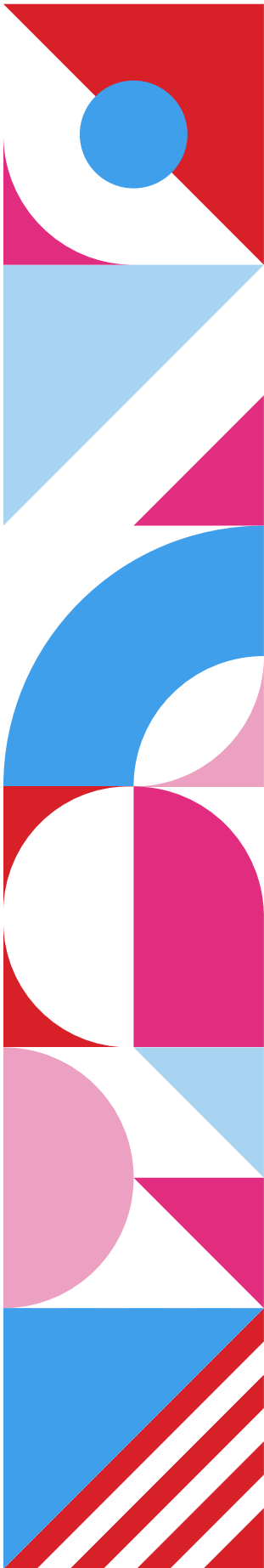


7 TIPS FOR A SUCCESSFUL MARKETING STRATEGY

Successful Salon Owners Partner with SalonBiz

Your dream of salon ownership has come true, now it's time to grow your business to reach its maximum potential. SalonBiz is there for you every step of the way. We have the salon management software that allows you to focus on every aspect of your salon, from guest retention to marketing strategies and everything in between. Follow these quick tips to get your business off to a profitable start.



1 Start Up Strong

The SalonBiz **checklist** for opening a salon is an owner's root-to-end guide to getting started. We'll walk you through creating a business plan all the way to hiring a team and **designing your space**. Get to the **next level** with SalonBiz.

2 Streamline with Apps

SalonBiz **interconnected apps** help streamline your operations, saving you time and money. Run your business from the palm of your hand with SalonBiz, which provides a picture of your business in real time. You can manage inventory, schedule stylists, create marketing campaigns and much more.

For your team, the **SalonBiz Stylist app** lets stylists record personal notes and formulas, monitor goals, and stay tuned to client check-ins and bookings.

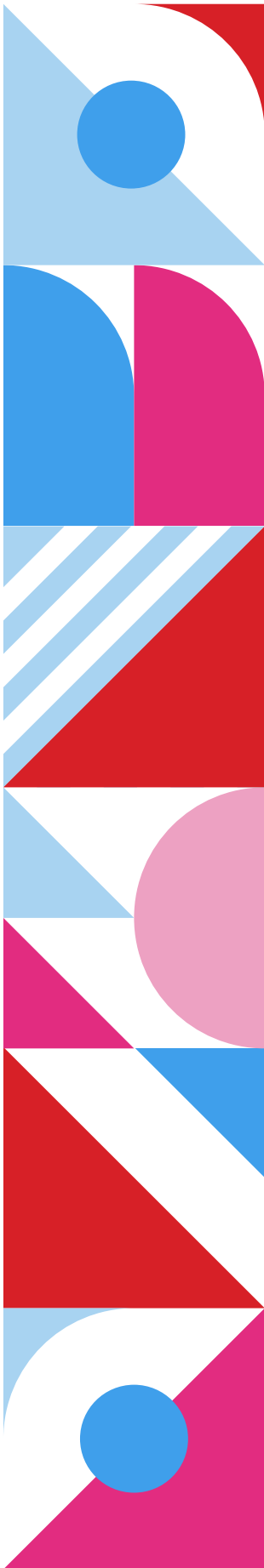
With the **Pocket Salon app**, clients can book appointments, receive reminders, confirmations, and marketing messages—and more.

3 Client Recruitment and Retention

Bring in new business with SalonBiz. We can help you update your online presence, proactively ask for reviews and referrals, **and more**. Need some inspiration? We've created **sample questions** for reviews and consultations just for you. Then use our tried-and-true **strategies** to retain loyal guests and maximize your business growth.

4 Build a Loyalty Program

Let SalonBiz do the start-up work on a loyalty program for your business. With our customizable beauty salon reward program software, you can enable points for every service and retail purchase. Learn more **here**.



5 Email Marketing

With SalonBiz, you can easily market any promotion, campaign or event via email with our wide variety of pre-made templates.

Check out these **six tips** to get your emails opened and read—every time.

6 Social Media & Google Marketing

Your guests expect to find you on social media, interact with your team, learn about promotions, and even book appointments. Get started by setting up a Facebook page, then check out SalonBiz's best practices for audience building, engagement, posting, ads and promotions [here](#).

SalonBiz also has a list of **best practices** for Instagram—the best place to showcase your team's work and give the world an inside look at your brand with beautiful imagery.

And don't forget Google. We've got **five steps** to put you on the path to the top spot in Google searches.

7 Design

If it's not in your budget to outsource design, create in-house marketing materials with your logo and free online tools like **Canva**. SalonBiz recommends following these **five tips** to create beautiful, successful design to use across your brand.



SalonBiz®

Learn more about SalonBiz marketing tools and resources [here](#). →