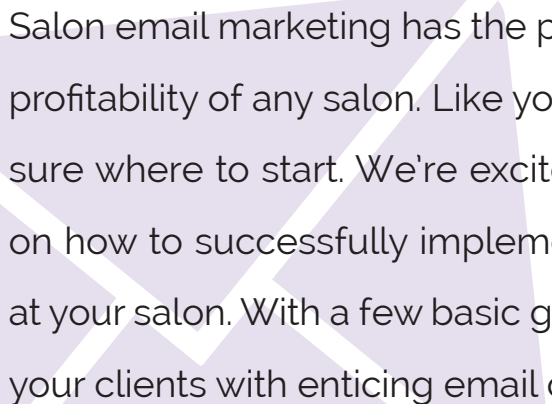


**EMAIL
MARKETING:
SALON EMAIL
MARKETING
DEMYSTIFIED**



In today's salon market, staying competitive is crucial to the success of your business. With new salons opening every day, it's important to have a plan to make your salon stand out. That's where email marketing comes into play. It gives you the power to connect with clients and deliver promotions that inspire purchases at your salon.



Salon email marketing has the potential to work wonders for the profitability of any salon. Like you, many salon owners just aren't sure where to start. We're excited to bring you this quick guide on how to successfully implement an email marketing strategy at your salon. With a few basic guidelines, you'll be ready to wow your clients with enticing email campaigns.

In this guide you can expect to learn about the importance of:

.....**UNDERSTANDING THE BASICS**

.....**DEVELOPING YOUR EMAIL LIST**

.....**ADDING STYLE TO SPECIALS & PROMOTIONS**

.....**FINDING A CADENCE TO YOUR STRATEGY**

Ready to dive in? Let's get started!

Email marketing might seem like something only large companies need, but you'd be surprised at the benefits it can provide your salon.

Salon email marketing is a powerful way to establish rapport, flaunt your expertise and keep in touch with your clientele. It's one of the most inexpensive methods of staying in the forefront of your clients' minds while increasing sales in your salon.

The basics of email marketing are simple:

- 1) Define the 'something' that you want to achieve.** Do you want to increase product sales, attract new clients, promote a new service or increase appointment bookings during your slow season? Whatever you decide it's important to pick one focus at a time and ensure you are able to measure the success of your promotion.
- 2) Determine who you are targeting.** Before you design and send a campaign you have to decide who should receive it.
- 3) Develop creative concepts to include in your email.** Whether it's catchy headlines, enticing offers and/or visual graphics, your email should include items that will grab your clients' attention.

With email marketing, you are able to promote appointments, products, or specials through an email campaign delivered to your contact lists.

One of the biggest steps in creating an email marketing strategy is list building. You will need to get the email addresses of existing and potential salon clients.

This is a must-have in the world of email marketing, and it's important to have a salon management system or receptionist to record email addresses. Without them, you'll never be able to implement a successful email marketing strategy.

There are a few different ways to acquire clients' email addresses. Some ideas include having a sign up form on your website, posting direct links via social media, or asking clients for their email addresses during a salon visit.

Here are a few other ideas you can use to build your email list:

- Ask clients, both new and existing, if they would like to be added to your mailing list during check-out.
- Use networking events as the perfect opportunity to get people to sign-up.
- Give clients the option to opt-in to receive other emails from your salon directly on your website.
- Offer clients incentives for providing their email address.

These are just a few ways you can build your email marketing list over time. Remember, you must offer clients the option to sign-up to receive emails from you salon. You cannot send emails to clients in your database without their permission. It could lead to legal ramifications.

Think about one of the last emails you opened from a company that grabbed your attention. It most likely contained a promotion.

Most successful email campaigns work because they offer perks in return for providing an email address. Whether it's providing a discount off of their next purchase, early access to product or service, salon owners can take advantage of the fact that clients love promotions by offering amazing deals and specials through email marketing campaigns.

This is especially true when running exclusive specials via email that are not offered anywhere else. Using this method in a compelling subject line is great way to grab clients' attention. Take the time to create something you think will pique your clients' interests.

Some ideas for subject lines that hook your clients include:

- Using words like "Exclusive" to make clients feel like they're getting a special deal or are part of an elite group.
- Including a percentage discounts as a sneak peek of the perks in the body of the email.
- Incorporating witty language to make it fun and enticing.

Ever get a bombarded with emails after adding yourself to a company's email list, and then immediately regret ever signing up?

Unfortunately it happens all too frequently, and it's a classic example of email marketing gone wrong.

Don't make the same mistake with your business. While email marketing can be beneficial to your salon, you have to strike the right balance of how often you send your clients marketing emails.

The key to make your salon email marketing campaign work is to not overdo it. Do not send too many emails because this increases the likelihood of clients unsubscribing.

Strive to create a healthy balance. Think about how frequently you like to receive promotional emails, and use this same logic when creating your salon's email marketing campaigns. Whether it's weekly or monthly, you have to understand your target audience and time your communication according to their needs.

We're happy you took the time to read this guide and hope these tips provided ideas to improve your email marketing strategy. It's never too late to implement these concepts, and using robust salon management software can put you on the fast track to creating a stronger email marketing strategy. SalonBooker can help you implement all of these tips, so feel free to call us at **1.866.966.9798** or visit **www.salon-booker.com** for a free demonstration.

