

MARKETING BEST PRACTICES | NEW CLIENTS

Below please find recommendations and best practices regarding The marketing of you, your services and salon, especially as you get ready to open your door for business.

Marketing & Studio Décor

a. **Choose your studio theme/colors and create your brand**

What colors do you have in mind to represent your business? Different colors convey different things about you and your business. As you evaluate which colors you'll use, keep in mind you'll probably want whatever color you pick as your primary to be the color of your accent wall. With that in mind, stay away from warmer colors as it can affect how the color you put on your clients' hair looks in your studio.

In any case, you'll want to nail down your color choice(s) right away as it will impact many aspects of your marketing. Pick a palette of 1 primary color with an additional 1-2 complimentary accent colors. You'll use these exclusively for your business. These colors should be integrated across your business and on your business cards, your logo, any collateral, your studio décor, etc.

If you're unsure, let your fingers do the walking and google 'colors and how they represent your business' – or something like this and you'll find many guides and articles to help. From our limited research, we can share that the following colors represent the following feelings or impressions:

White is seen as pure, noble, clean and soft; Green represents Wealth, health, prestige, serenity, generosity and safety; Blue is seen as trustworthy, dependable, secure, responsible and confident; Red is seen as aggressive, energetic, provocative, attention-grabbing and passionate and finally, Purple represents royalty, sophistication, nostalgia, mystery and spirituality. All these colors, except white have varying degrees of warmth or coolness, to keep in mind.

b. **Choose and confirm your accent wall color and provide us with a “swatch” or let us know you'll be putting up removable wallpaper.**

Once you've chosen your brand color or colors above, you'll want to let us know what color you want on your accent wall. Please keep in mind lighter to medium tones can have a calming effect and make your space look bigger; darker shades can make your studio seem darker and smaller and is harder to change down the road if you want a different look.

We keep a Sherwin Williams color swatch book in each location, reach out to Carmen to review the available colors and confirm with your chosen color as soon as possible so we can approve and purchase it in time to get your wall painted prior to your move in. Otherwise, it's difficult at best to paint an accent wall once you've moved in.

If you've chosen to go with removable wallpaper, just send us a photo of your chosen paper in the “Confirm Studio Details & Décor” form on the New Client Portal.

c. **Choose or have a logo created for your business.**

Having a professional **logo** helps you establish a strong brand, shares your brand message, identifies your business and provides a measure of credibility to your salon. A professional logo says, "I'm different from the competition, I'm a professional, a real business and I'm confident and successful in what I do."

And, if you think it would be too expensive to have a logo created professionally, think again! You can get a logo created very inexpensively by going to sites such as fiverr (www.fiverr.com) or etsy (www.etsy.com). Fiverr has independent contractors who you can hire for as little as \$5+ to create a logo for you. Etsy offers range of pricing and your local printer can typically assist, though they may not be your least expensive option.

In any case, it's very important to have a solid idea and definite thoughts in mind before you ask someone to bring your logo to life. Just like you thought about what colors best represent your brand, the same goes for your thought process regarding your logo.

As you evaluate what you want **your logo to look like, there are four things you want to keep in mind: your brand color, brand personality, the type of logo and the type of font, if needed.** You should already know your color or colors. Now figure out the personality you want your business to convey – is it a luxury or upscale personality? Or is it relaxed, easy and accessible? Sophisticated with charm or cutting edge, edgy or eclectic? To start, write down 5 words to describe what you want your brand and business to convey and go from there.

Your business personality will come into play for your logo. There are **4 types of logos: wordmarks, letterforms, pictorial or abstract.** Wordmarks are freestanding whether a word or multi-letter abbreviation like Saks, IBM, CNN, Google, etc. Letterforms are comprised of a single letter, like Uber, Honda, Beats, etc. Pictorial logos are illustrated symbols of things that are recognizable such as Starbucks, Twitter and Playboy. And finally, Abstract logos, like they sound, don't represent anything recognizable and the hardest type to pull off – take Nike as a good example. Finally, you'll pick a font if you'll use any words in your logo. Personality comes to bear here, too. If your brand is playful and fun, then the font type should be fun and whimsical. If your brand is sophisticated, you'll choose a font that conveys sophistication, etc.

Why do you need to ponder all this? Because the more information you can give the person designing your logo, the better your logo will represent you and your business. All of this 'pondering' also helps you as you create business cards, create the look and feel of your business, décor, etc. *All said, though, having a logo made is optional and not required.*

d. **Choose Studio Décor**

Less can be more! Keeping things neat, organized and with as much off the floor (think shelves!) will make your studio more inviting and create a better experience for your clients. You may cover your door and/or window with white blinds or with curtains that have a white backing. Blinds can be bought at Home Depot or Lowe's – just bring measurements to them. If you choose curtains keep in mind, they collect dust and visually take up room. Wall shelves must be approved and be of a size and weight that will not cause excessive stress or damage to the studio walls.

- e. **Order Door Logo**

Use your new logo and the colors you've chosen for your brand on all your marketing materials to be consistent. Send us your final proof for your door sign for approval prior to ordering and installation. Name/Logo decal or sign must be no more than approximately 18" by 18" inches. Do order a decal or vinyl copy of your logo for your door – another thing you can get inexpensively from Etsy. We can assist with putting it on your door, if needed.
- f. **Complete Your Online Webform for Your Website Profile Page**

Completing this quick online form provides us with the information we need to create your website profile and help promote your business. The link is contained on the email with this checklist. This profile page provides you with free marketing, visibility and helps former clients find you after you've moved. See the link on the email that contains this checklist or access it here - <https://acworthhairsalon.com/registerpro/> or <https://eastcobbhairsalon.com/pro/>
- g. **Order Business Cards**

You'll also want to order your business cards as soon as possible. We recommend Vistaprint, Zazzle or Moo, or a local printer. *Be sure you list "inside Salon Studios"* on at least one side of your business card to make it easier for clients and new clients to find you. We also recommend adding a **new client special on your cards**. An example might be '\$20 off any service for first time client'; or '10% off any service for a first-time client', etc. Postcards or flyers should incorporate 'inside Salon Studios' and the same new client offer. Listing your specialties on postcards/flyers is important along with a 'call to action' to have them contact you or book an appointment. Listing your Instagram address, Facebook URL and/or a website on your postcard and business cards are great and really help promote you.
- h. **Set up your Social Media accounts**

Ensure you have "business social media accounts" set up, if you haven't already. Best practices are a business Facebook Page and an Instagram Business Account, minimally. These are separate from your personal accounts and serve to promote you, your business, your brand and examples of your work. We highly recommend focusing narrowly on your brand and posting great images of your work. Save personal images and posts for your personal pages. If you need help setting up these accounts, we're happy to meet with you and help you get set up. Do add your booking link, location, etc.
- i. **Announce Your Salon Opening!**

You'll want to ensure all your friends, family and clients know that you'll now have your own salon. Post the news on your social media accounts (address and how-to book is important!) and do offer a first-time client special. Give out cards and also, ask everyone for referrals.