

The Hair Salon Marketing Idea You Need to Do!



Whether you're reevaluating your successful hair salon's marketing strategy or you're preparing to open the doors of your new salon, this serves as a guide to help your establishment flourish and build a loyal client base.

Upon opening your salon, you signed a lease on a high-traffic location and purchased all the necessary equipment. In addition to hiring superior stylists, you obtained all of the proper licenses you need to start working on clients. Yet, there is one last box you need to tick before opening the doors of your new business. You need clients. Even if you're already established, attracting new clients is key to a thriving business. The best way to build your client base is through a marketing initiative designed to get the word out about your hair salon and encourage people to book their appointments with you.

One of the first places to start is with residents who are new to your area.

After unpacking the moving van and hanging pictures in their new homes, one of

the main services many new movers struggle to find is a hair stylist to help tame their locks or prevent their natural root color from showing. Women in the United States will spend up to \$55,000 on hair care during their lifetime. The U.S. hair care services industry includes more than 80,000 establishments, with a combined annual revenue of about \$20 billion. In the competitive hair care industry, finding new clients can be a challenge for any salon. For your salon to capture some of those dollars, you'll need to take steps to get clients through the doors.

New Mover Marketing Helps Salons Gain New Clients

Our Town America's New Mover Marketing program delivers exclusive hair salon gift certificates right to the mailbox of potential clients who are new to the area. For decades, our Welcome Package has been market-tested to attract new clients and is proven to get high response rates – with a common response rate of 8 percent. Our proven offers for hair salons and barbershops will help get new residents into your salon before they establish loyalties to your competitors. Our new mover lists contain demographic data that enable you to target your salon's ideal clients every month. We also can send a secondary follow-up mailing after clients visit your salon to fuel retention.

Many hair salons who take advantage of the Our Town America New Mover Marketing program say it's a great way for them to meet new residents and introduce them to their salon they are so proud of. Moving can be a stressful time as new movers have to find a new dentist, new doctor, new hair place, etc. It can be very challenging to find welcoming businesses who make you feel comfortable, but according to tens of thousands of new movers who complete our New Mover Survey, our Welcome Package helps take the guesswork out of that challenge – alleviating stress.

In addition to helping new residents adjust to their new location, Our Town America's Welcome Package provides salon owners with the ability to track results to ensure you are getting the most bang for your buck. You can download our TruTrak® app directly to your smartphone to validate and scan redemptions and analyze demographic data to streamline your supplemental marketing efforts.

Turn New Movers Into Loyal Clients

New Mover Marketing will get clients to visit your business, but it's up to you to keep them coming back for their next hair trim, cut or color. Our Town America has some tips to help pamper your guests and convert new residents to loyal clients.

Welcome Clients. As a client enters your salon, make sure they are greeted warmly. Your receptionist is the client's first introduction to your salon and should make a good impression. Be sure your receptionist is aware of the New Mover Program and, ideally, greets the new mover by the name on the gift certificate. These small details can go a long way in making a new client feel comfortable. It's also important to make sure your salon waiting area is comfortable and well-maintained.

On Time and Relaxed Stylists. The hairstylists at your salon need to be relaxed and on time. People do not like to be rushed when it comes to their hair and stylists need to value clients' time by not running behind schedule. It's also important for them to display confidence and expertise when discussing style options with clients. People place high value on a good cut and want to feel confident their stylist can get the job done.

Schedule Future Appointments. Before your clients pay their bill, give them the option of scheduling another appointment. Having a future appointment already on the calendar will help ensure the client returns and will take one thing off your busy client's to-do list.

Celebrate Existing Clients. Many hair salons offer deals to new clients, but it's important to not forget about your loyal clients. Sending birthday deals and thank you cards will help set your salon apart from competitors and show you appreciate your clients.

Our Town America can help make your new salon thrive and serve as a gathering place for new residents in the community. For more information about New Mover Marketing, visit www.ourtownamerica.com.