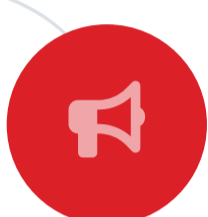


10 TIPS FOR UNTANGLING YOUR SALON'S BIGGEST KNOTS

Just like how no one wakes up with perfectly smooth and styled hair, no salon is completely free of knots putting kinks in their guest experience. With the right tools and strategies, though, you can make your salon's operations as sleek and beautiful as a fresh blowout.

To help with your salon's glow-up, we've put together **ten of our best untangling tips** to address the biggest problem areas across the industry.

MARKETING



TIP 1: USE TEXT MESSAGE MARKETING THOUGHTFULLY.

Text message marketing can be very impactful—it has a 98% open rate compared to email. But texting is also intrusive, so use it carefully. We recommend using texting for messages you want to be sure your audience sees, such as promotions and rewards.

TIP 2: GET YOUR CLIENTS TO MARKET FOR YOU.

Encourage your clients to share your social media content by getting them more involved. Try tagging guests in before and after photos that they'll want to share on their own profiles. Or run a hashtag challenge where clients can post about you for a chance to win a discount on their next service.

RETAIL



TIP 3: HAVE YOUR STYLISTS TELL CLIENTS WHAT PRODUCTS THEY'RE USING ON THEM.

Sharing details about which products they're using throughout a guest's service is a great way for stylists to sell retail without coming off as too salesy. If guests are happy with how their hair looks and feels after their appointment, they'll be more likely to buy those products.

TIP 4: CREATE AN INVITING RETAIL DISPLAY.

A clean and organized retail display with attractive signage will draw your clients' eyes to your products when they walk into your salon. Include helpful product info cards that detail ingredients or product benefits to encourage guests to engage more with your display.

REPORTING



TIP 5: RUN REPORTS IN KEY BUSINESS AREAS WEEKLY.

Checking in on how your salon is doing weekly is good practice, as it helps you pinpoint weak areas and strengthen them before they drag you down. Some of the most important areas to run weekly reports in are sales/revenue, staff performance, inventory, and finance.

TIP 6: INVEST IN AUTOMATED REPORTING.

Automated reporting will save you hours of valuable time on collecting and analyzing data manually, allowing you to retrieve that data more often. Reporting features also present your data in easy-to-view visuals, eliminating the headache of sifting through spreadsheets and reducing the chance of error.

PAYMENTS



TIP 7: INTEGRATE PAYMENTS INTO THE BOOKING AND CHECKOUT PROCESS.

The easier it is to pay, the more likely your clients are to buy. Make payments simple by allowing guests to pay from their mobile device, the salon chair, with a card on file, or even curbside to pick up products.

TIP 8: REQUIRE A DEPOSIT WHEN A CLIENT MAKES AN APPOINTMENT.

Last-minute cancellations and no-shows can end up costing your salon and stylists a lot of money. Discourage late cancellations and ensure you at least get some payment by requiring guests to make a deposit when they book. If they cancel outside of the agreed timeline, they forfeit that deposit.

RETENTION



TIP 9: ALWAYS TRY TO RE-BOOK GUESTS.

Rebooking guests gets them back in your salon every few weeks or months. Train stylists to be direct about rebooking. Instead of asking, "do you want to book your next appointment?" for example, tell them to say, "let's book your next haircut," or "when do you want to come in for your root touchup?"

TIP 10: PERSONALIZE CLIENT ENGAGEMENT.

Whether it's an email, text, or conversation at the shampoo bowl, all your client interactions should be personalized. Research shows that 78% of consumers are likely to repurchase from companies that personalize. When communications, recommendations, and services are more tailored to your clients, they have a better experience and are more likely to come back.

UNTANGLE YOUR SALON OPERATIONS WITH SALONBIZ

Smoothing out your salon business to ensure your team and clients are happy can be a challenge. At SalonBiz, we have the tools you need to make the untangling process easier, faster, and less painful.

[Book a demo today to learn more about how we can help you transform your salon!](#)