

The Hair Stylists Marketing Playbook



Starting Up

It takes a lot to get where you are. Whether that is fresh out of school, or a seasoned vet, it still requires a lot of hard work and dedication to obtain. So the question of the hour; where are the customers? Some professionals make the mistake of waiting for hours for someone to walk in so they can get a cut. Some of you may have a few loyal followers; but is it enough to pay the bills and or achieve your dreams? This packet is a helpful tool to begin transforming your business into a client magnet. You may be thinking, how we will accomplish that. The answer is easy; it is one word long “Marketing”.

What is marketing? Marketing is a fancy word that basically translates to informing people about your services. The truth is this, if no one knows you exist, no one will take advantage of your services. It’s just that simple. All you will need to do is answer a few important questions. It is important that you answer them truthfully and

thoroughly. They are meant to help you get into the mindset for attracting more clients. Here we go!

Questions to more clients:

Take your time answering these questions, they are meant to uncover areas of opportunity in your business.

Who currently knows about your service? (List the names)

What does your average customer look like? (Age, race, gender, etc...)

Where does that type of person live; work; shop; pray; etc...? (*As much information as you can*)

How do you currently attract new clients?

How do you keep track of your clients?

How much money do you currently make daily?

How much money do you want to make daily?

How much money do you have to market yourself?

How do you track your time?

How much time do you have available to market yourself daily?

Answers:

These are extremely important questions that need to be answered; once they are answered you will be able to get a game plan in motion to bring in customers. So let's explore each one in detail.

1. Who currently knows about your service? (List the names)

This is a pretty simple question, but so vital. Who knows you exist, friends, family, co-workers, or random people? Who?! List out as many people as you can. If your list is short then, you have some work to do. The goal is to notify as many people as you can about what you do. People will also need to know when you are available, where you are located, and how to reach you if they need you.

What does your average customer look like? (Age, race, gender, etc...)

This question breaks down the target market (people you are looking for) who is your customer? Are they black, white, young, old, male, female or all the above. What services do they usually purchase? How often do they purchase? Once you know your target market, you can focus your efforts to attract that people who are most interested in your services.

3. Where does that type of person live; work; shop; pray; etc...? (As much information as you can)

Now that you know who your target market; where can you find them? Where are the masses of your potential clients located? It's important that you make a list of all the places that you can find your target market, and be ready to go after them. It is also important to get involved in groups and platforms where your future customers frequent. (Twitter, Facebook, etc...)

4. How do you currently attract new clients?

Now that you know where to find your target market how will you inform them of your services? This is huge; there are so many ways to

inform people about your services. You have flyers, postcards, business cards, internet sites, YouTube videos, etc... The question is what will work for you? It's important to list down the activities that you are using to attract clients. Once you have created your list it will be easier to track your efforts for each activity that you are executing to build clients. We will explore some more options later.

5. How do you keep track of your clients?

The fact is in this business we may think there is loyalty to a barber or stylist, but consumers are always looking for the same quality elsewhere for less. So how do you keep them coming back? The answer is you must engage your clients on a constant basis. It does not matter if that is done through e-mail, text, or even a flyer in the mail. You need to always be on your clients mind to some degree. In order to do that you must have your client's information. Once you have that you need to be able to keep track of them and how often they come in, or need your service. This is also important if you want to send a quick reminder about an appointment, or let them know about a special coming up.(see resources for service providers)

If you are just starting still have a game plan ready so you can track customers when they begin coming in. If you are already established you probably have a system for keeping track of clients. Take some time to write down what system you are currently using. If you don't have clients; write down the system you think is best. I cannot emphasize enough how important tracking your clients really is. If you are not capturing your client's basic information (phone, email) at minimum, you are doing yourself a great amount of harm.

Whether you use a spreadsheet on the computer, a pencil and paper, or even sophisticated software that will automatically track clients, you must track your clients. The more in touch with clients you become, the more opportunities to promote and sell your services there will be.

6. How much money do you currently make daily?

Take an average of the amount of cash you bring in daily. Use this number as a standard or starting place.

7. How much money do you want to make daily?

Now that you have an average get a realistic idea of the amount of money you would like to make on a daily basis. Now compare the gap between the two.

Exercise: Take the amount you want to make and subtract the average amount you currently make daily. Then divide that by the amount of money you charge for one of your services. (i.e. Want daily(\$200) – Currently make daily (\$100)= $\$200 - \$100 = \$100$. Now take the \$100 and divide it by the cost of a haircut (\$20). So we have $\$100 / \$20 = 5$ more haircuts to reach your numbers.

8. How much money do you have to market yourself?

So you finally figure out how to market your service, but how much marketing can you truly afford? This is important to any business. If you cannot set a budget or a set amount of money aside for marketing your business is set up to fail. Even if it is a small amount, you have to have a set amount of money put to the side each month.

9. How do you track your time?

Make sure that you are using some type of schedule whether that is on your phone or a paper version. It is amazing how much time we can spend just trying to figure out what to do next. Dedicate the first 30 minutes of your day breaking out your schedule for the day. This activity alone will boost your productivity.

10. How much time do you have to market yourself?

Not only do you have to have a set amount of money available, but you also need to know how much time you have to dedicate towards marketing. At this point if you don't have any clientele or very little, you should spend every waking moment marketing your business. If you do have some clients, you still want to set aside a few hours to continue growing your business. Make time in your schedule and don't let any other activities interfere during that time; Nothing else!

Marketing Vehicles

Business Cards: It is wise to always carry business cards. Even if you are going to the store for some milk, there should be some business cards in your pocket. The cards should give a name, number, and operation times, also a link to your website. (Also consider the punch card with a free haircut after a certain amount of haircuts completed)

Post cards: Similar to a business card but you will have more room to fit information. This also a great tool to mail out to potential clients.

Flyers: A layout of information same basic information, but more room to include deals and promotional info.

Newspapers: Advertise in your local newspaper

Live Seminars: Give demos on how to maintain a hair style or hair health. This will help to promote your business to consumers and show off your expertise.

Website: You should use your website as a tool to bring in your customer. Just as you would like to see more information about a company, and see their abilities. This will be a great way to promote your work and your services. This should be on all pieces of marketing material that you pass out. You can use the general website if you do not have one of your own.

Craigslist: This is a great way to get the word out to the local communities. Place an ad on craigslist telling people what you have available and where. This can help.

Social media: YouTube, twitter, Facebook, LinkedIn. Are all great ways to promote your business, you can share your recent sales, and

promotions through these platforms. If you are already on these social sites step up your marketing efforts. If you aren't, then you need to sign up and get started networking immediately. If this is something new to you take out time to research, or have a coworker assist you.

E-mail blast: You also want to begin to collecting the email addresses of your clients and potential clients. Then when you have specials you can broadcast them via e-mail, and save time and money.

Text message blasts: This is the same concept of the e-mail blast, but you will use text messages to send out the information.

Signs: Post signs with daily or weekly special in the local area and neighborhood.

Specials: Provide reasons for people to come in. Give your clients punch business cards to reward their attendance and give them a discount on after every 5 cuts. Try giving discounts for certain times of the day (usually when business is slow). You can give a little extra for the same amount of money...i.e...."Get a free beard trim with every haircut until 2pm."

Referral Program: You want to motivate your clients to refer people to you. If you are good at what you do, and provide a good service this will be easy. Still, sometimes you can reward your customers by giving them incentives to refer people to you. An example would be "If you refer a person you will get a discount on your next cut" Or a complimentary hair brush.

Resources

Business cards, post cards, flyers, and mail outs:

www.Gotprint.com

www.vistaprint.com

www.printrunner.com

www.uprinting.com

Locally

www.Staples.com

www.Officedepot.com

www.officemax.com

Text message blasting :These sites can be used to send texts to your customer's cellphone from an e-mail account.

<http://www.mozeo.com/>

<https://www.eztexting.com/text-blasting-software>

<https://www.tellmycell.com/text-blast-software.html>

<https://www.punchkick.com/>

<https://www.grouptexting.com/>

E-mail marketing:

www.getresponse.com

www.aweber.com

www.mailchimp.com

www.benchmarkemail.com

www.icontact.com

www.constantcontact.com

www.campaigner.com

www.pinpointe.com

www.verticalresponse.com

<https://madmimi.com/>

Social Media:

www.twitter.com

www.linkedin.com

www.facebook.com

www.hootsuite.com

www.sproutsocial.com

www.sendible.com

<https://www.socialvantage.com>

Promotions:

<https://merchant.livingsocial.com/welcome>

https://www.groupon.com/merchant/get-started?utm_medium=referral&utm_campaign=groupon-footer&utm_source=groupon

<https://www.retailmenot.com/submit>

<https://www.coupons.com/coupon-codes/>

Social media marketing information

<http://socialmediamarketing.com/>

<http://www.mainstreethub.com/>

<https://tweetangels.com/>

<https://www.deluxe.com/social-media-marketing>

Article: <http://outspokenmedia.com/social-media/social-media-planning/>

Client review:

www.Yelp.com

www.Manta.com

<http://citysquares.com>

<http://www.mojopages.com>

<http://www.rateitall.com>

www.powerreviews.com

www.chickadvisor.com

Scheduling:

<http://www.genbook.com>

www.shiftplanning.com

www.nimbleschedule.com

www.workschedule.net

www.outlook.com

Customer management:

<https://www.salesforce.com/products/salesforceiq/overview/>

<http://www.infor.com/product-summary/cx/infor-crm/>

<http://www.netsuite.com/portal/products/netsuite/crm.shtml>

www.microsoftdynamic.com

Closing words

One final piece of information **ALWAYS TRACKS YOUR RESULTS!!!!**

When you get a customer, ask them how they found out about you or heard about your service. Mark it down and if you see that one method works well for you, do more of it.

Best wishes to you on your business endeavors. For more great links and resources you can use our resource page on www.gettheclient.com