LOCKHARTMEYER
SALON MARKETING

YOUR SALON MARKETING PLAN FOR 2016

A STEP-BY-STEP E-GUIDE: CREATE A SUCCESSFUL PLAN TO GROW YOUR SALON

Alice Kirby of Lockhart Meyer Salon Marketing in partnership with i-Salon Software

MAKING YOUR LIFE EASIER…

Writing a Marketing Plan for your salon can seem daunting.

But don't worry.

I've teamed up with i-Salon Software to take you step-by-step through the planning process I've used with hundreds of salons.

Follow this simple system and, within an afternoon, you'll have created a bespoke Marketing Plan for your salon business which will impact big time on your success and profit in 2016.

Alice Kirby
#GrowYourSalon
Lockhart Meyer Salon Marketing

> A good plan today is better than a perfect plan tomorrow.
> **– G. S. Patton**

TAKE CONTROL OF YOUR MARKETING

Just follow these 5 steps to create a detailed Salon Marketing Plan.

Your new Plan will help you gain more clients, increase loyalty and boost profit over the coming 12 months.

Audit	Goals	Approach	Implement	Evaluate
Where are we now?	**Where do we want to be?**	**How can we get there?**	**Tools to help us get there**	**Measuring success**
Review the past year and analyse the current marketplace, clients, competitors and your own capabilities to identify new opportunities and possible problems.	Set SMART salon objectives.	Based on your audit define your broad approach and target audience.	Write your day-to-day implementation plan with detailed marketing activities, tools and channels.	Set your KPI's and put monitoring systems in place.

STEP 1: WHERE ARE WE NOW?

- Marketing Audit

STEP 2: WHERE DO WE WANT TO BE?

- Set your goals

STEP 3: HOW CAN WE GET THERE?

- Decide on your strategy

STEP 4: TOOLS TO HELP US GET THERE

- Use a range of marketing tools
- Your free 2016 Marketing Calandar
- How your Salon Marketing Calendar works
- Make your Marketing Calendar your own
- A word of caution
- Budget and resources
- Make a public declaration

STEP 5: MEASURING SUCCESS

STEP 1
WHERE ARE WE NOW?

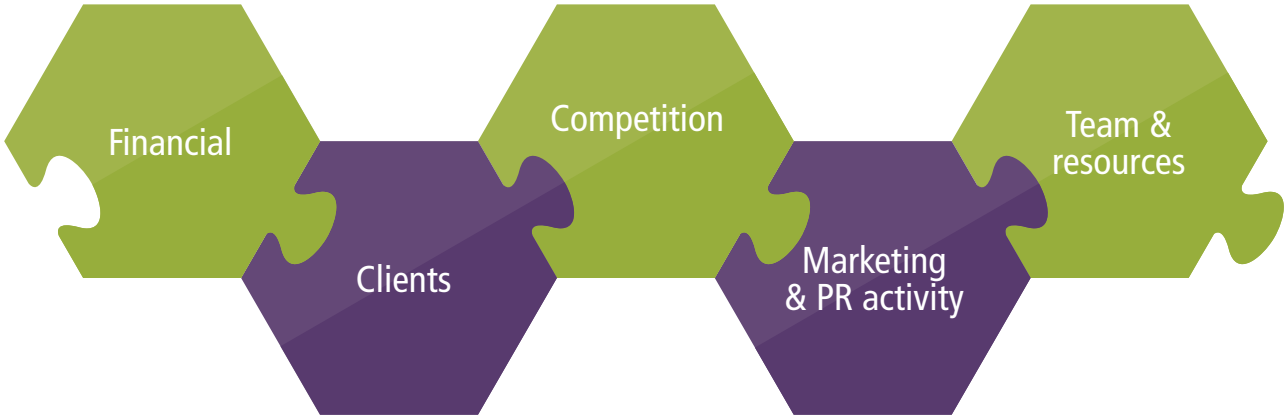
STEP 1: WHERE ARE WE NOW?

If you think salon marketing is all about social media, offers and Recommend a Friend cards, think again. As marketing guru Seth Godin says, everything you do in your salon is marketing. And clients judge you on these things.

> Everything we do is marketing – the name of things, the price of things, the way you answer the phones and the way you dress, the way the thing works. You're judged on these things…
>
> **– Seth Godin**

YOUR MARKETING AUDIT FOR 2015

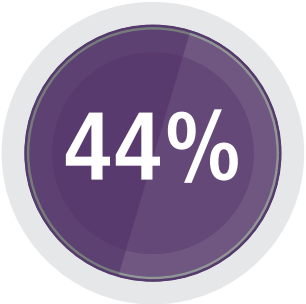
With these words in mind, review and evaluate these 5 key areas:



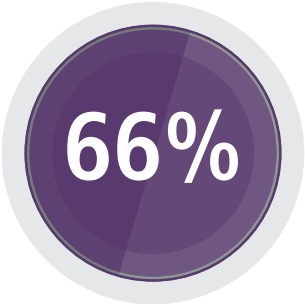
Let's examine them one at a time...

[1] FINANCIAL PERFORMANCE

- Did your business meet its financial goals last year?
- Did most of your revenue come from existing clients or from new ones?
- How many new salon clients gained in 2015?
- How many of these returned for a 2nd salon visit?
- Which are your most profitable salon services?
- Has the average spend per client increased?
- When did you last increase your prices?



of UK businesses survive the first five years (Barclays)



of hairdressing, barbering and beauty businesses have an annual turnover of less than £99K (NHF)

of hairdressing, barbering and beauty businesses turnover between £100K and £250K pa (NHF)

[2] YOUR CLIENTS

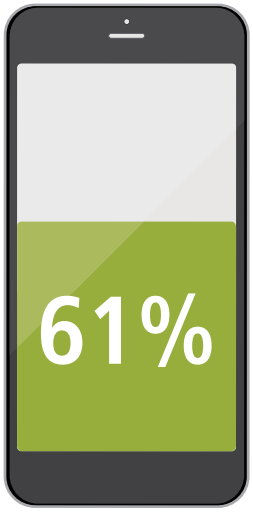
- Which client segment was your most profitable in 2015?
- By what % has your customer base grown in the last 12 months?
- Are you (really) giving your clients a WOW experience?
- Carry out a Customer Survey.
- What percentage of clients only visited once, never to return?
- Look at complaints and feedback. What do your clients think of your hair or beauty salon?
- Are your team and salon sending out the right brand messages to clients?

of buying experiences are based on how the customer feels he or she is being treated (McKinsey)

of consumers favour a balance of price and service and will not accept low service levels in exchange for a cheap deal (Institute of Customer Service)

[3] YOUR COMPETITORS

- Identify your top local competitors from 2015.
- Carry out a mystery shop.
- Look at their strengths and flaws from a client's point of view.
- When did you last do a pricing comparison exercise?
- Where does their website rank on Google compared to yours?
- Read their online and social media reviews.
- Sign up for their email newsletter.



of users are unlikely to return to a mobile site they had trouble accessing. And 40% visit a competitor's site instead (McKinsey)

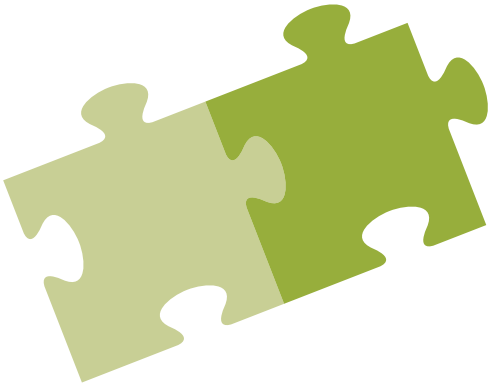
[4] MARKETING ACTIVITY & TOOLS

- **Your Brand:** Look at your salon marketing materials – adverts, leaflets, salon graphics, price and treatment guides, A-boards etc. Are they bang on-brand and a great selling tool or dated and in need of a refresh?
- **Website:** Is your website mobile friendly? How does it compare to your local competitors' websites? Does the copywriting sound clunky and let it down? Are you ranking high in Google so new clients can find you?
- **Your Database:** Have you grown your email database over the last 12 months? It is one of your most valuable marketing assets. You own it and you control it – unlike social media.
- **Systems & Processes:** Do you have salon marketing systems in place for retaining and rewarding clients? Are they documented and followed by all your team? Do you measure and track results using your salon software system?
- **Social media:** have follower numbers and engagement increased in 2015? Is there a designated person responsibility for its quality and for updating it? Are your passwords secure? Is it eating up valuable marketing time which could be better spent elsewhere?
- **Your promotions:** Think about the salon promotional offers in 2015. Which worked? Which didn't? And why not? Which put the most revenue and profit back into the business?
- **Yourself:** What about your own marketing skills and resources. Perhaps you feel you need to invest time in improving them this year or do you need to invest in salon management software?

#SalonMarketing Tips: Are you using all available marketing channels/tools or just relying on one, such as social media? Gaping holes like this in your salon marketing mean you will lose out big time to marketing-savvy competitors in 2016.

[5] TEAM AND RESOURCES

- What was last year's marketing budget?
- How much time do you need to put aside each week for marketing your business?
- Do you need external marketing help?
- Which team members can help with day-to-day marketing activities?
- Do we fully use our salon software marketing features & reports
- Should we invest in more marketing education/training?



93%

of hairdressing and beauty salons and barber shops employ fewer than 10 people, and two thirds employ fewer than five people (NHF)

50%+

More than half of the industry is made up of people aged 16-34, with young women aged 25-34 the largest single group (NHF)

At the end of this Audit you should have a greater understanding of the gaps in your salon business.

Now move on Step 2...

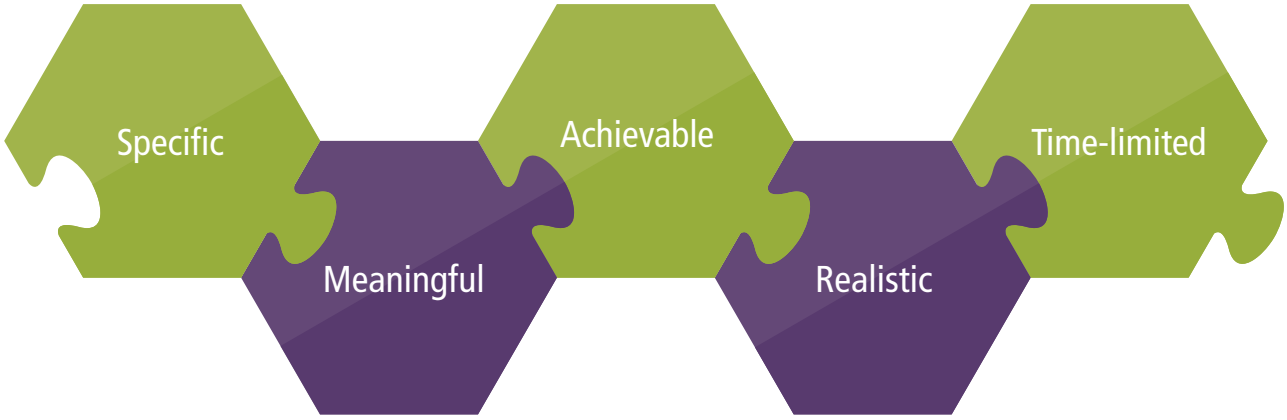
STEP 2
WHERE DO WE WANT TO BE?

STEP 2: WHERE DO WE WANT TO BE?

Paint a picture in your mind's eye of how your salon business will be by the end of 2016. How many new clients will have beaten a path to your salon door? How will your salon website look? Will you have taken on a receptionist? What percentage of clients will rebook on leaving?

SET YOUR SALON GOALS.

Goals, objectives, call them what you will. But just a word of caution they do need to be S.M.A.R.T. (**S**pecific, **M**eaningful, **A**chievable, **R**ealistic and **T**ime-limited).



EXAMPLES OF S.M.A.R.T. SALON MARKETING GOALS

- Get xx new client appointments each calendar month.
- Increase average services invoice from £xx per visit to £yy per visit by 31st December.
- Improve stylist utilisation (up time) from xx% to yy% by 30th June.
- Boost salon website visitors from xx per week to yy per week.
- Increase your client email database from xx number of addresses to yy by 31st December.
- Write and post a blog to your salon website each calendar month.
- Improve client retention from xx% to yy% by the end of 2016.

#SalonMarketing Tip: Use your salon software reports to give you accurate information and ensure your 2016 marketing and business goals are realistic

WHAT'S STOPPING YOU?

Having set your 2016 marketing objectives now think about what's currently preventing you realising your salon vision.

What do you need to do to accomplish your goals? Perhaps a new salon website? More marketing education for yourself or your manager? Or a new look and re-brand?

#SalonMarketing Tip: Make time to work ON your business not just IN your business

Get in 20 minutes earlier every day so you immediately have the extra time you need for your marketing habits.

And if you're not an early bird, just stay for 20 minutes at the end of the day. You need to make time to work on your business, not just in it.

"

A goal without a plan is just a wish.

– Antoine de Saint-Exupery

STEP 3
HOW CAN WE GET THERE?

STEP 3: HOW CAN WE GET THERE?

You now need to decide on your marketing strategy. Strategy is just a fancy term for "your broad approach". Look at the following areas and decide on your future salon policy.

- **Branding strategy:** A strong clear brand differentiates you in the local marketplace. It enables you to charge more for your hair services, gain loyalty and attract new clients. It makes you different from your competitors.
- **Services strategy:** Would additional services such as hair extensions, CACI or Olaplex add value to your offering? How does the profitability of each service compare on an hourly rate? Should you drop some services?
- **Pricing strategy:** Are you low price, high end or floating around the middle? And is this the right place for your prices given your technical skills, customer experience, competition and location? Does your marketing rely on deals and discounts or you offer routine discounts?
- **Promotional strategy:** How are you going to get the message out to your target audience? Think about pulling together a range of marketing tools – advertising, online, PR, search engine optimisation, social media, local partnerships, blogging - in the most effective way to attract and retain clients. Keep reading as we look at the detail.

STEP 4
TOOLS TO HELP US GET THERE

STEP 4: TOOLS TO HELP US GET THERE

You've reviewed the last trading year and decided on your marketing approach. Now it's time to decide on the nitty-gritty actions and events you need to do over the coming months to reach your business goals.

This step explains how to do this - keep reading...

USE A RANGE OF MARKETING TOOLS

You may have heard this referred to as the **Marketing Mix**.

You don't want to focus on just one marketing channel, such as social media.

Instead, deliver your marketing message using a variety channels (such as your website, in-salon materials, advertising, PR, local partners, word-of-mouth, email & SMS marketing and social media).

Why?

Because not everyone reads the local papers, is on Facebook or sees your e-news. Instead use a combination of these marketing 'tools' throughout the year and you'll dramatically improve your chances of being seen by your target audiences.

#SalonMarketing Tip: The knack is to decide on the best mix of marketing channels to deliver your promotional message on your limited resources. This is where your Salon Marketing Calendar (of which more in a minute) comes in.

YOUR FREE 2016 MARKETING CALENDAR

I find a simple chart (see my free Calendar template below) for the year is the easiest way to get planning.

To save you time and effort I've put one together for you with events for this year on it plus the marketing channels options for each one.

It's all ready for you to print off and start filling in. In fact, I've already completed the main marketing activities for you – so no excuses...

CLICK HERE TO GET YOURS NOW

HOW YOUR SALON MARKETING CALENDAR WORKS

You'll see I've focused on the main events throughout the year such as St. Valentines, Easter, going back to school etc because I believe these are the best places to start.

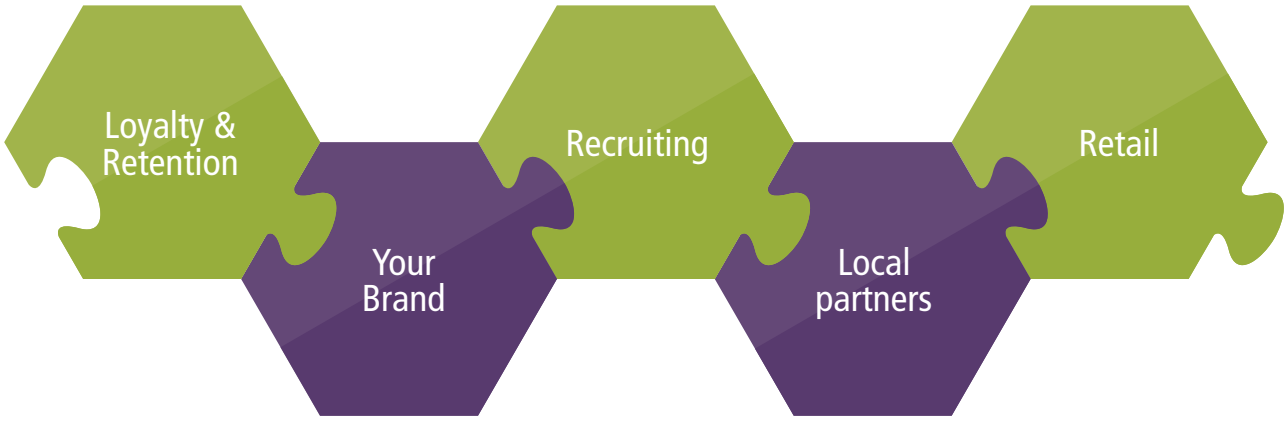
If you do nothing else but market around these events you'll do well.

However, you'll see I've left space each month for you to add your own salon's events in. You may have an anniversary coming up this year. Or perhaps you're having a big charity event or PR opportunity.

MAKE YOUR MARKETING CALENDAR YOUR OWN

Of course your Calendar is not just about events. Think about monthly or quarterly marketing activities for all of these and add them to your Salon Marketing Calendar.

- Boosting loyalty & rebooking
- Building brand awareness in your area
- Recruiting new stylists
- Promotions with local business partners
- Growing retail sales



A WORD OF CAUTION

It's easy to get carried away and put in oodles of marketing activities for the coming months onto your shiny new Calendar.

Please don't.

If you attempt too much the chances are you won't get it done, you'll exceed budget and the quality will suffer.

Think too about the people resources available to you. It's no good creating a fantastic Calendar of Salon Marketing events if you know you're going to be short-staffed due to maternity leave.

Delegate tasks where you can and set up regular meetings to assess progress. And if a marketing activity isn't getting the results then don't be afraid to change it. A salon marketing plan needs to be flexible – don't feel you committed to an activity and must 'stick at it'.

If you get too ambitious and your marketing plan gets left by the wayside after a month or two it's very demotivating for you and your team.

So stay realistic...
you'll achieve more in the long-run.

BUDGET AND RESOURCES

Now decide on your overall marketing budget.

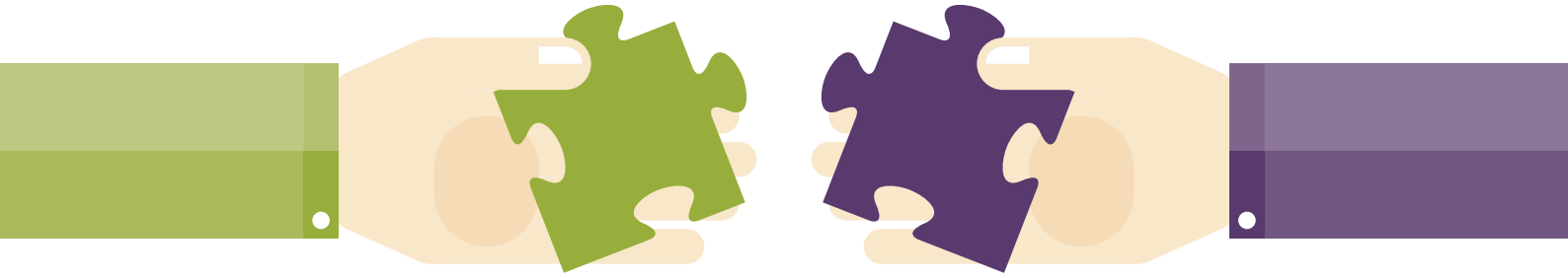
Marketing should be seen as an investment in your hair and beauty business NOT a business expense to try to minimise as much as possible. The salons that really make a mark are the ones that understand this.

DO also build in a contingency. I allow 10% of the total budget where possible. If a golden marketing opportunity comes along you don't want to refuse it just because your budget is spent.

CONTINGENCY

MAKE A PUBLIC DECLARATION

Like going on a diet or giving up smoking it always helps your willpower if you go public. Sharing your marketing plan with your team and partner is a great way to help you stay the course.



It's quite easy. Just pin it on the wall. By the kettle perhaps?

Just make sure you and your team see it numbers of time each day. And you'll be more likely to stick with it.

STEP 5
MEASUREMENT

STEP 5: MEASUREMENT

There is one thing left to do. Decide how and what you need to measure – the only way you know if your salon marketing is truly working is by measuring it.

Measurement is not a one-off event; collect these figures either every 4 weeks or each calendar month, whichever suits you best. Your salon till software should run most of these reports at the click of a button.

- Service (professional) sales i.e. everything except retail sales.
- Retail product sales (net of vat) for the current period.
- The value £x of your average services invoice (net of vat). Remember to exclude retail sales.
- The number of new salon clients you have gained in this period.
- The number of new clients who returned for a second salon visit.
- The number of clients who took up your salon promotions and offers in this period.

#SalonMarketing Tip: Make sure your figures are always net of vat so you compare like with like.

You've finished so now's the time to...

> Stop planning and start doing...

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