



40 PROMO IDEAS

FOR YOUR BUSINESS

In this guide:

HOW TO SET PROMO
GOALS & SMASH THEM

THE TOP 3 MUST-HAVE
PROMO TOOLS



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Introduction

If you own a barber shop, a spa or a hair salon, you're probably rushed off your feet keeping your business ticking over. Keeping clients looked after, managing staff and dealing with all the admin doesn't leave much time for working on ways to bring in new clients.

The good news is, we've done the heavy lifting for you. We've sat down with some of the most successful business owners in your industry and got them to share how they keep their salons and spas pumping.

We've gathered 40 creative promotional ideas (and lots of them don't cost a thing!) to help you connect with more clients and grow your profits in 2019 and beyond.

Let's get into it!

Set your goals to
DRIVE
the right changes



Every salon, spa or barbershop owner wants their business to do well, but everyone's goals are different. Before you dive into our promotional ideas, it's important to know what you want to boost - and why.

5 simple goals for your business promotions

Each promotion you do at your salon, spa or barbershop should be designed to do one of the following:

1. Bring in new clients
2. Encourage former clients to give your business another chance
3. Encourage your existing clients to book services more frequently
4. Encourage these clients to spend more at each visit
5. Drive business during slow hours, weekdays or seasons

The first two focus on building your clientele. If you can invest a small sum upfront to get a new client to your business, you'll reap the benefit of that for years to come.

The remaining three goals focus on getting your existing clients to spend more. This is when you can unleash your creativity and develop ways to upsell to existing clients so you can grow your average dollar per sale.



40
PROMO
IDEAS

TOPIC: ATTRACT MORE BOOKINGS

1. Bring a friend

This is an oldie but a goodie because it feels like a win-win for everyone. Your business gets an extra client and your existing client can receive a discount or other reward.

MAKE IT WORK

Make sure this offer is sustainable - you don't want half your day's work to be done for free. It's important to find a balance between attractiveness of the deal, and value to your salon. Not sure what to charge? Here's some [advice on getting salon prices right](#).

2. Back to school

Students need haircuts, no matter what their age! Older students will also be in the market for spa treatments and barbershop visits - and their parents might like a sweet deal or two too.

MAKE IT WORK

Keep your bottom line in mind when offering back-to-school or uni discounts. One upside of offering special cuts for kids is that their parents might choose to get their hair done at the same time. If you're targeting older students,

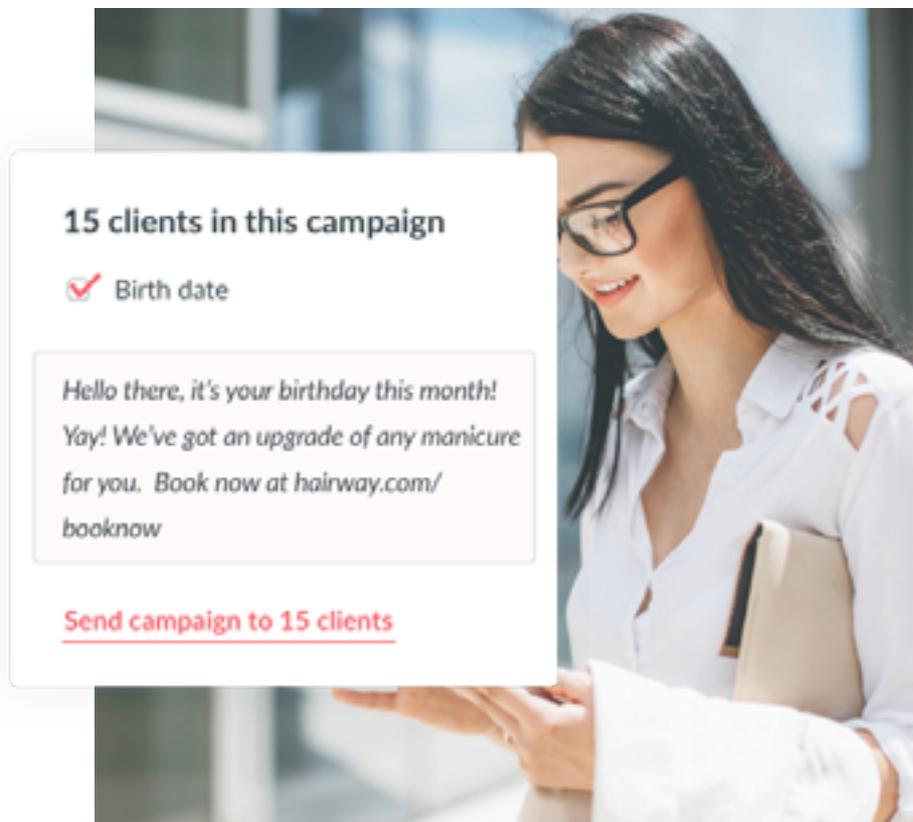
market the offer to encourage them to come in before the start of a new semester. Graduation is also a great time to capture this group.

3. Happy birthday

Sending a client an email or SMS for a birthday discount is sure to put a smile on their face AND strengthen their relationship with your salon or spa.

MAKE IT WORK

Timely has 'customer birthday reports' designed to give you a full list of clients having birthdays in a given month. Use it to schedule a birthday email for these clients with your special promotions!



4. Corporate looks

Offer corporate discounts. Wellness initiatives are a staple part of many company health policies nowadays - so if you offer spa treatments, this could be a great opportunity to get your services in front of new clients.

MAKE IT WORK

Think carefully about who to target - keep in mind that you should be focusing your efforts on the HR department or executive management.

5. Holiday discounts

Create 'holiday' bundles and theme them accordingly - a Valentine's Day promotion could come with a red rose, some chocolate - or even a glass of sparkling wine!

MAKE IT WORK

Offer different options to suit your clients - singles might be keen on a pampering experience with friends, while couples could fall for the idea of shared experiences with their partner.

6. Let's do lunch

Your clients are busy people and they'll value the chance to escape the hustle and bustle of a working day. Create and promote an express service package that's quick, affordable and accessible - and promote it to nearby businesses.

MAKE IT WORK

Timely gives you the ability to bundle up a single service or a collection of services into a package, which can be sold at a fixed (and often cheaper) price. You can even track package uptake and assess how many have been redeemed over a specific time period.

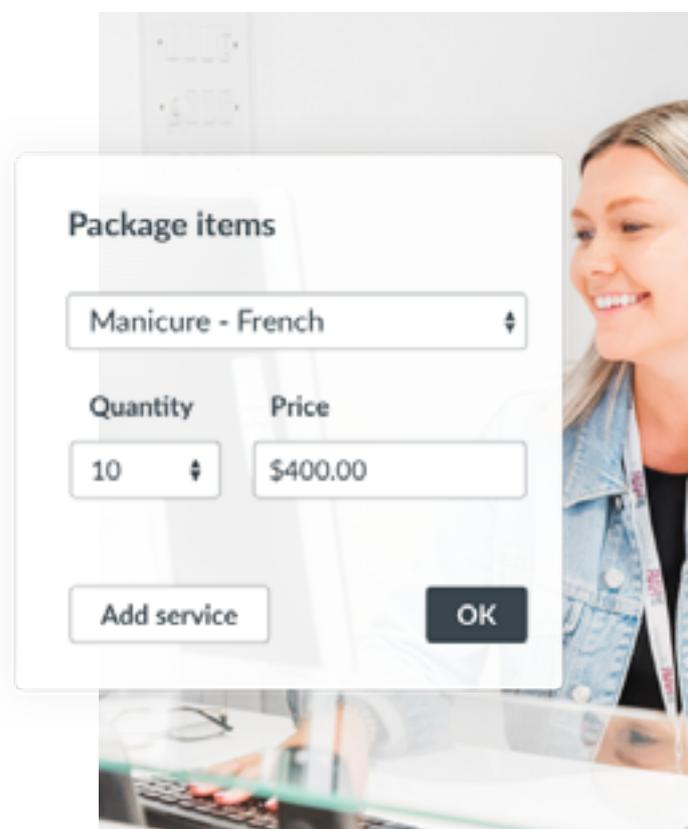


7. Off peak packages

Often, your best opportunity to add thousands to your income will be on your quietest days. If Monday, Tuesday and Wednesday were trading at almost maximum capacity, wouldn't that make a nice boost to your income? Attractive 'Off-Peak Packages' are a highly effective way to do exactly this. We're not talking discounting, we're talking value-adding and bundling several services together, keeping your average \$/£ spend nice and high. By booking that package on a Tuesday rather than a Saturday, your clients can save themselves money, too. Win-win.

MAKE IT WORK

Always cover the full price of your core services (such as your colour and cut) so you're making full margin. Your concession is to offer supplementary services like your treatments and blow dries at a reduced price. 'Throw in' treatments you get free of charge via colour deals from your suppliers. Or, utilise emerging staff (apprentices) to perform the service.



Off-peak Packages

Use the off-peak package strategy to add new staff to the business, helping them to build their clientele. Once the new staff member is on target and has built their clientele, you're ready to add the next new employee - so make the package only available with them. The client either moves to whichever stylist is available with the offer or they pay the higher rate with their stylist of choice.



KYM KREY, SALON
MENTOR AND
EDITOR OF HAIR
BIZ MAGAZINE

8. Take care of your selfies

When it comes to social media, sharing is caring. Ask your clients to share their post-service snap on social, in return for a % off their next booking with you. Having people share gorgeous shots from your salon is the best form of social proof you can get.

MAKE IT WORK

Set up a space where your clients can take selfies after their service (invest in a ring light to ensure they feel picture-perfect). Make sure your salon or spa has a check-in point for Facebook and Instagram so your clients can check-in when they share their new look. Ask them to mention your business' Instagram handle and use any hashtags you've created.

9. Make the first time special

Make a new client feel special when they walk through your door for the first time and you'll stand a much better chance of keeping them coming back.

MAKE IT WORK

Give potential clients a little extra incentive to come in - like offering them \$10 off their first service or treatment. Make clients feel welcome when they walk through your doors, be attentive to their needs, and go the extra mile with an outstanding consultation.

New client vouchers

All new clients get a \$20 voucher to go to their next appointment that's dated for 6-8 weeks. And then, once they book their appointment they can pass their voucher on to a friend.



MEGAN PANOZZO,
OWNER OF
IN AWE SALON



10. Last-minute deals

Fill those slow periods or last minute cancellations in your schedule by offering 'act fast' or 'last-minute' deal.

MAKE IT WORK

Set up these promotions during quiet times and blitz them out daily or weekly across your social media pages, website, SMS and email lists.

11. Who can say no to happy hour?

Rebrand that slow zone in the late afternoon as 'happy hour'. Drinks optional!

MAKE IT WORK

Start running your promotions from 2-4pm (or whenever suits your business best) and turn an empty salon into a buzzing one.

12. Random acts of kindness

Want to promote the ultimate in feel-good experiences? Run a 'random acts of kindness' promotion, where random clients are given mystery envelopes containing gifts or special offers.

MAKE IT WORK

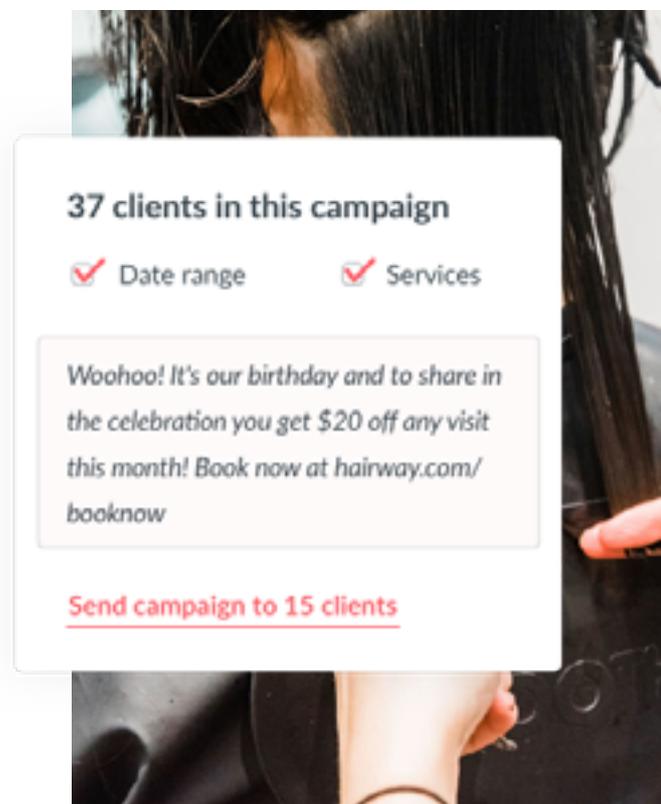
Ask lucky winners to share their good fortune (and their fab new look) on their social networks to amplify the promotion.

13. We missed you

Offer a 'welcome back' incentive to encourage clients to return. You've invested a lot to build your client list, so it's important that you don't lose them forever.

MAKE IT WORK

Run a salon promotion to clients who have not been to your salon for three to six months ([Timely can help you identify them easily](#)) to win em' back.



14. The gift that keeps on giving

A voucher for services or treatments is the gift that's guaranteed to please. They're great for your business too - research has shown that people always spend more than the amount listed on the voucher - and they can be a great way to attract new customers.

MAKE IT WORK

Timing is everything. The festive season is a brilliant time to promote your gift vouchers, both to new and existing clients. Encourage clients to treat themselves by offering a special promotion like 'spend \$100 and receive a \$25 gift card to spend on salon products or services.' [Timely can help you keep track of your gift voucher sales, too.](#)

15. Free samples

Everyone loves getting free stuff and this marketing idea works to benefit both you and your clients. They'll feel like you're treating them to something special - and they'll respond to your generosity by rebooking and buying more products.

MAKE IT WORK

Giving away samples is the perfect way to test new products with your clients. For example, before ordering a new shampoo in bulk to sell, order a few to sample out. You'll be giving them a free treat, introducing them to a product they'll be likely to buy from you in the future and getting smart with your inventory. Win-win-win!

Share new products

Keep track of the products your clients use and love. When a new product release comes along, send them an email talking to the benefits of this new product, and why it's a must have for them. You could do the same for gift sets, especially during the festive season.



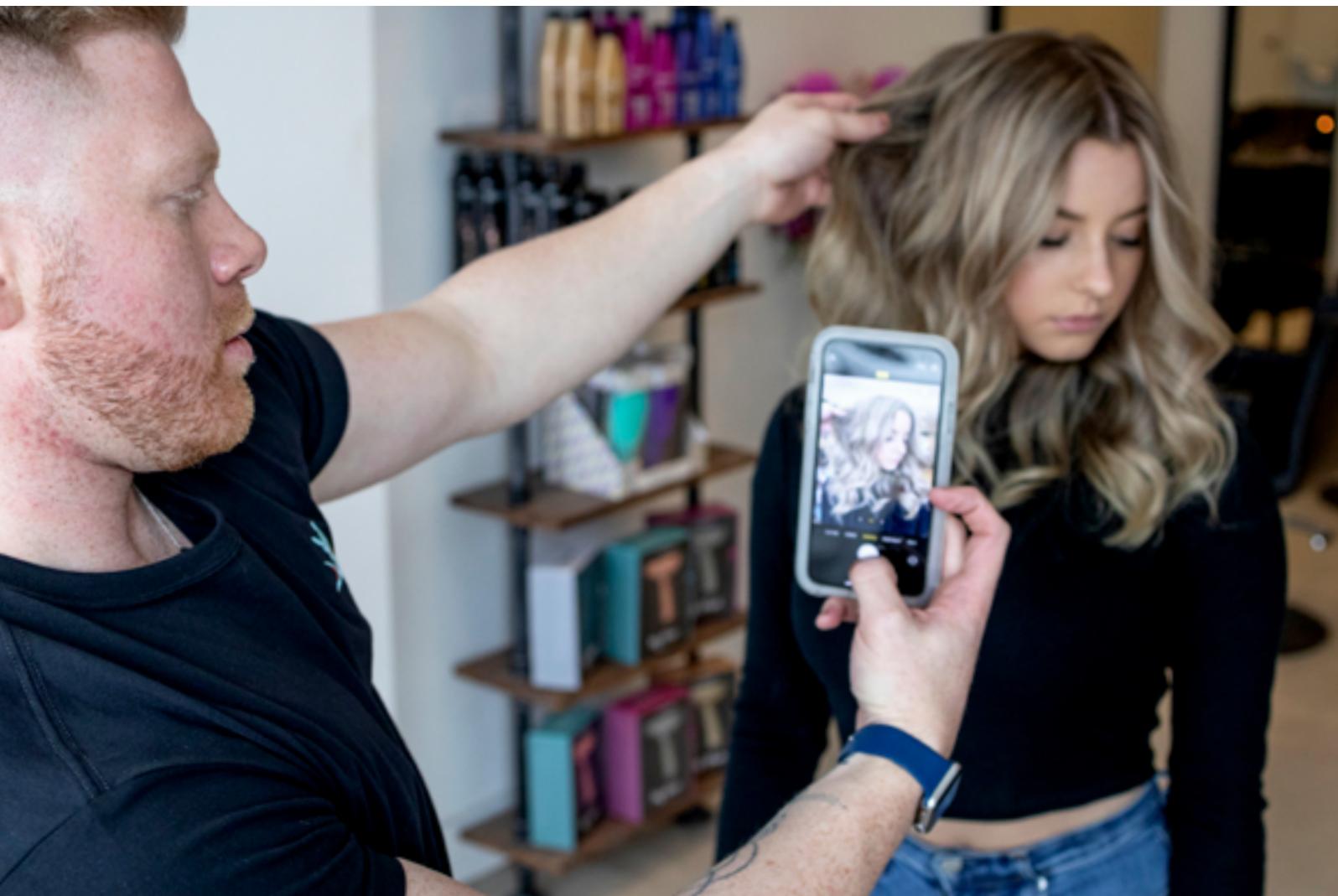
SARAH FLUTEY
IS THE HEAD
OF MARKETING
AT TIMELY

16. Practice your phone call sales pitch

Many salons, spas and clinics have clients phoning to make an appointment and many miss a golden opportunity to increase the client's booking, right there on the phone. It's as simple as asking (while you have them on the phone) what else they'd like to have done.

HOW TO MAKE IT WORK

The key is to connect a second service that complements your most popular service. Offer it in a simplistic and confident manner.



The easy upsell

We've found that over 60% of clients say "yes" when they're asked if they'd like an associated (low level) service, at the time of making a phone booking. It's how you do it that produces the gold. Here's an example - if you're in a laser clinic, your client might have phoned for a Brazilian booking, so you may ask, "do you also want your underarms done with that? Easy!"



NEIL OSBOURNE
IS THE SALES
CATALYST COACH

TOPIC: ENSURE YOU'RE SHOWING UP IN SEARCH

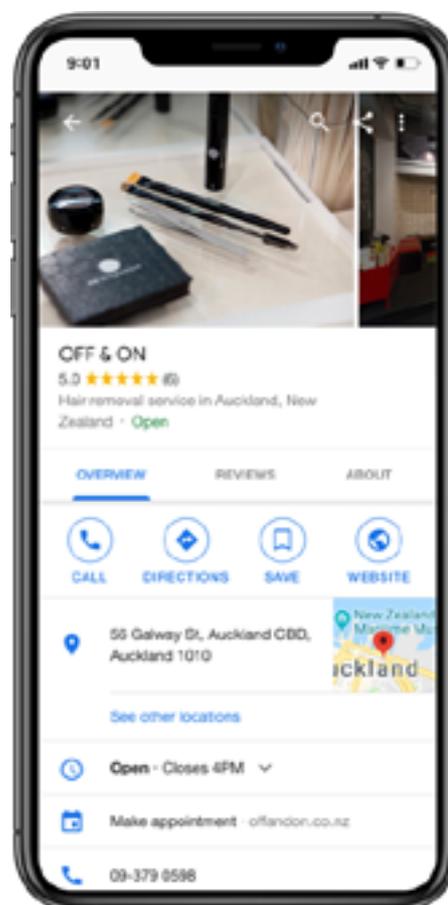
17. Update your Google My Business

When people search for your business on Google – to check opening hours, make an appointment, or to find your address – reviews connected to your [Google My Business](#) (GMB) page show up alongside the search results. If this information isn't updated (or you don't have any reviews), potential clients might go elsewhere.

MAKE IT WORK

Make sure your location, hours, contact details and [online booking link](#) are correct. Link your most popular products and services through your GMB listing, and load up your GMB page with great reviews. Send [an automatic follow-up SMS or email](#) to clients and request a review. Include the GMB page link in your message.

Don't have a GMB page set up? Don't fret - this [salon SEO guide](#) has got you covered.



18. Get blogging

Adding a blog to your website has lots of benefits. It gives you a chance to share useful information about your business and it helps potential clients get to know you. Done well, blogging will establish you as an expert. Plus, if your salon has selected the right keywords, you'll get more and more organic website traffic from Google as time goes on.

MAKE IT WORK

It's easy to get started with blogging, but remember to apply the same high standards to your writing as to the rest of your work. Sloppy spelling is a bad look!

19. Run paid search ads

It makes sense to appear when prospective clients are searching for you. Make sure your salon features at the top of Google's search results by running a paid search campaign.

MAKE IT WORK

Be specific and targeted when you set up your search campaign. You'll pay every time someone clicks your link, so you want your ad to be shown only to people who are likely to book with you. For example, you can target people located within walking distance of your salon. You can also define the specific words a person needs to use when searching (such as including the services you offer in your salon). Check out Google's Ad Guide to get started.

TOPIC: EXPERIMENT WITH ADVERTISING CHANNELS

20. Show off your skills

Hair and beauty shows are a great way to demonstrate your staff's talents. You know everyone there is interested in your profession and there will be lots of potential new clients in the crowd.

MAKE IT WORK

Don't forget to document your day out - sharing lots of photos and videos on your social media and website will help establish your credentials in your community.

21. Become a YouTube star

Don't forget about the goldmine that is YouTube! Creating video content can be time-consuming, but it is much more effective than static images when it comes to audience engagement. Don't worry about your video skills - people appreciate content that looks authentic.

MAKE IT WORK

Try posting videos of your team working on popular hair or beauty looks - or you can even try creating a step-by-step tutorial. Just remember that lighting is super-important. Short and snappy is best on social - so keep your videos between 15-30secs if you plan to post them on Facebook or Instagram.

22. Print isn't dead

It might seem old-fashioned, but putting posters in popular places is still an effective way of getting your business name out there. The key is putting them in the right spots - and making sure they look professional and attractive.

MAKE IT WORK

When it comes to placement, think about your target audience and what other businesses they might frequent. Fitness centres, dance academies, gyms, cafes and hotels are all good places to start. If you run a hair salon, you might want to strike up a deal with the local nail salon, and refer clients to one another or vice versa.

23. Radio waves

Radio advertising remains effective - think about how many people still listen to it while they're commuting or ferrying their kids around in the car. If you're targeting a local area it can also be cheaper than you think.

MAKE IT WORK

Make sure you get plenty of honest feedback on your ad - remember it needs to 'speak' to your target audience and have broad overall appeal.

24. Explore influencer marketing

Working with online influencers can be a great way to get your brand in front of their captive audiences. The trick is to make sure that the influencer and their reputation are a good fit for your business - and that their followers can be converted into your clients.

MAKE IT WORK

Start by researching influencers, ideally in your city. Look for people whose followers will be genuinely interested in what you have to offer before discussing any potential partnerships. Check out our [Influencer Marketing Guide](#) for tips.



Mutual influence

It has to be a mutual exchange when using influencers. Make sure you like them. Don't reach out to just anyone.

It's important to reach out to people who you like and follow already. People can tell when something isn't authentic.



STEVIE VINCENT
IS THE OWNER OF
STEVIE VINCENT
STUDIOS

25. Get pinning

Setting up a Pinterest account makes it easy for you to share beautiful images of your work and relevant, actionable ideas with potential customers. Pinterest is particularly suited to hair and beauty, but the site has seen a 73 percent increase in male users since 2014 and more than half of all new sign-ups are men.

MAKE IT WORK

It doesn't cost a thing to set up a Pinterest Business Account - and you can set up the account, create CTAs and post Pins no matter how small your advertising budget. Check out [our handy Pinterest tips](#) for more advice.

26. Dive into direct marketing

The fact that we conduct so much of our lives online means that direct marketing - with a tangible reminder of your business and its services - still stands out.

MAKE IT WORK

Send a tangible thank you to new clients after their first visit, or to mark a special occasion. They'll be over the moon, whether it's a handwritten note, a well-packaged sweet treat, or a bottle of wine. Send it to their work and all their colleagues will also note how great you are!

27. Doing it for the ‘gram

Instagram isn't new, but it's important to keep your feed fresh and embrace features like IGTV, Stories and Polls.

MAKE IT WORK

Experiment with ways to reach current and potential clients - use Polls to gather feedback, or go 'behind-the-scenes' with Stories. Not sure where to start? [Here's what to post on your salon Instagram account.](#)

28. Try display retargeting ads

There are loads of options when it comes to online advertising, but they're not all created equal. Retargeting ads (also called remarketing) are super smart because they show banner ads to people who have visited your site before. Have you ever visited a website and noticed the brand's ads pop up elsewhere as you browse around the web? That's retargeting.

MAKE IT WORK

You can customise retargeted ads based on the specific pages visitors looked at. If Cindy looked at your manicure product page, you could offer her 10 percent off her next manicure.

29. Engage with email marketing

If you've got an email database, make the most of its value as a free promotional tool. Keep the list updated and create regular and interesting emails that keep clients in the loop with new services, special offers and insider news.

MAKE IT WORK

If you want your emails to get read, focus on topics and information that your clients are interested in. Be authentic and celebrate the things that make your business different. You can reward current clients for their loyalty by offering special deals via email - they'll feel like VIPs.

30. Co-marketing

Working with businesses with similar clientele to yours can be a great way to share clients and benefits. Try setting up co-marketing promotions with local businesses in your area (eg, if you're a beauty salon, you might think about approaching a nearby hairdresser, hotel, spa or gym) that will encourage their clients to pay you a visit.

MAKE IT WORK

Pick a couple of businesses and brainstorm with them to work out ways that you can all add value to your own services and benefit your soon-to-be-shared clients.

Collecting Contacts

Any client, people I meet, or business card I collect, I create a contact list. I put the contacts into MailChimp and every two months I send a newsletter to my contacts with my 'latest work'. This helps to keep my contact list informed and I always get booked after.



CHARLOTTE RAVET
IS AN AWARD
WINNING MAKEUP
ARTIST & EDUCATOR

31. I do, I do, I do

Weddings are big business opportunities and it makes sense to build relationships with key players in your area so they can refer you when the time comes. Check out this blog for more advice on [how to make the most of wedding season](#).

MAKE IT WORK

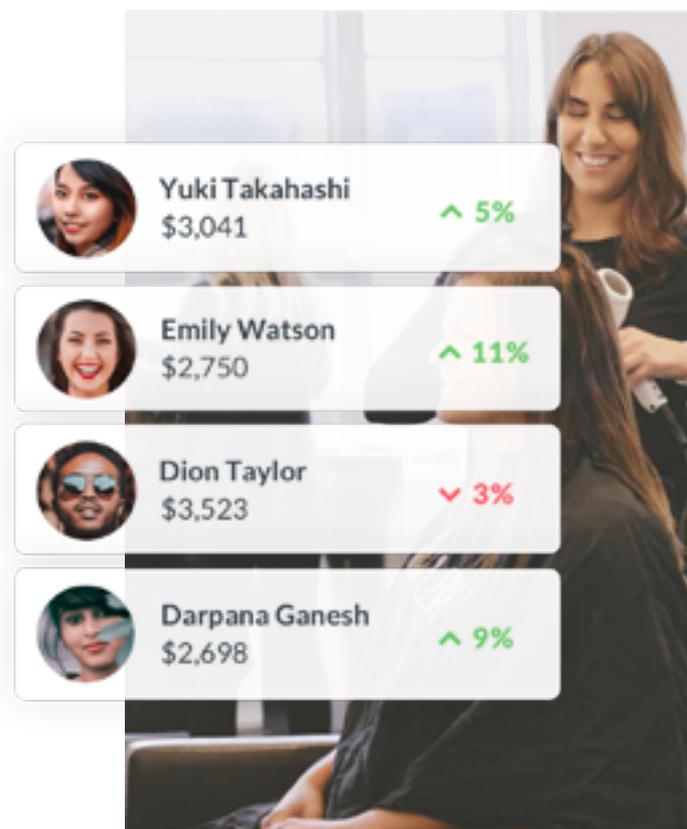
Talk to wedding planners, florists, photographers and venues in your area about how you might be able to support each other. You might be able to build joint packages that work for everyone.

32. Performance management

Are there performance-based organisations, like dance schools, actors and model academies in your area? They're likely to need hair or beauty services at some point. Why not yours?

MAKE IT WORK

Meet with owners of these businesses to offer your services and work out ways you can both benefit year-round.



TOPIC: EXPLORING EVENT MARKETING

33. Open days

Hosting an open day is a great way for you to show the full range of services and treatments you offer.

MAKE IT WORK

When it comes to promoting the open day, create a Facebook event in the weeks prior, and send a mass email or SMS campaign to your client list. Post across your social media pages as well (and ask your team to share it on their own networks).

34. Sponsor a charity event

Giving back to your community can be hugely rewarding for your business. Not only will you be helping those in need, but you'll also have a great chance to make your salon stand out to potential new clients.

MAKE IT WORK

There are many different ways to give back - brainstorm with your team to find one that reflects your business' values and what you do. For example, you could team up with the local unemployment office and offer free haircuts to jobseekers.

35. Be the host with the most

Host a large event once a year - a cocktail function, or a workshop - where you bring all your clients together as a way of thanking them for their support. This will build your relationships with them and gives them a great way to network.

MAKE IT WORK

Think about your client base and design any event accordingly. If you're holding a workshop, ask your clients what they'd like to learn about most to encourage maximum participation. Go a step further and ask your product suppliers for sample freebies to give away at the event - talk about a clever way to introduce new products to your clients!

36. Primp and party

Give your clients the chance to indulge in some pampering while they sample delicious food and wine at a 'primp and sip' event. Charge for admission and offer some special express services or packages, or discount regular services. It's a great way to encourage existing clients to bring a friend (and potential client) too!

MAKE IT WORK

This is a great opportunity to work with local businesses on some co-marketing action. Team up with your favourite wine and food stores for a fun night where everyone benefits.

The gift of giving

We go through clients who haven't been in a while and send them a gift, such as a special pamper pack, like a month of free Blow Drys.

They can be booked in with the junior and have a free consultation with a senior, giving the junior the opportunity to upsell a treatment.



MEGAN PANOZZO,
OWNER OF
IN AWE SALON

TOPIC: BUILDING CLIENT LOYALTY

37. Create a loyalty reward system

Getting new clients to come to your business for the first time is only half the battle. Offering a loyalty reward system - where they get points each time they visit - will help you turn them into regulars. It's up to you to figure out how many points they need to accumulate before they get incentives and rewards. These could be anything from \$20 off a service to 20% off their next visit.

MAKE IT WORK

Make sure that the rewards are good for your salon as well as your clients. And remember whether you're using a digital loyalty program or loyalty cards, make sure they're part of your branding toolkit. Put the effort in to making sure they're nicely designed and easy for the client to use!

38. Request reviews

Good reviews are a must for any business advertising online - 97% of clients read online reviews when researching a business. Try offering clients an incentive like \$10 off their next visit if they leave a review. Online reviews are a source of immediate feedback. They keep clients engaged with your business (and more likely to return, or refer their friends).

MAKE IT WORK

Check out which review sites are most trusted in your area and encourage clients to post there. Timely offers flexible options so you can get reviews from your preferred channels, like Facebook, Google, and Yelp – just add a link to an automated SMS message and send it within 24 hours of their appointment.

39. Members only

If you offer any kind of recurring service, whether that's cutting, colouring, nails or waxing, you can offer membership deals to your loyal clients and make them feel part of an elite group.

MAKE IT WORK

As members, clients will pay upfront for services and you can run the scheme like a more exclusive version of loyalty cards.

40. Get gifting

Get creative when re-engaging clients you haven't seen in a while. There's nothing more delightful than receiving a gift you weren't expecting. Why not offer them a low-cost service free of charge? That's bound to get them back in your salon!

MAKE IT WORK

Be strategic with your staff - roster your junior team members to perform free services, and save your savvy seniors for your premium services.

Loyalty loyalty

You could offer a 'loyal client price.' It is often difficult to feel like you can increase your prices, especially for your loyal followers. So, I let my loyals know that I offer a discounted price, but any new clients coming through pay the current price. I only offer this on haircuts, not colour services.

We have a loyalty card, just like a coffee card. Every 6th cut and blow dry is half price.



KYLIE HAYES,
OWNER OF MOHA
HAIRDRESSING

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Remember that promoting your business is all about boosting its profitability. It's good to try new things, but stick to these golden rules to protect your bottom line.

1. Don't offer discounts on your core business

All businesses have a specific set of core services that are their bread and butter - such as standard manicures, for a nail salon, or a simple cut and blow-dry for a hair salon.

These are the services you're known for and that most of your clients will book. Avoid discounting your core offering - this will only hurt your profit.

2. Get smart with secondary services

Secondary services give you a chance to build on your core offerings. For example, if you're a hairdresser and your core services are cutting and colouring, your secondary service could be a colour glossing service or a specific hair care treatment. You can add value to your clients by offering a discount on these extra services.

3. Make the deal look good

Some of these secondary services don't come with high product cost to you and you can typically complete them during the time of the core service. This means you can add them (for free, or with a discount) to the core service. The incremental cost to you will be minimal, but the perceived value to the client will be high. This makes the deal look very attractive to your customers, while protecting the pricing of your core services.

4. Products = profits

Retail products can also be a very good secondary offer to add to your promotion. Salon retail typically has good margins and doesn't require much time to sell (compared to a service). It also makes the client feel cared for - everyone wants to be able to maintain their new look at home.



Have you got all the
MARKETING TOOLS
your business needs?



Everyone in the salon, spa and barber industry has special tools of the trade that help them work their magic and keep their clients looking sharp.

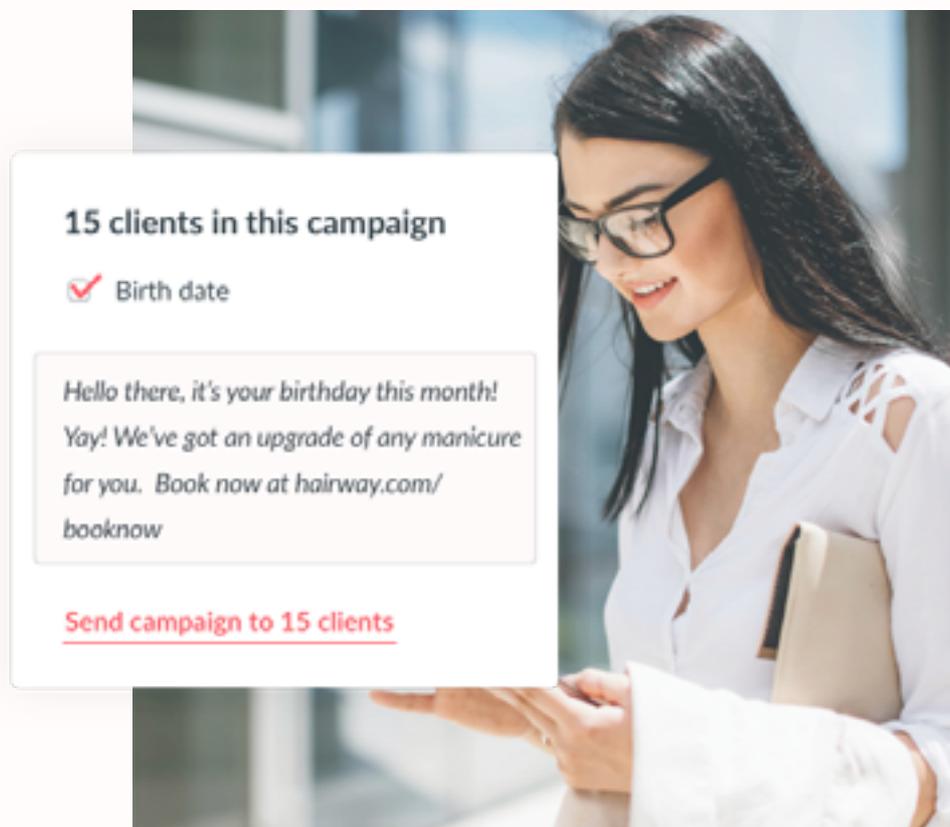
But while scissors, brushes and razors remain crucial, there are some 'invisible' tools that are just as important when it comes to growing and maintaining your business. Make sure these ones are in your kit!

1. Email marketing

Email marketing is a brilliant way to keep in touch with clients. It's a great way to share news with them and make them feel part of your team's successes. They'll love being kept in the loop and you'll benefit from the trust you build.

2. SMS marketing

It doesn't matter how fabulous your services and products are if you're not communicating their value to potential customers. SMS marketing lets you have two-way conversations with clients through a device that they have on them all the time.



3. Track your campaigns

Use Google Analytics or Google Tag Manager to track and gain insight into your online campaigns. With Google Tag Manager you can track the client's behaviour from their initial interaction with your campaign, through to the appointment booking, letting you know what marketing works best and where you should spend your hard-earned marketing money.

Are you ready to promote your business?

Do you want an appointment booking software with built-in marketing features? Why not give our software a spin? It integrates with popular software, like Mailchimp, Google Tag Manager, Xero and Quickbooks!

Try Timely today, completely free!

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