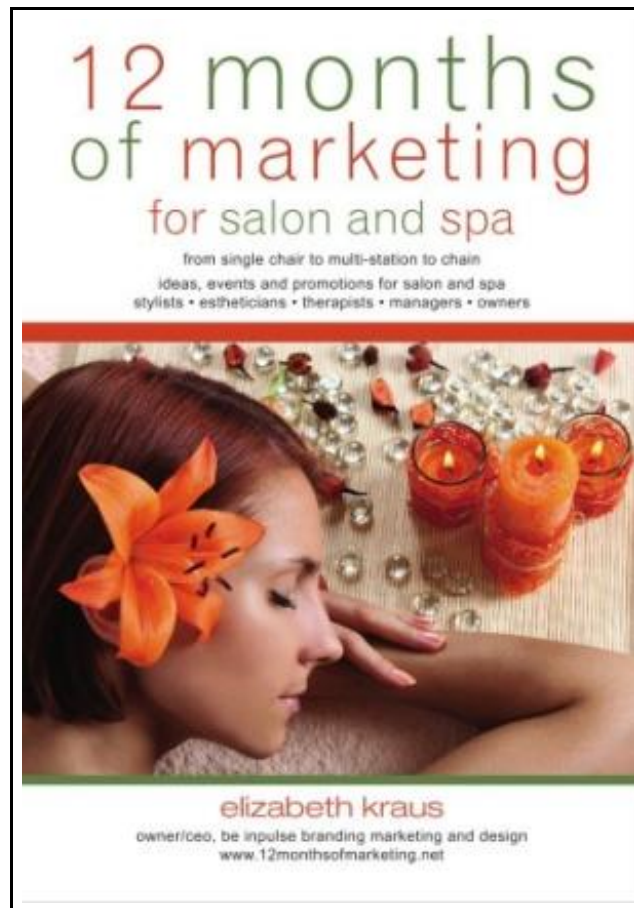


## 12 Months of Marketing for Salon and Spa: Ideas, Events and Promotions for Salon and Spa



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## 12 MONTHS OF MARKETING FOR SALON AND SPA: IDEAS, EVENTS AND PROMOTIONS FOR SALON AND SPA



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Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 170 pages. Some salons have seen female clients extend the time between routine services by two weeks or more, and an increasing number of women are doing their own hair color and purchasing care and treatment products formerly purchased in the salon or spa from retail stores. Clients need lower cost hair cutting services and families have to make every dollar count. In the spa and luxury services segment of the industry the disparity between the old normal and the new normal is even greater. Some spa clients have stopped coming altogether; others who used to visit weekly are now just coming once a month or once a quarter. How much can you allow business to slow before you have to take on a second job or leave the industry altogether What are you doing to create a new normal of your own that transcends economic factors What are you doing to take back control of your business, growth of your client base, retail sales and income Salon and spas are natural settings for themed event and promotions. You have the ability to tailor packages, products and incentives for nearly every holiday and major life event from new jobs to new babies to graduations to weddings to anniversaries to girlfriend outings or dates. You see clients at a frequency to easily provide them with ever-changing merchandising displays and seasonal and personal gift suggestions. When it comes to defining growth and success in the salon and spa, we have oversimplified the answers. Traditional thinking suggests that there are only two ways to be more profitable: Get new clients into the salon (or spa) or increase sales of products and services to existing clients once they are there. That is...

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