Should I pay for advertising?*

## **The questions go on and on.**

# What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a cosmetologist by trade and a marketer by necessity.

**This guide is designed to give you practical advice.**

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



**There's something else that's important to note.**

As a salon or spa, you have a huge advantage over big businesses. Your prospective clients live or work in close proximity to your location. This means you don't have to market yourself across the nation but you can focus on your area. And, even more importantly, you know your customers. Many times you interact with them in a way big businesses cannot.

It's that intimate knowledge that can keep your business top of mind and give you an edge. You need to leverage this advantage.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



**TIP**

**Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with a guest, don't do it online.**

## Keep this in mind about online marketing.

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If you were asked where most of your new clients come from today, what would you say? Many salon and spa owners tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to salons and spas.

As you know, beauty service businesses are built on relationships. The reason people become loyal clients is not only because of the great service you provide. It's because of the trust you've built with your clients over time. Online marketing allows you to strengthen existing relationships with current customers and build new ones.



### Here's what we're going to cover:

**Chapter 1:** How people find your salon or spa online

**Chapter 2:** How to turn prospects into clients

**Chapter 3:** How it all comes together

**Chapter 4:** How online marketing can work for you

## Now let's get to it!



# How people find your salon or spa online



## We've mentioned that word of mouth now happens online.

Your services provide a strong transformation to people — emotionally and often visually. This is a big deal to people. It's transformations like this that people love to share with their friends. At the same time, people who are looking for a new salon or spa often turn to their connections for recommendations. Your business has an opportunity to be part of more of these conversations.

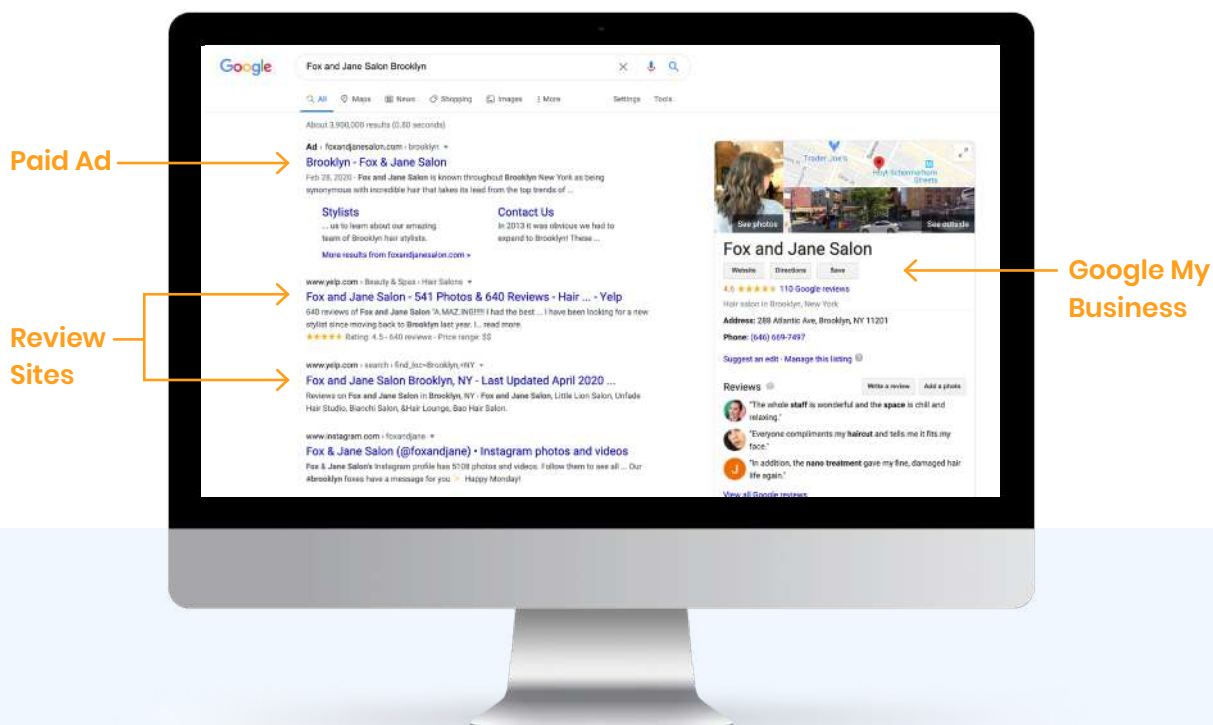


The more you can do to keep your salon or spa top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they look for the type of services and treatments you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your salon or spa. If they already know about your salon, they do this by name. If not, they'll likely be looking for a treatment or service you offer.

**And, of course, be aware that if people don't find your salon or spa when they go looking online, it begs the question, "Does your salon even exist?"**

# What do people find when they go looking online for your salon or spa?



Example using "Fox and Jane Salon Brooklyn" as the search term

It's no secret that people turn to search engines like Google to get more information about the salon or spa they're investigating. Changing your stylist or spa therapist is a big decision. People want to be reassured they're booking with the right person at the right salon. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a salon by name:

- Organic and paid search results for the salon's website
- Other listing sites (like Yelp)
- Google My Business listing
- Social media accounts
- Reviews sites
- Info from other sites

# What if people are looking for treatments or services you offer?

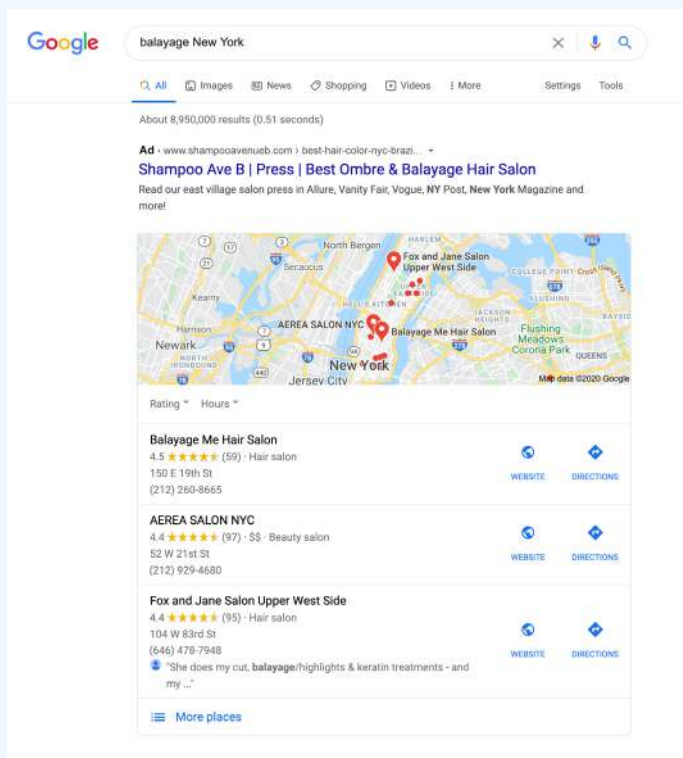
In the example on the previous page, we searched for a specific hair salon — “Fox and Jane Salon Brooklyn” — by name. But, people don’t always know which salon or spa they’re looking for. Many times they only know the specific service they are after and have no idea who’s offering it. In these cases, they type a more generic search term, like “nail salons near me” or “hair salon Boston.”

## Let’s take a look at an example.

Imagine you had just spotted a hairstyle on social media that you just loved. You learn that hair color services needed to achieve this look is called balayage. If you’re like most people, the first thing you’ll do is to jump on your computer or mobile device and search “balayage near me” or “balayage New York” if that’s where you’re located.

Here’s an example of what may come up — of course, your actual results will differ.

Notice that “balayage New York” first brings up a paid advertisement for this service and just after that the Google Maps listing of salons offering the service. This information comes from Google My Business profiles (more on that later).



**Beyond the advertisement and map listings, you may also find salon websites, business listing sites (like Yelp), social media accounts, and other websites listing good places for a balayage service in New York.**

If we apply these results to what may show up for your business, your potential clients may find:

- Your salon's website
- Your social media accounts
- Review sites
- Business listings
- Competitor salon websites and listings

**Review Site**

**Competitor Listings**

The image shows a Google search results page for the query "balayage New York". The search bar at the top displays the query. Below the search bar, the first result is from Yelp, titled "Top 10 Most Recommended Balayage in New York, NY - Last ...". This result is annotated with an orange arrow pointing from the "Review Site" label. The second result is from refinery29.com, titled "New York City Hair Colorists Beauty Editors Recommend". The third result is from shlomimor.com, titled "BALAYAGE NYC ! BEST BALAYAGE HIGHLIGHTS SALONS ...". The fourth result is from wmagazine.com, titled "The 7 Best Hair Colorists in New York City | W Magazine ...". The fifth result is from mldnewyork.com, titled "Best Balayage NYC | Best Hair Salon in NYC | Marie-Lou & D ...". The sixth result is from albertaminsalon.com, titled "BEST BALAYAGE HIGHLIGHTS SALON NYC | BEST HAIR ...". The seventh result is from byrdie.com, titled "These Are the Best Hair Salons in NYC - Byrdie". The eighth result is from vbstudionyc.com, titled "best balayage in New York City - VB Studio NYC". An orange line with two arrows points from the "Competitor Listings" label to the third and sixth results.

Google

balayage New York

www.yelp.com › search › find\_loc=New+York,+NY ▼  
**Top 10 Most Recommended Balayage in New York, NY - Last ...**  
Unfade Hair Studio. 1.2 mi. 616 reviews. \$\$ Hair Salons. Sonder Hair Studio. 1.2 mi. 237 reviews. Mure Salon. 5.3 mi. 695 reviews. Xcellent Beauty Salon. 12.5 mi. 691 reviews. Davida Salon. 5.7 mi. 467 reviews. New Light Hair Salon. 7.3 mi. 307 reviews. Estelle Hair Studio & Spa. 7.7 mi. 342 reviews. Fox and Jane Salon. ...

www.refinery29.com › ... › Celebrity Beauty › Hair ▼  
**New York City Hair Colorists Beauty Editors Recommend**  
Complain all you want about New York City's overpriced apartments, unreliable subway system, and the stench of hot trash on your commute to work-- but the ...

www.shlomimor.com › balayage-highlights-nyc ▼  
**BALAYAGE NYC ! BEST BALAYAGE HIGHLIGHTS SALONS ...**  
BALAYAGE NYC. Hair Painting is a huge trend right now with some of the more artistic stylists. Babylights are super subtle and delicate highlights created using a technique that mimics the subtle, dimensional hair color seen on children's hair. Foilage is another new trend similar to the above techniques.

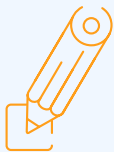
www.wmagazine.com › gallery › best-colorists-hair-sal... ▼  
**The 7 Best Hair Colorists in New York City | W Magazine ...**  
Our editors reveal the best hair colorists NYC has to offer. Discover New York's finest colorists specializing in highlights and balayage.

www.mldnewyork.com › balayage-color ▼  
**Best Balayage NYC | Best Hair Salon in NYC | Marie-Lou & D ...**  
As New York's best French-inspired salon, Marie-Lou & D's team of colorists are all masters at French balayage highlights (the free-hand highlighting technique ...

albertaminsalon.com › best-balayage-highlights-salon-n... ▼  
**BEST BALAYAGE HIGHLIGHTS SALON NYC | BEST HAIR ...**  
Being one of leading Hair Colorists and Hair Stylists in New York City, our clients have said many times about us: \* PERFECT BEST BALAYAGE HIGHLIGHTS ...

www.byrdie.com › Hair › Haircuts ▼  
**These Are the Best Hair Salons in NYC - Byrdie**  
Aug 15, 2019 - Whether it's for a simple trim or a double process, New York City girls don't ... like Dane Ionato, who is brilliant and does the best balayage.\* ...

vbstudionyc.com › best-balayage-in-new-york-city  
**best balayage in New York City - VB Studio NYC**  
Looking for the best balayage services in NYC? Our Colorists in NYC, are specialists in Luxury



## ACTION STEPS



### **Search for your salon.**

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



### **Search for services and treatments that your salon is offering.**

Is your business there in either an organic or paid perspective?



### **Make a list of results that show up on the first page in both scenarios.**

## **Here's the reality: If your salon or spa isn't online, prospects can't find you.**

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Whether people search for your salon by name or something related to your business, your clients and prospects should be able to find you. You'll want to make sure your beauty business can be found, the information is accurate, and that you're answering the questions your potential clients may have.

As people visit your website and click through from various search results, they're starting to form opinions about your salon. Ultimately, they're asking themselves, "Is this the right salon (or spa) for me?"

If your salon is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your salon and choosing you.



**The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your salon up for success.**



# How to turn prospects into clients

With an understanding of how people may find your salon or spa online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content





## A mobile-responsive website: Your salon or spa's online hub.

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Yes, your salon should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to get new clients to book with you. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential clients are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need and book with you. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



### TIP

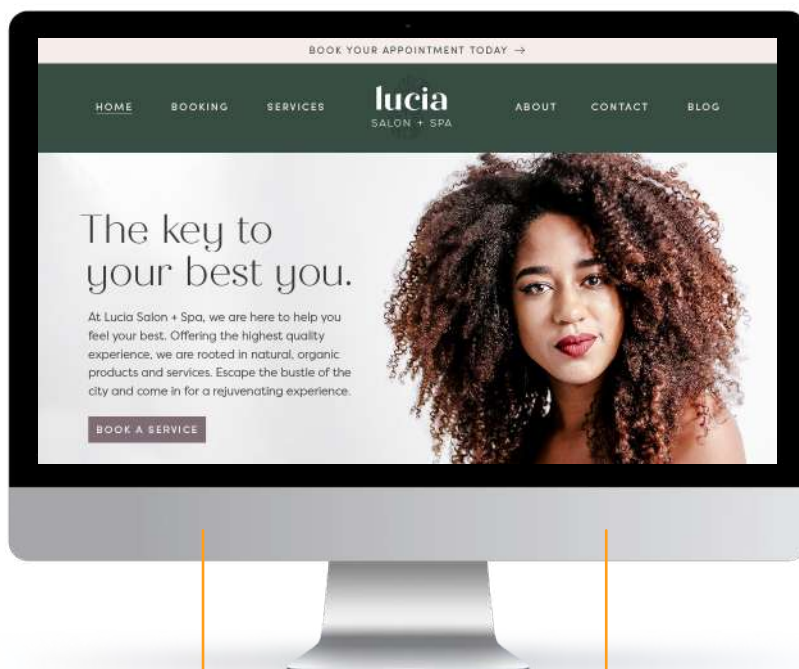
#### **Buy a domain name for your website to match your salon or spa name.**

In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourSalonName.com) to look professional and add credibility to your business.

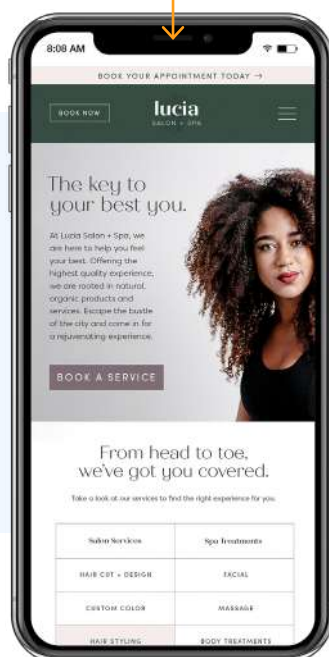




With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



**Responsive**  
website  
on mobile



**Non-responsive**  
website  
on mobile



**DID YOU KNOW?****Want a custom-designed salon or spa site?**

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

**Need a beauty logo?**

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

## Your salon or spa website should have at least five pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.

**HOMEPAGE**

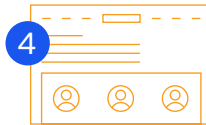
*Your salon window online*

**APPOINTMENT BOOKING PAGE**

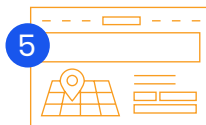
*Your door into your salon*

**SERVICES PAGE**

*Your offerings*

**ABOUT PAGE**

*Your story and where you introduce your team*

**CONTACT PAGE**

*Making it easy for clients to find your location, call, email, or engage with you on social media*

Think about your salon specifically to add additional pages. For example, if you're selling retail, you may want to have a place to showcase what brands you carry. In fact, you may even want an online store where people can order products directly from your website. If you offer hair, nail, or other visually transformational services, you may want to have a portfolio page. Most salons and spas would benefit from having blog functionality on their site as well (more on that later).

**What should you put on those five core pages?  
Let's take a look.**



## HOMEPAGE

### What questions should you answer on your salon's Homepage?

#### What do you offer?

People don't have a lot of time. If you're not able to convey what you offer fast, people will leave. If you're a hair salon, show hair! If you're a nail salon, show nails! Be clear. Be specific.

#### Who is it for?

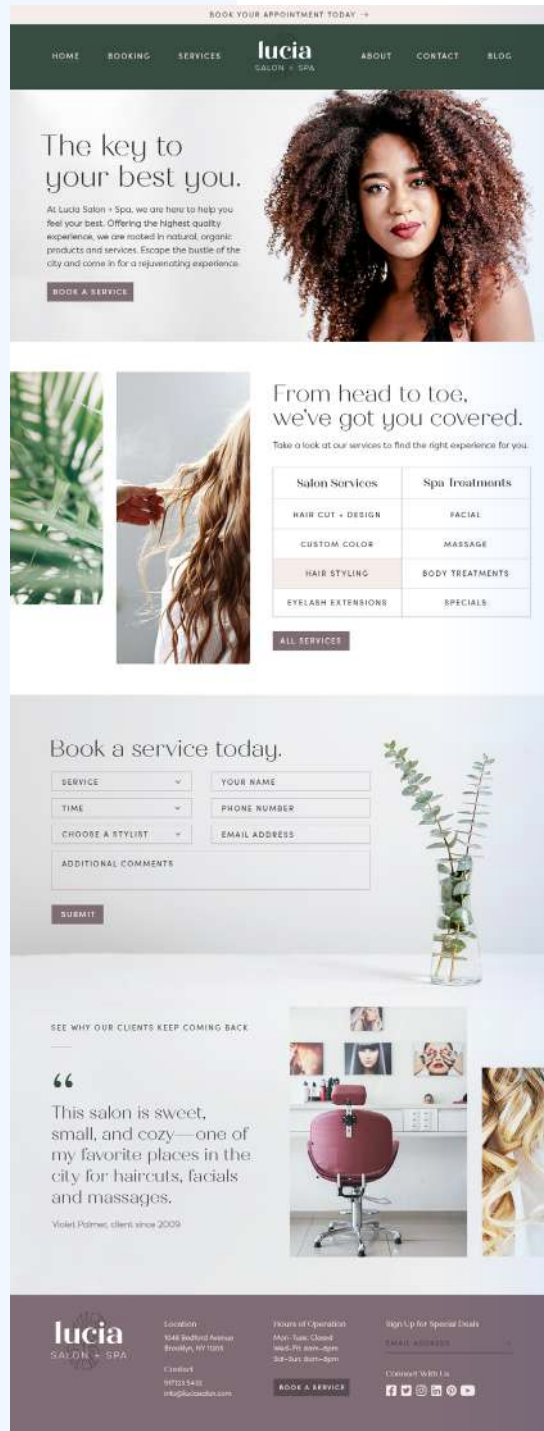
The visitor is asking, "Is this for me?" Who is your ideal customer? Do you serve a particular group or industry? Make it clear who your salon is for.

#### So what?

Why would your potential customer care? Why should they choose you? Is there something about the treatment and services you provide that make you unique?

#### What should visitors do next?

Book an appointment? Request a consultation? Make it clear what action people should take as their next step.



Homepage example



## APPOINTMENT BOOKING PAGE

### Important considerations for your Appointment Booking page

When people land on your booking page, you're only a few clicks away from getting a new appointment. It's crucial to not confuse your visitor in any way at this step that could make them exit the process.

#### Make it easy to follow.

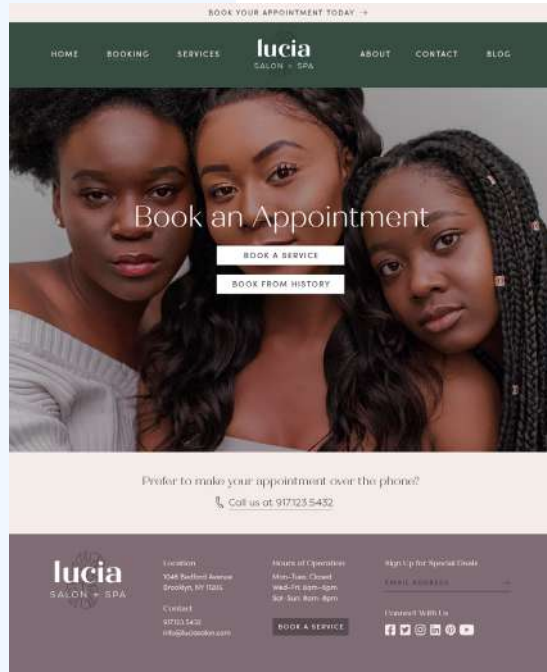
Your appointment booking page should provide an intuitive booking flow that makes it easy for visitors to find the ideal time slot for their service. The booking page itself should be clean and give full visibility on the details for the appointment.

#### Provide visible contact information.

Leaving questions unanswered here can easily lead to uncompleted bookings and lost business. Have your phone number clearly visible on the page to make it easy for people to call you in case they still have questions.

#### Choose your booking system.

Depending on which booking system you're using, you can either embed the booking widget on your website or you can link to a separate page offered by the booking software.



*Appointment Booking landing page example*



## APPOINTMENT BOOKING PAGE

### What should you include on your Appointment Booking page?

#### How do clients book?

Should they use the online booking tool or call?

#### Who can clients book with?

What's the expertise and experience level of each member of staff?

#### What services can be booked?

What's the price of the service?  
What's the duration of the service?

#### What's the cancellation policy?

Will clients receive a booking confirmation when the booking is done?

BOOK YOUR APPOINTMENT TODAY →

HOME BOOKING SERVICES **lucia** SALON & SPA ABOUT CONTACT BLOG

Select Services

Book your service below. Please note that our cancellation policy requires 48 hour notice, or you will be charged 50% of your service.

Hair

Skin

☐ ULTRASONIC FACIAL

☒ CLARIFYING HYDROFACIAL

EMPLOYEE DATE

TIME ADD TO CART

☐ EXPRESS HYDROFACIAL

☐ LIGHT THERAPY

Body

Specials

CONTINUE

Prefer to make your appointment over the phone?

Call us at 917323 5432

**lucia** SALON & SPA

Location  
1000 1st Street  
Brooklyn, NY 11205

Contact  
917323 5432  
info@luciasalon.com

Hours of Operation  
Mon-Tue: Closed  
Wed-Fri: 10am-8pm  
Sat-Sun: 10am-6pm

Sign Up for Special Deals

EMAIL NEWSLETTER

Connect With Us

BOOK A SERVICE

*Appointment Booking details page example*



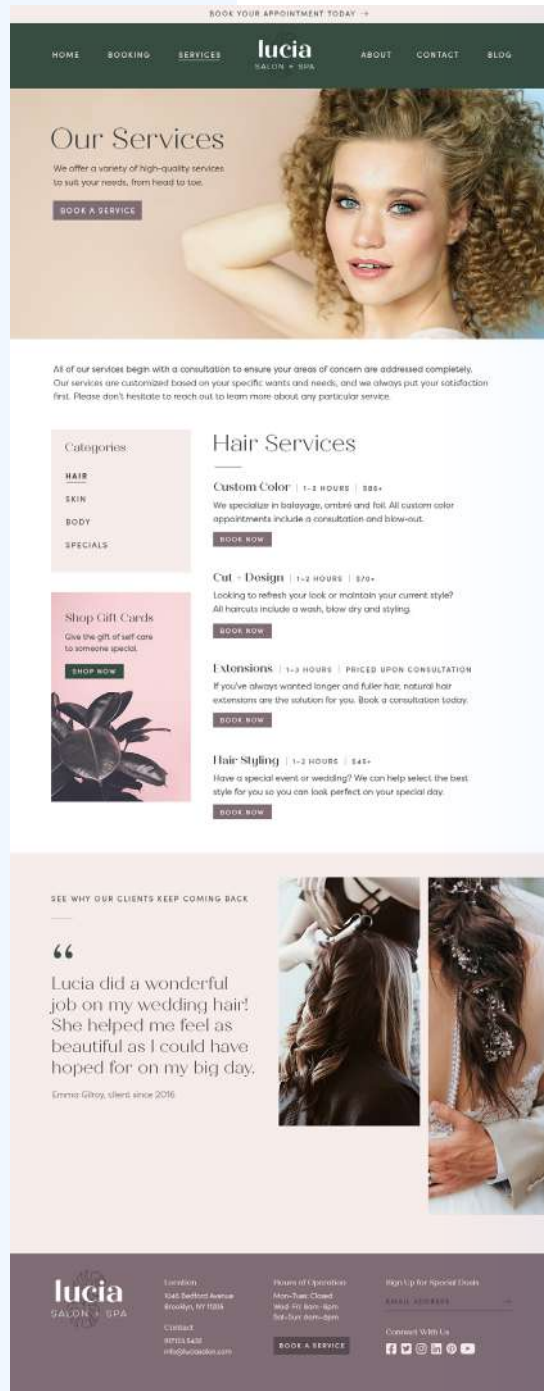
## SERVICES PAGE

### What questions should you answer on your Services page?

#### What type of services do you specialize in?

Which specific services do you offer? How much do they cost?  
What's the duration of the service?  
What will the experience be like?  
What will the end result be like?

#### How can clients book the service?



Services page example





## ABOUT PAGE

### What questions should you answer on your About page?

#### What is your story?

What problem are you trying to solve for your clients? What obstacles did you face and overcome trying to solve this problem? Why is your salon or spa important to you?

#### Who works in the salon or spa?

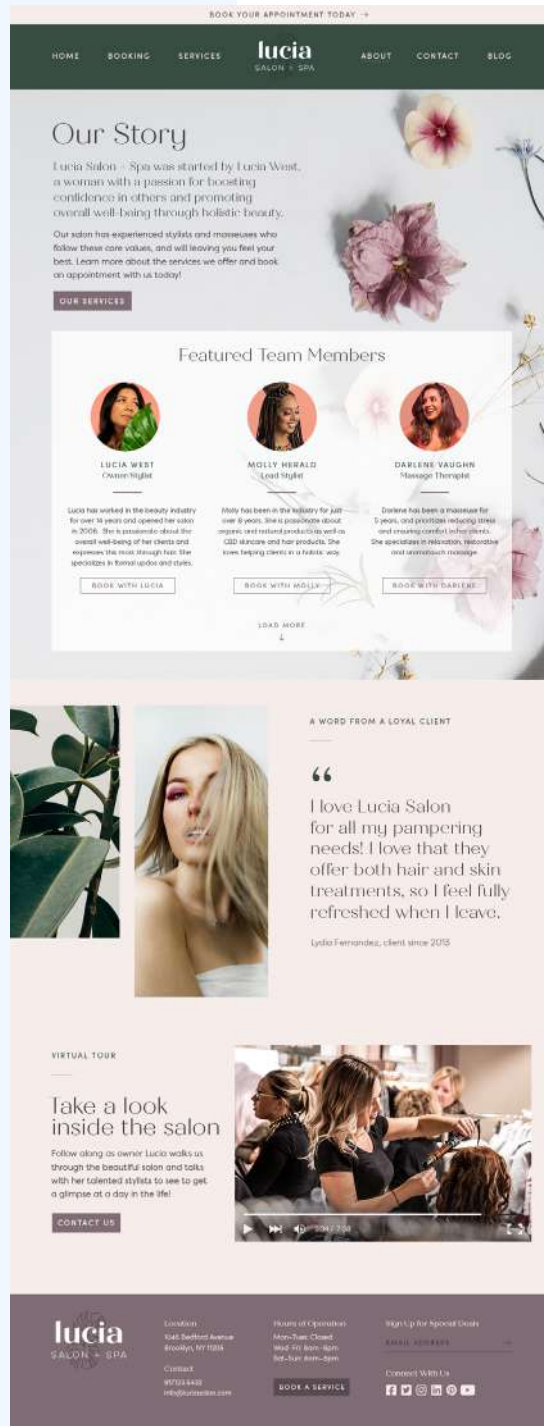
What are your hours of operation? Are all locations the same? Are there different hours for support? Other functions?

#### Why should people care?

How will potential clients benefit from choosing your salon for their beauty services? How will you solve their problem and give them peace of mind? Do you have testimonials to support?

#### What makes your salon different?

What are you better at than anyone else? How will you use your skills to help your clients? What's your plan for them?



About page example



## CONTACT PAGE

### What questions should you answer on your Contact page?

#### Where can I find you?

Where is your salon or spa based?  
Do you have multiple locations?  
Which social media channels do you use?

#### When can I reach you?

What are your hours of operation?  
Are all locations the same?

#### How can I contact you?

Is there more than one way?  
Start with your preferred method.  
What should they expect in terms of a reply?

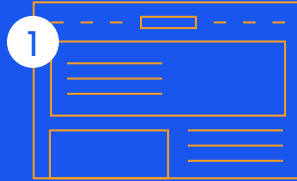
Contact page example





# Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. Use your own photos, of your own work, if you can. If you don't have any high-quality images from your salon, you can use sites like Unsplash who offer free, high-quality, stock images which can work well as mood images for your website design.



## HOMEPAGE

If your salon or spa offers a visual transformation (like hair and nail services), show the result a visitor can expect from their service. If you're not offering a visual transformation, show the experience they can expect. Independently on the type of image you choose, the image should make it immediately obvious what your salon or spa is about so that people know they've landed in the right place.



## APPOINTMENT BOOKING PAGE

Show an image from inside your salon. You want people to imagine they are stepping into your salon and that they are booking with real people.



## SERVICES PAGE

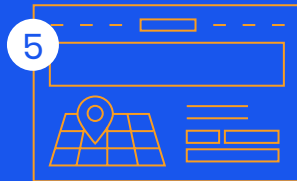
Show end result images of your transformational services or in process images that bring to life the experience your service delivers. This will help your visitor envision what your service will be like as they read the service descriptions.

**ADVANCED TIP**

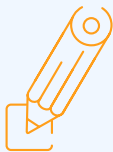
A video tells your story even better than images. Including a salon tour video on your about page helps you establish a relationship with the prospect clients while removing any barriers to booking with you they may have.

**ABOUT PAGE**

Use professional images of yourself and your staff that show your personalities. Show action shots of when your team is working in the salon. You want people to imagine what it would be like visiting your salon.

**CONTACT PAGE**

Show a map of where your salon is located, especially if it's not in an obvious place. Show a picture of the salon from the outside to help clients recognize you while giving a sense of the atmosphere you create. Include all additional details needed to ensure they find your salon with ease.



## ACTION STEPS



### Create a simple website.

Don't have a website?  
[Create one with Constant Contact](#) in minutes!



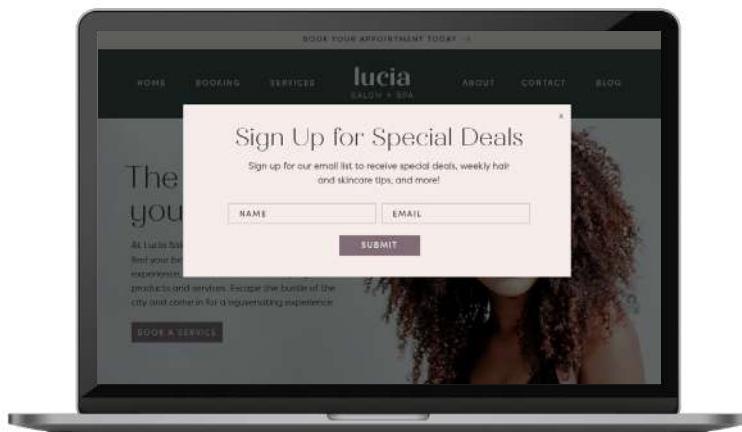
### Review your website for the appropriate pages.



### Make sure you're answering the questions suggested above.



### Add sign-up forms to your website.



## What happens if someone visits your website and doesn't book an appointment?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually book a service with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses — like a salon special or exclusive how-to content — to get more people joining your list.

Once you have someone's email address, you're able to reach out on a consistent basis to build the relationship and eventually have them book an appointment with you by sharing a combination of helpful and promotional messages.



## Email marketing: It's how you strengthen client relationships and drive business.

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Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report. Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right clients at the right time.

When someone books an appointment with you or signs up to receive your emails, they are actively demonstrating an interest in you and your business. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.

A salon or spa business is a relationship business. And using automated emails this way is one of the most effective ways to build client relationships with minimal effort from your side.



### TIP

**Create a simple series of emails to welcome clients and prospective clients to your email list.**

More on the next pages.



Here are two emails to include in your automated welcome series.



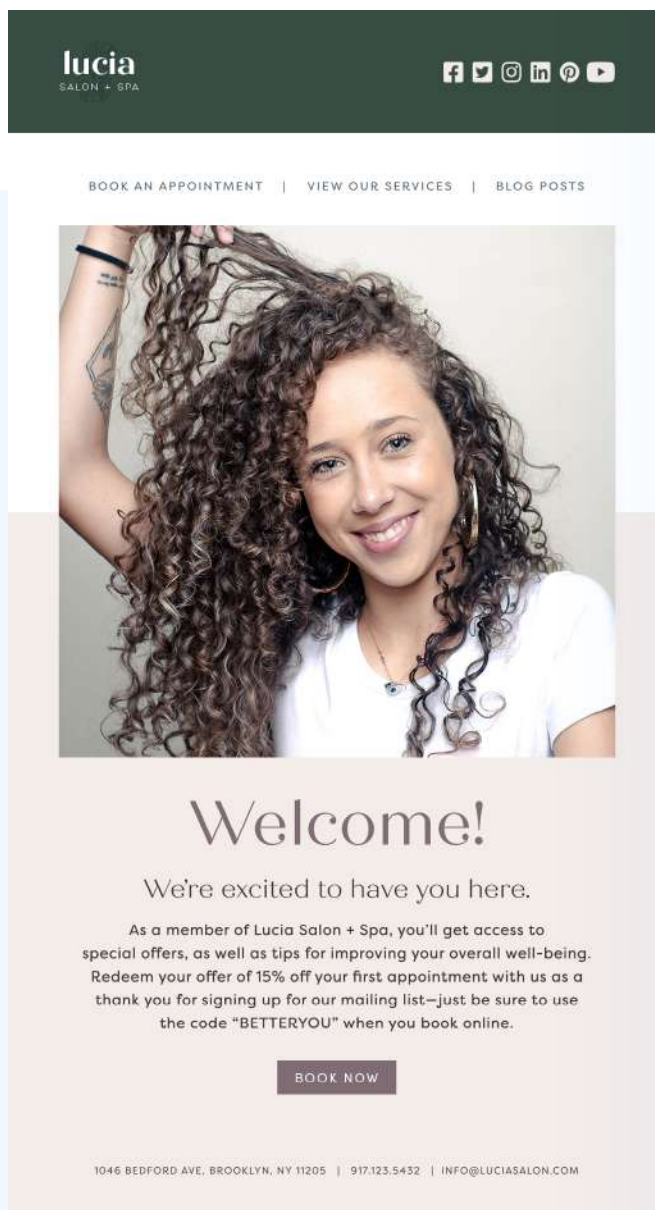
## WELCOME SERIES EMAIL ONE

### Welcome/Booking Confirmation

Send this Welcome email immediately after someone signs up to your email list. The way people sign up to your list will, in most cases, be when booking an appointment with you. But if you have set up your website correctly, you will also get new subscribers who haven't yet booked but who are just interested in what you have to offer.

Your first email will be different depending on how they signed up to your list.

- For those who have just booked an appointment, you should send a booking confirmation together with a welcome message and details about their appointment.
- For those who signed up without booking an appointment, deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.



*Welcome email example*



## WELCOME SERIES EMAIL TWO

### Invitation to Connect

Send this email a few days after your Welcome email — independently of what they signed up for. Let your new contacts know of the other ways in which they can engage with you — this will most likely be on your salon's social channels — so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

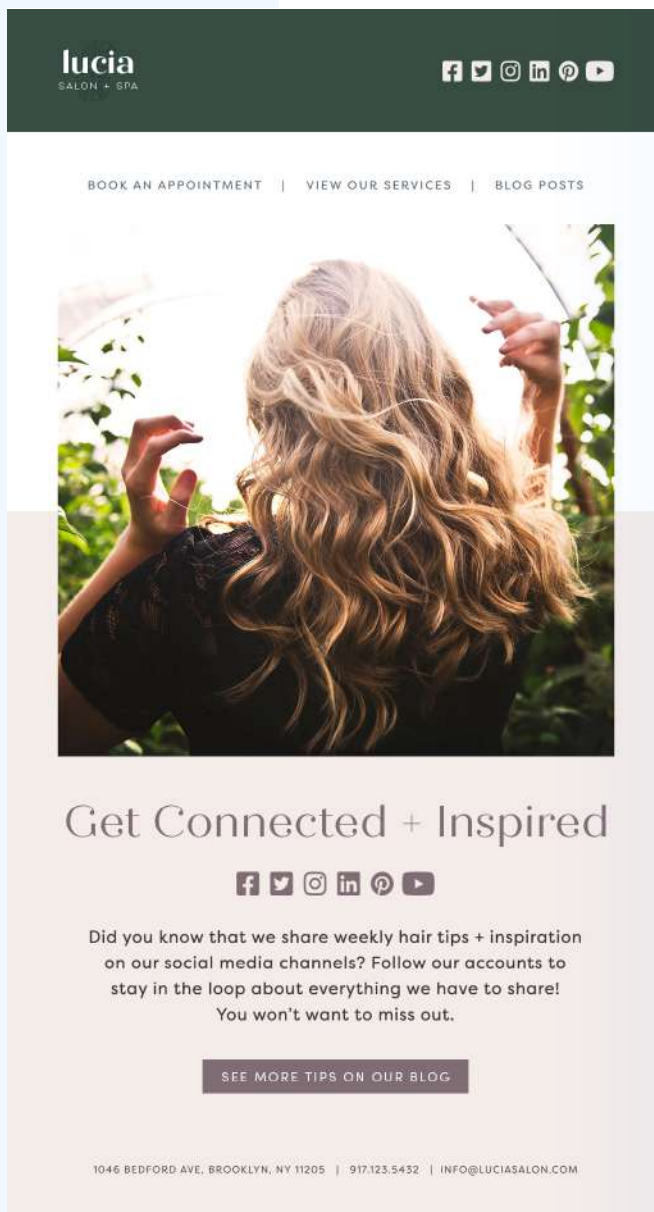
And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are also likely to make excellent prospects for your business.



#### TIP

**Use email automation to save time and get new and repeat business. Need some ideas?**

[Find some here.](#)



*Let's Connect email example*



## ONGOING COMMUNICATION

### Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your business, or even those made-up marketing holidays. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.



#### DID YOU KNOW?

**Constant Contact offers powerful, easy-to-use email marketing tools.**

[Find out more.](#)

**lucia**  
SALON + SPA

[BOOK AN APPOINTMENT](#) | [VIEW OUR SERVICES](#) | [BLOG POSTS](#)

## Spring Special!

Get a free deep conditioning treatment when you book your next appointment.

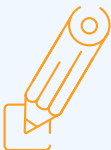
Our services are expanding at Lucia Salon + Spa. To celebrate, we're offering a free deep conditioning treatment when you book your next hair service with us. Use discount code "HAIRCARE" when booking your next appointment. Offer lasts until June 30th.

[BOOK NOW](#)

1046 BEDFORD AVE, BROOKLYN, NY 11205 | 917.123.5432 | [INFO@LUCIASALON.COM](#)

*Promotional email example*





## ACTION STEPS



Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



*Resource email example*

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, on their birthday or just after an appointment has taken place.





## Social media: It doesn't have to overwhelm you.

---

If you're like many of the salon and spa owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your business name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your business.

Ideally, choose a primary social channel based on the prospective clients you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your business.

---

### There are three important factors when choosing the primary social channel for a salon or spa.


Your salon's social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.



#### TIP

**Get more details on choosing the right social media platform for your business.**

[Find out how.](#)



**Each social media channel you can use will be covered shortly but there are three features that are of particular importance to salons and spas that you should have in the back of your head as you go over your social channel options.**

## **1 LOCAL TARGETING**

The people you want to reach with your social media are the people that are most likely to book an appointment with you. These people all have one thing in common. They either live or work in close proximity to your salon. To be effective with your social media marketing efforts, you should avoid competing for people's attention with the large, national, or even global brands and instead focus your efforts on reaching people in your area.

Techniques you can use to achieve this are by using local hashtags (for example, #hairstalonboston) or by specifying your salon's location to the extent possible with the specific channel.

## **2 VISUAL PRESENTATION**

Most salon services provide a highly visual transformation which makes it easy to show the benefit your salon can deliver. The interest for beautiful hair, nails, and beauty in general is big. This gives you an edge over many other industries. This is why social platforms that are visual typically work better for salons and spas.

## **3 APPOINTMENT BOOKING CAPABILITY**

Your ultimate goal of being present on social media is, most likely, to get more people to book appointments with you. This means that you need to provide an easy way for people who get exposed to your content to book with you.

There are two ways you can do this. You either place a link to your website in your post or profile or you leverage any direct booking capabilities that the platform offers which can streamline the process even further.



## Each social channel also has its own personality, too.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

Let's look at an example from Roosters Men's Grooming Center. They use LinkedIn for recruitment and corporate communication and Instagram to promote their services to existing and prospective clients.

On LinkedIn, they are sharing the story of what it's like to work for them by featuring a member of staff. On Instagram, on the other hand, you'll find inspirational and educational content that makes consumers want to engage with them.



Now let's take a look at each channel's personality.



Roosters LinkedIn post



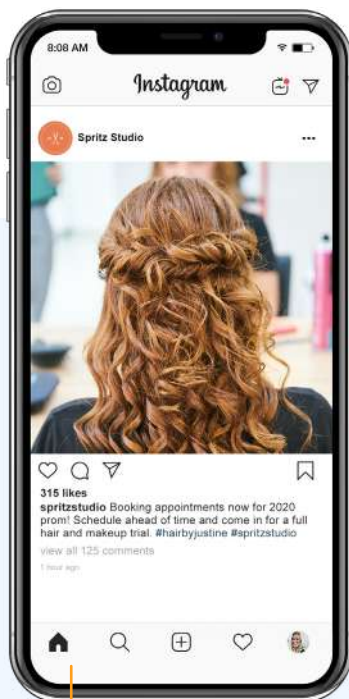
Roosters Instagram post

## EACH SOCIAL CHANNEL IS UNIQUE

### Instagram

#### A highly visual network.

Let people see the work you do in your salon or spa. Allow you to use local hashtags and geotarget content to reach prospective clients in your area. This is the most preferred social channel for salons and spas.



#### AWARENESS

Let people know about the transformations you create and the promotions you have at your salon or spa.



#### CLIENT INTERACTION

Respond to direct messages from potential clients.



#### DRIVING ACTION

Ask people to enter a competition, engage with your content, or book an appointment with you via the link in your bio.

## EACH SOCIAL CHANNEL IS UNIQUE

### Facebook

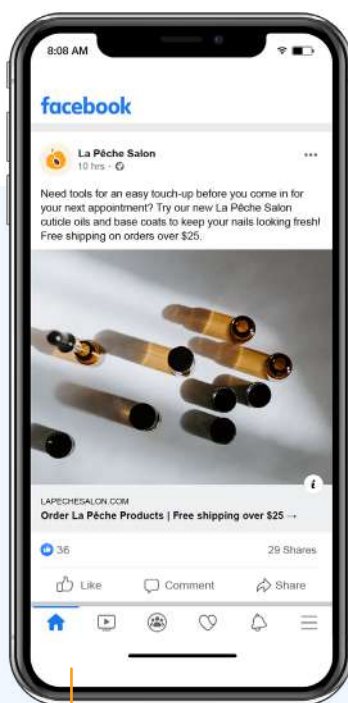
**In the news feed, you'll be competing with friends, family, and local and world headlines.**

It allows you to leverage the power of your existing clients and followers to reach their friends. It also provides more advanced support for direct bookings as well as salon or spa event management.



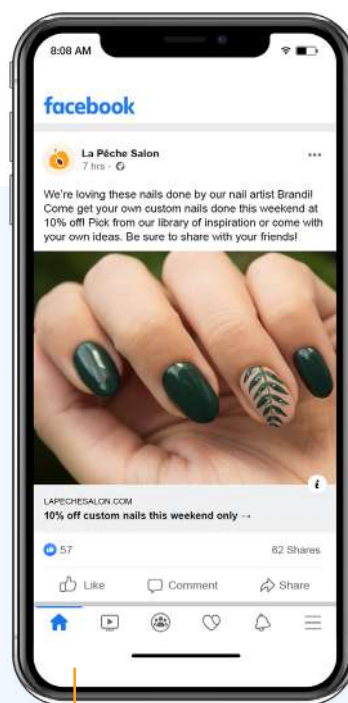
#### CLIENT INTERACTION

Respond to questions from potential customers to provide a good experience.



#### DRIVING ACTION

Drive sales by letting people know about upcoming offers.



#### AWARENESS

Post content your audience may want to engage with by liking, commenting, and sharing.

## EACH SOCIAL CHANNEL IS UNIQUE



**Public news feed of what's happening now.**

Good for fast, public, conversations. Although you can post images, it's a less visual social channel and not used for beauty inspiration to the same extent as, for example, Instagram or Pinterest.



### AWARENESS

Showcase your work to more people.



### CLIENT INTERACTION

Make sure to respond to questions and build relationships with clients.



### DRIVING ACTION

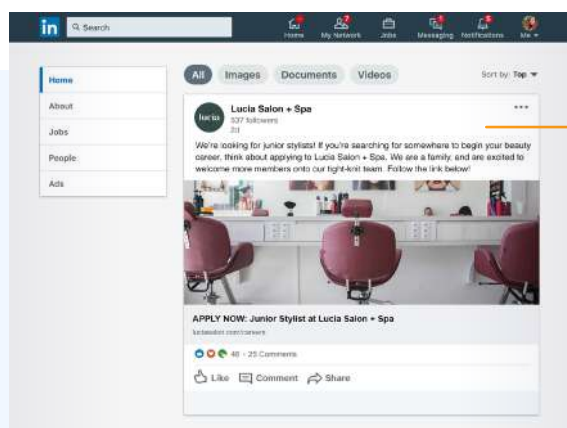
Let followers know how to take advantage of special offers.



## EACH SOCIAL CHANNEL IS UNIQUE

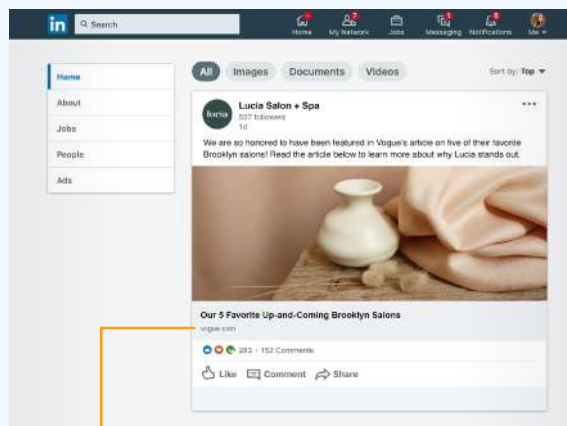
### LinkedIn

More of a professional network. Great for larger salons to post job openings or to share other corporate activities with your business partners.



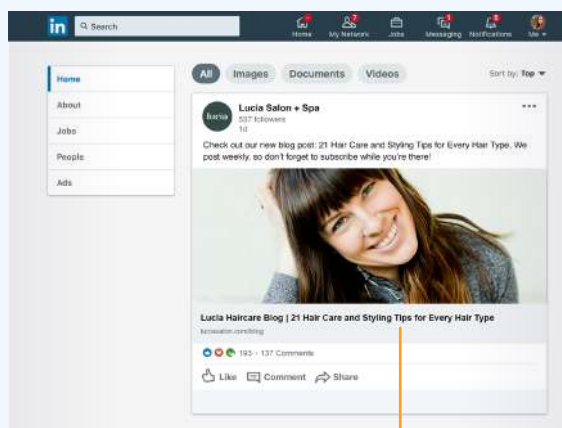
#### AWARENESS

Share what it's like working in your salon to attract talent.



#### CORPORATE CONNECTIONS

Make corporate connections and network with other industry members.



#### DRIVING ACTION

Send people to your website to get more information.

## EACH SOCIAL CHANNEL IS UNIQUE

### Pinterest

**Boards with tips and ideas. A highly visual platform that can drive good traffic to your salon's website. It's also a great platform to use as a salon owner.**

It provides you with ideas on how you can decorate your salon, market your salon, and can act as a tool in a beauty consultation. However, as it only has limited capability for local targeting, it's less effective at reaching new prospective clients for your salon. If you run a nationwide salon, have your own brand, or want to build a global brand, it's one of the most effective channels for getting broad reach and traffic to your website.



#### AWARENESS

Share inspirational beauty content that your clients can pin to their board which, in turn, makes your salon visible to their followers.



#### INSPIRATION BOARDS

Create boards with inspiration to use for education or in client consultation.



#### DRIVING ACTION

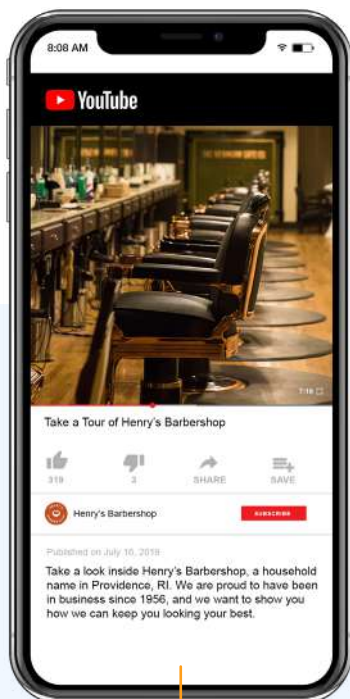
Provide links to resources or the appointment booking page on your website.



## EACH SOCIAL CHANNEL IS UNIQUE

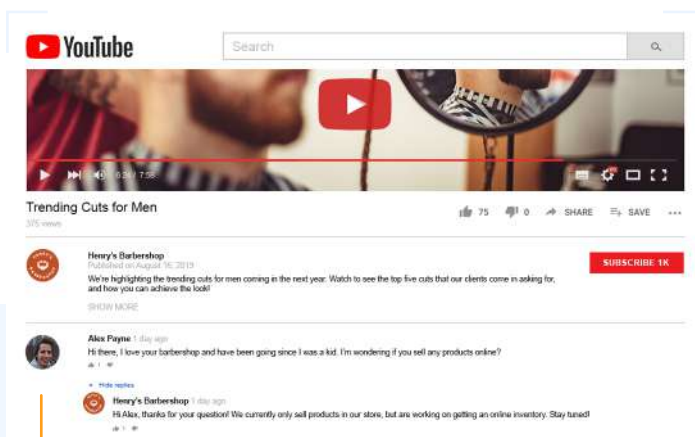
### YouTube

Video content that's educational and entertaining. Good for how-to beauty content, salon tours, and video material that help you build trust with prospective clients.



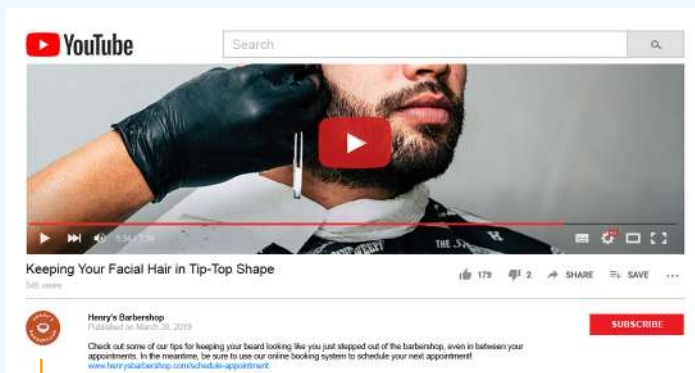
#### AWARENESS

Create a salon tour video to convince prospective clients that your salon or spa is right for them.



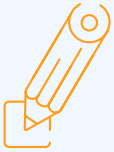
#### CLIENT INTERACTION

Respond to questions you get on your videos and guide your followers to helpful resources you have.



#### DRIVING ACTION

Create helpful content that educates prospective clients on the type of services you offer and include a call to action back to your booking method.



## ACTION STEPS



**Determine which social channel makes the most sense for your salon or spa.**



**Set business goals for this primary channel across three categories.**

- Awareness
- Client interaction
- Driving action



**Create a plan for this channel to reach your salon or spa's business goals.**



## DID YOU KNOW?

**Want to know more about social media marketing?**

[Get started with our Social Quickstarter.](#)

# Keep focused on how social media can help you with your salon or spa's business goals such as awareness, customer service, and driving action.

Engage with people on social media that are likely to book an appointment with you. Unless you run a nationwide chain of salons or spas, you'll find limited value in reaching people that do not live or work in close proximity to your salon.

Post content that appeals to your ideal salon client in the area. Link back to your website and integrate direct booking where possible.



**Don't forget social media isn't the only place where people may find and engage with your business.**

# 4



## Listings and review sites: Provide accurate information about your salon or spa and respond appropriately.

---

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your clients may create them. As a salon and spa owner, you're able to take control of these listings by claiming them — which is often as simple as clicking a button and submitting requested information that proves the business is yours.

If you're able to get more reviews and effectively manage them you will, in the long run, generate more traffic to your salon's website and convert more of your visitors into clients. People have many salons to choose from and the qualifications of salon staff are similar from salon to salon. So for someone who doesn't already know you, they will be influenced by reviews and what people say about your salon.

A large collection of reviews gives your salon and spa the social proof people need to choose you. It also gives your salon better visibility in search engines and the listing sites. This ultimately means more visitors to your website that, in turn, are more likely to become clients.



### TIP

**Once you've claimed a listing, you're able to update the information on those pages for accuracy.**



There are three main sites all salons and spas should have good visibility on:

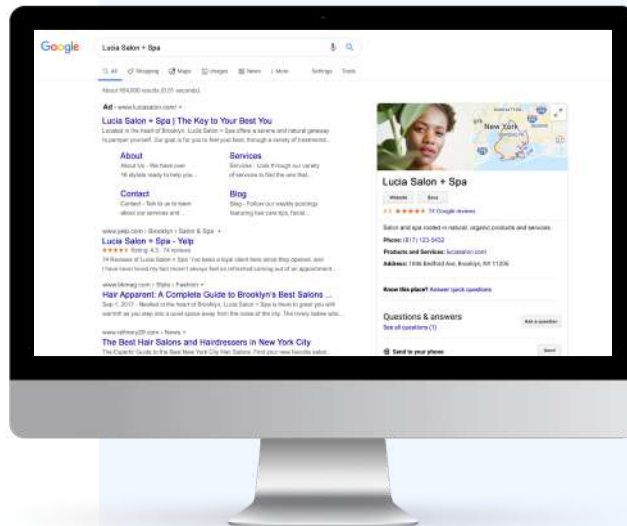
**1. GOOGLE**

**2. FACEBOOK**

**3. YELP**

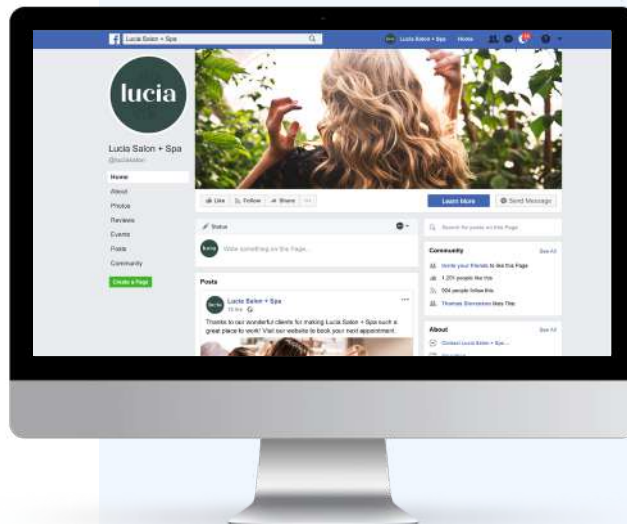
On top of these sites, there are also local, beauty specific, listing sites that you should consider. Booksy and Treatwell are examples of such sites that are popular in some countries but there are many more.

Make sure all information about your salon or spa is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose potential new clients.



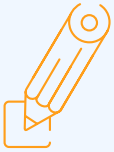
## Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.



## Facebook Business Page

Your Facebook page should provide all the correct information about your salon or spa.

**ACTION STEPS**

**Claim your Facebook business page, Google My Business profile, and Yelp listings.**



**Identify any other key listings that may be important for your business.**



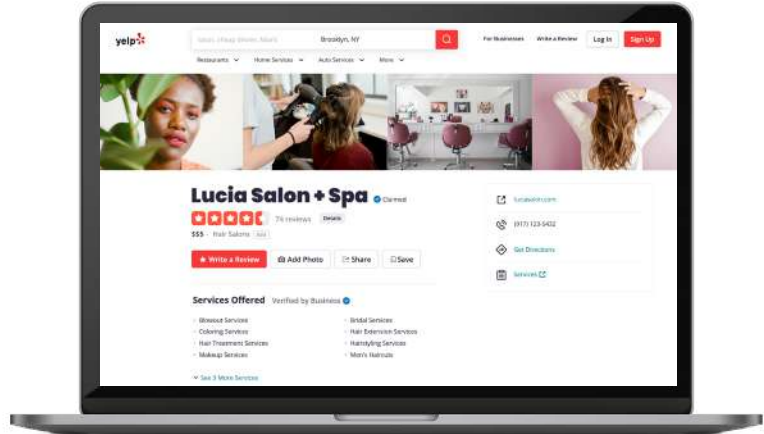
**Make sure all information is correct on all sites.**

**DID YOU KNOW?**

**Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.**

## Yelp Page

Many people use sites like Yelp to find salons and spas around them. The more robust your listing, the better your chances are of standing out amongst other salons and spas.



At the very least claim your Facebook business page, Google My Business profile, and Yelp page.



**Be sure to look at your competitors and see where they are listed and then determine the best strategy for your business.**

# 5



## Create content: Increase your chances of getting found.

---

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your salon and reach more people, who will also share your content.

This content helps search engines like Google find your business and can result in free traffic to your salon or spa website. Yes, there are some technical aspects to consider when doing search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach that align with your salon's business goals.

A blog makes it easy to add content, or posts to your website on a regular basis. Whereas your website contains information about products and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers.



### DID YOU KNOW?

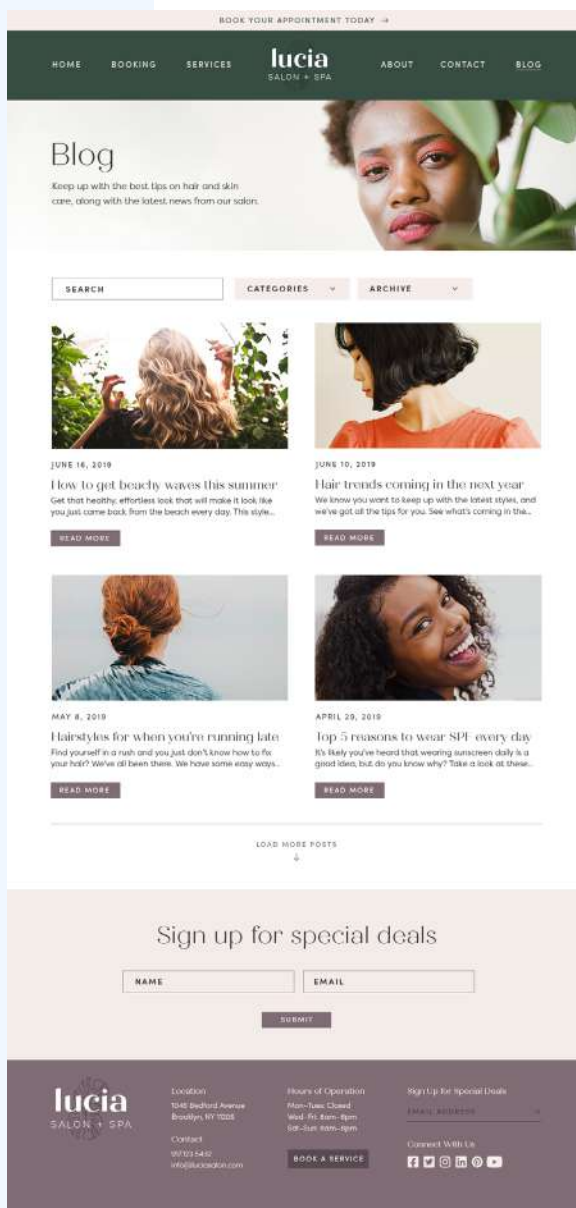
**A blog allows you to create helpful content for your audience directly.**



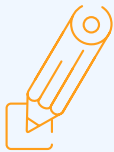
## Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for you. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.

One of the greatest benefits with a blog, compared to other social media channels, is that once the content is created, it will help you attract people to your salon for years. Or at least as long as people are searching for the type of content you have created. This is very different on social media as the majority of people will only see your post within a few days of posting it.



*Blog example*



## ACTION STEPS



**Add a blog to your website domain.**



**List the top questions you get from clients.**



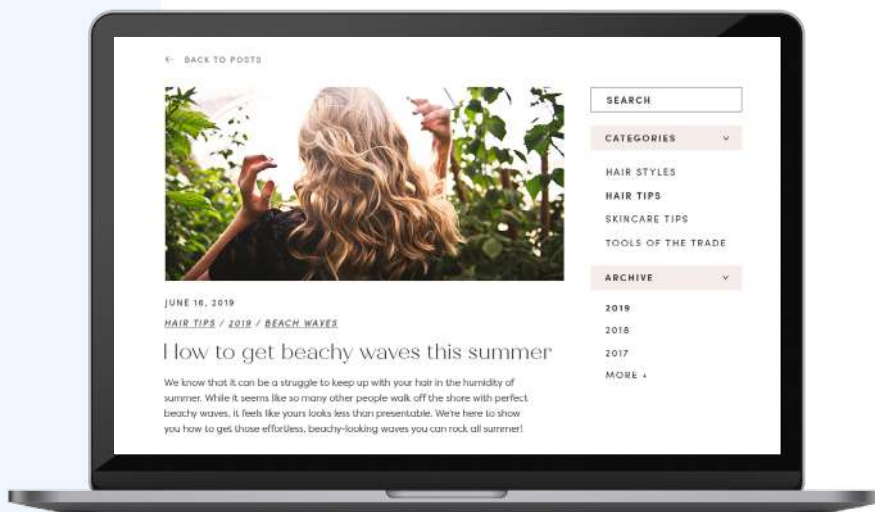
**Create a calendar to regularly publish content that answers those questions.**



## As you define the list of content you want to create, it's important to have your prospective client in mind.

You should publish content that would answer a question that is closely related to what people may be searching for just before they would book an appointment with you.

Therefore, create content that talks about the specific services you offer in the salon and also includes details about where you are located. This will radically increase the chances that you will show up when people in your area search for your services. An example of such a search could be “Atlanta balayage.” If you’re based in Atlanta and offer such service, just imagine how valuable it would be to show up at the top of that search.



*An example of a hair salon blog post.*





## How to amplify your efforts.

---

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results. In many cases, you'll have to pay to reach people.

**That's not bad. You just want to do it in a smart way.**

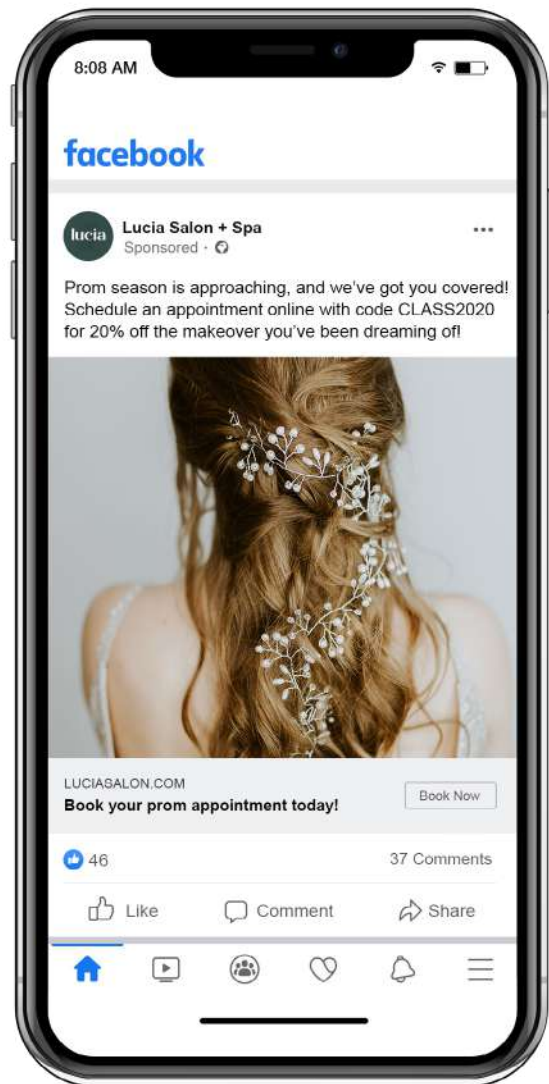


## Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

You can target your ads based on location, demographics, interests, behaviors, and connections. An even more powerful way to reach the right people is to use a “lookalike” audience to target people similar to your existing clients. If you’re collecting email addresses when people book their appointment with you, you can upload this to Facebook who will then target your ad to people with similar demographics, interests, and behavior.

When advertising on Facebook, you need to have in mind that you are showing up in front of a person who isn’t looking for a salon or spa service. To capture their attention, you’ll need to present an irresistible service offer or a really interesting piece of content that would make someone want to step out of what they were doing to learn more about your salon or spa.

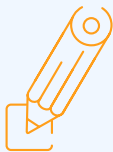


### DID YOU KNOW?



**Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.**

[Find out more.](#)



## ACTION STEPS

✓ Set aside a budget of \$100 to experiment with paid advertising.

✓ Drive traffic to irresistible salon/spa offers or top-performing content on your website.

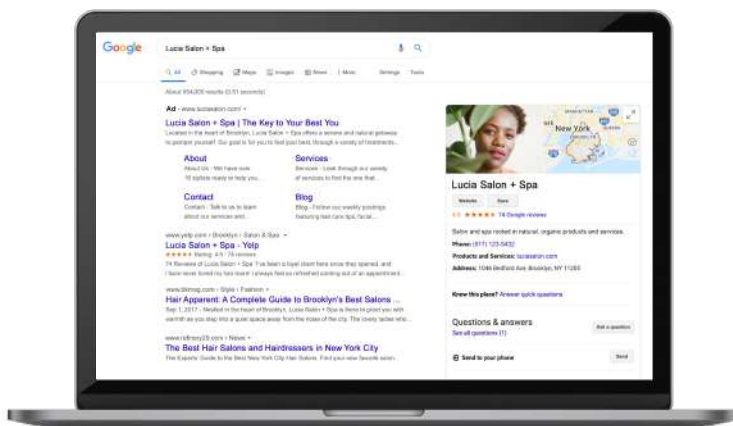
✓ Use ads to get new signups for your email list.



## DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



CREATE CONTENT

## Google Ads

People use Google every day to search for salon and spa services. As covered earlier, creating content that matches these searches can help you attract these searches for free. However, this takes time and there's never a guarantee that you will show up at the top as this depends on the algorithm and the content available from other websites that your content is competing with.

Instead, you can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

## How much should you spend on ads?

When you're first getting started, set aside \$100 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more clients.



# How it all comes together

**Now that you have a better sense of how prospective clients are finding beauty businesses online and the tools you'll need to position yourself for success.**

**How do you bring it all together to drive new and repeat client visits? The reality is that if you're not top of mind, people forget about you. And that can cause you to lose money. Let's take a look at how this all comes together.**

## Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

## Experience

Wherever your prospective client is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and that your salon's brand and image resonates with them.

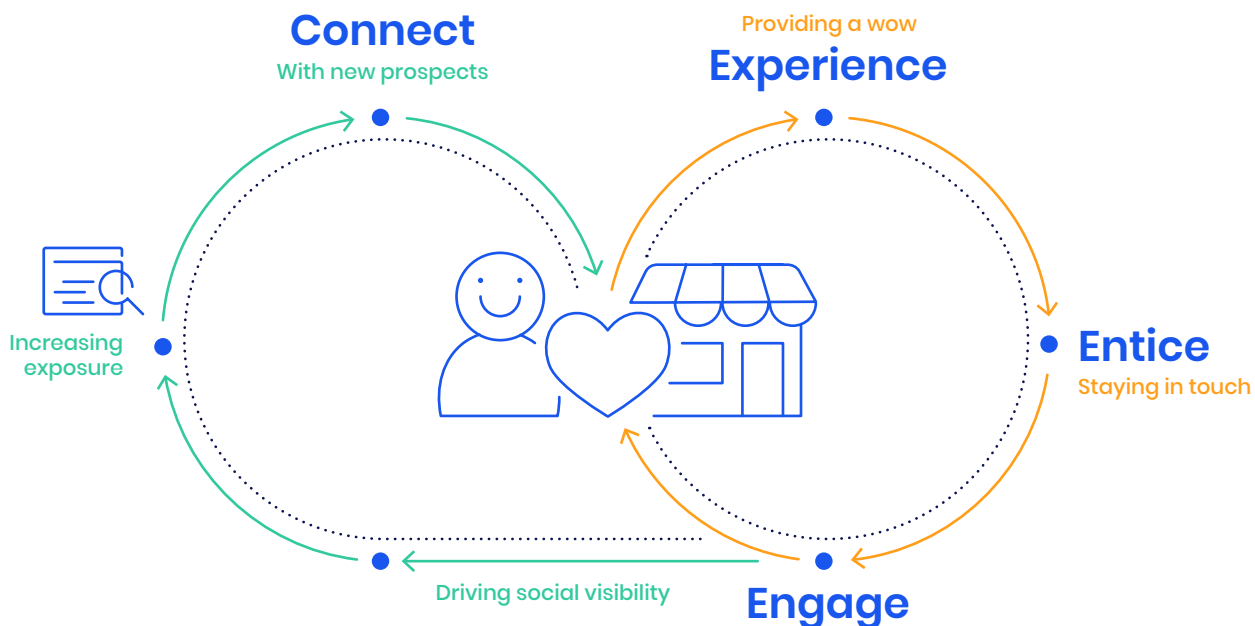
## Entice

At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could mean following you on social channels, or even better, joining your email list.

## Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a salon and its clients.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your salon. Simply, engagement creates more awareness for your business and brings more people to your door.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your salon or spa and feeds into the ways people find you in the first place.

### And that's how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a salon or spa can create the relationships and interactions that keep existing clients coming back and increase word of mouth and social visibility that brings new clients through the door.

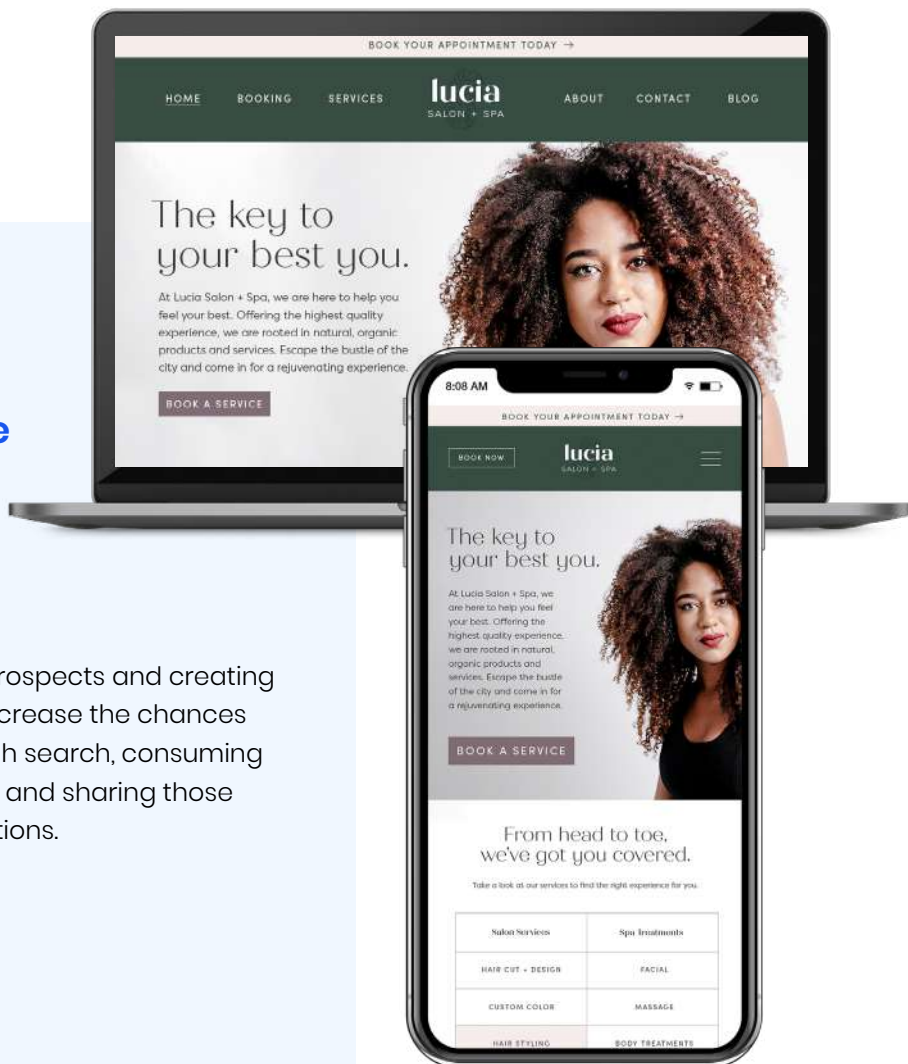
## TO RECAP

Here's how you  
can take action:



Create a  
mobile-responsive  
website as a  
resource for  
potential clients.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



## TO RECAP

Here's how you  
can take action:



## Capture email addresses from website visitors.

Make sure you always capture an email address when people schedule an appointment with you. Offer a promotion or exclusive content to entice people who are not yet your clients to join your email list. Then you'll have a way to follow up and encourage people to book with you in the future.

BOOK YOUR APPOINTMENT TODAY →

HOME BOOKING SERVICES **lucia** SALON + SPA ABOUT CONTACT BLOG

### Sign Up for Special Deals

Sign up for our email list to receive special deals, weekly hair and skincare tips, and more!

NAME  EMAIL

SUBMIT

The you

At Lucia Salon, feel your best experience. Escape the bustle of the city and come in for a rejuvenating experience.

BOOK A SERVICE

From head to toe, we've got you covered.

Take a look at our services to find the right experience for you.

Salon Services	Spa Treatments
HAIR CUT + DESIGN	FACIAL
CUSTOM COLOR	MASSAGE
HAIR STYLING	BODY TREATMENTS
EYELASH EXTENSIONS	SPECIALS

ALL SERVICES

Book a service today.

SERVICE  YOUR NAME

TIME  PHONE NUMBER

CHOOSE A STYLIST  EMAIL ADDRESS

ADDITIONAL COMMENTS

SUBMIT



## TO RECAP

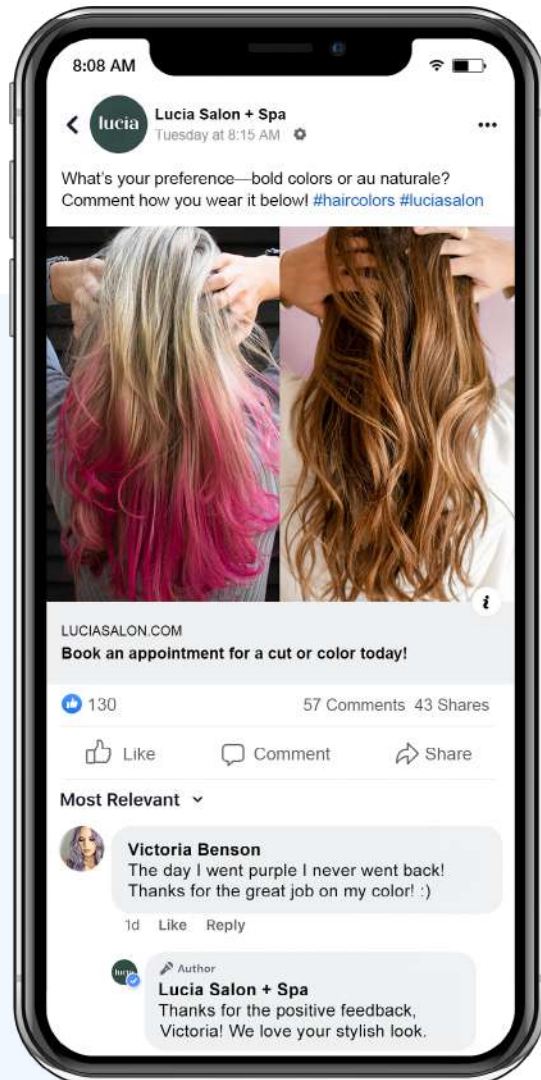
Here's how you  
can take action:



## Interact and engage on social.

**Remember it's called  
social media for a reason.**

Social works best when you're not just asking people to book services or purchase products. Use social to generate awareness, support customer service, and drive action. Provide value mixed in with your ask to book an appointment or subscribing to your other social channels and email list.



## TO RECAP

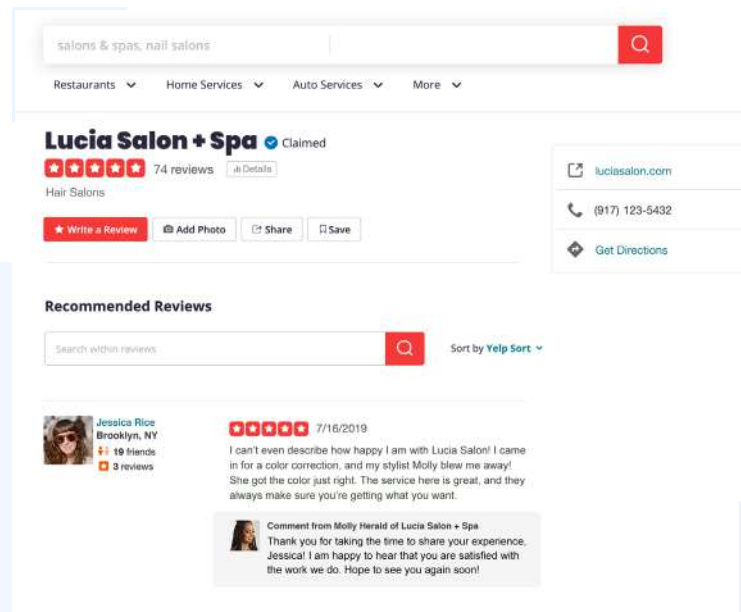
Here's how you  
can take action:



## Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your salon or spa. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.



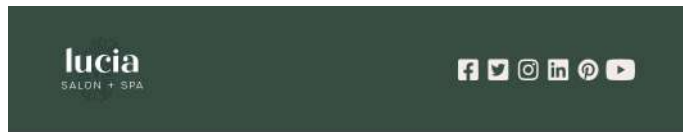
## TO RECAP

Here's how you  
can take action:



### Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you. They're more engaged with your beauty business than the typical social media follower. Provide subscribers with deals and information they won't receive other places. Email can also drive action on your social channels.



[BOOK AN APPOINTMENT](#) | [VIEW OUR SERVICES](#) | [BLOG POSTS](#)



## Spring Special!

Get a free deep conditioning treatment  
when you book your next appointment.

Our services are expanding at Lucia Salon + Spa. To celebrate, we're offering a free deep conditioning treatment when you book your next hair service with us. Use discount code "HAIRCARE" when booking your next appointment. Offer lasts until June 30th.

[BOOK NOW](#)

1046 BEDFORD AVE, BROOKLYN, NY 11205 | 917.123.5432 | [INFO@LUCIASALON.COM](mailto:INFO@LUCIASALON.COM)

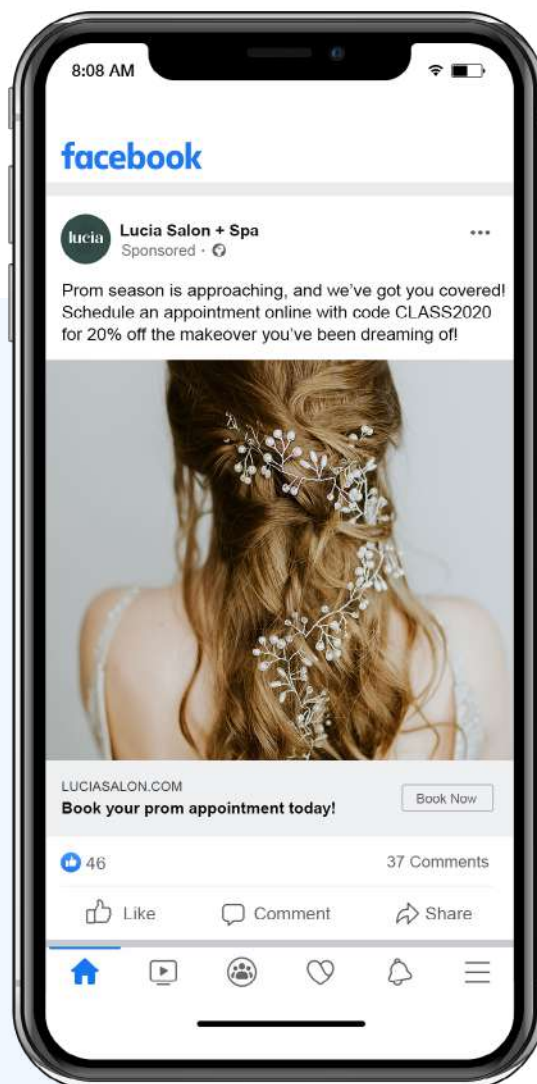
## TO RECAP

Here's how you  
can take action:



## Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your salon or spa to more people, and collect more email addresses to get even more new clients booked.



# How will you know your online marketing efforts are working?

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There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your salon or spa business.

## Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you?
- Are people booking appointments?
- Are people staying loyal?

## How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your clients, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

### REMEMBER

**Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.**

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat clients.



# How online marketing can work for you

**With your knowledge of how to make  
online marketing work for your salon or spa,  
you're ready to take those next steps.**



By doing these things you'll get the word out about your beauty business, drive more people to your website, and book more appointments with you.

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**You've got this. You've got us.**

**CONSTANTCONTACT.COM**

## Is your salon or spa online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

**(888)IDK-MKTG**  
**(888)435-6584**

Do you have a logo for your salon or spa business? ☐ YES ☐ NO

Do you have a domain name? ☐ YES ☐ NO

Do you have a website? ☐ YES ☐ NO

Is it mobile responsive? ☐ YES ☐ NO

Does it include at least these five pages?

*Homepage* ☐ YES ☐ NO

*Appointment Booking Page* ☐ YES ☐ NO

*Services Page* ☐ YES ☐ NO

*About Page* ☐ YES ☐ NO

*Contact Page* ☐ YES ☐ NO

Are you answering the appropriate questions for visitors on each page? ☐ YES ☐ NO

Are you using the appropriate imagery and photography throughout your site? ☐ YES ☐ NO

Do you have a way to capture email addresses from your website? ☐ YES ☐ NO

Are you offering something of value in exchange for an email address? ☐ YES ☐ NO

Have you ever run an SEO audit on your website? ☐ YES ☐ NO

**Are you using an email marketing tool to stay in touch with customers and prospects?** ☐ YES ☐ NO

Do you have a Welcome Series ready to automatically go out to new subscribers? ☐ YES ☐ NO

Do you have a written plan to send an email at least once a month? ☐ YES ☐ NO

Do you have any ideas for other emails you may want to automate? ☐ YES ☐ NO



<b>Are you using social media channels for your business?</b>	<input type="radio"/> YES	<input type="radio"/> NO
Have you reserved your business name on the major social channels?	<input type="radio"/> INSTAGRAM <input type="radio"/> FACEBOOK <input type="radio"/> TWITTER <input type="radio"/> LINKEDIN <input type="radio"/> PINTEREST <input type="radio"/> YOUTUBE	
Have you chosen one channel as your primary area of focus?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people trying to interact with your business on this channel?	<input type="radio"/> YES	<input type="radio"/> NO
Have you set business goals for your social activity across the three categories?		
<i>Awareness</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Client Interaction</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Driving Action</i>	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written social plan to achieve those goals?	<input type="radio"/> YES	<input type="radio"/> NO
<b>Have you identified the listings and review sites that are important for your salon or spa?</b>	<input type="radio"/> YES	<input type="radio"/> NO
Have you claimed your business on these listings and sites?		
<i>Facebook</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Google My Business</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Yelp</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Other Listings</i>	<input type="radio"/> YES	<input type="radio"/> NO
Have you confirmed the information is accurate on these sites?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people on these platforms?	<input type="radio"/> YES	<input type="radio"/> NO

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**Do you have a way to easily create content on your website such as a blog?**

☐ YES

☐ NO

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Have you made a list of commonly asked questions from your prospects and customers?

☐ YES

☐ NO

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Do you have a written plan to publish answers to those questions on a consistent basis?

☐ YES

☐ NO

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**Are you currently doing any paid advertising?**

☐ FACEBOOK

☐ INSTAGRAM

☐ GOOGLE

☐ OTHER

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Have you set aside a small budget to test your paid advertising efforts?

☐ YES

☐ NO

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Do you have a written plan for paid advertising efforts?

☐ YES

☐ NO

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**Do you have a key metric that's important for your beauty business?**

☐ YES

☐ NO

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**Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business?**

☐ YES

☐ NO

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Are more people visiting your website?

☐ YES

☐ NO

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Are more people joining your email list?

☐ YES

☐ NO

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Are more people contacting you?

☐ YES

☐ NO

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Are more people booking appointments?

☐ YES

☐ NO

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➔ Find more powerful tools, marketing advice, and how to win with online marketing at [constantcontact.com](https://constantcontact.com)

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



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