



CHRISTMAS MARKETING GUIDE

FOR SALONS & CLINICS

LOCKHARTMEYER
SALON MARKETING

“

“Insanity: doing the same thing over and over again
and expecting different results.”

Thanks for downloading my Christmas Marketing Guide
for salons and clinics.

Want to have the best Christmas yet and avoid
the January slow-down?

Give your marketing a revamp with my step-by-step proven festive
marketing ideas, promotions and tools.



Alice Kirby

Lockhart Meyer Salon Marketing
#GrowYourSalon



SANTA CLAUS IS COMING TO TOWN...

Chapter One:

Your Christmas Marketing Plan

Chapter Two:

Avoid this fatal error

Chapter Three:

Your marketing toolkit

Chapter Four:

A festive Gift Card bonanza

Chapter Five:

Top holiday retail tips & ideas

CHAPTER ONE

YOUR CHRISTMAS MARKETING PLAN

"IT'S THE MOST WONDERFUL
TIME OF THE YEAR..."

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YOUR ROAD MAP TO A CHRISTMAS BONANZA

Let's start with your Christmas Salon Marketing Plan...

Decide:

1. **which** services & retail products you want to push
2. **what** promotions you are running
3. **when** you are doing what
4. **who** is responsible for doing what
5. **what** budget you're allocating to Christmas marketing

Now let's dive into the detail...

1. WHICH SERVICES & RETAIL PRODUCTS TO PROMOTE?

Start your planning by looking backwards. What promotions worked last Christmas, and which flopped?

- Where were the gaps in columns last year?
- A quiet October or was it November?
- January or February dead?
- Seniors busy, but junior team columns looking patchy?

Now use the marketing tools in this guide to plug these gaps.

If a particular promotion wasn't successful last year, don't automatically abandon it. It may just need some better planning. Or a quick tweak.

2. WHAT PROMOTIONS TO RUN?

This is crucial...

Don't be tempted to do too many. Less is best. Quality over quantity.

Too many salon offers and promotions are confusing for clients and your team alike.

I'd choose...

An offer to cover the slack month: be it October or November in your salon/spa in the run up to Christmas.

A colour sale can work for hair salons: it eases the burden on December when you may end up turning clients away because you're so busy. Remember to limit it to selected stylists.

A gift card promotion: Gift cards are a sadly undervalued marketing tool. I share loads of practical ideas in Chapter 4 (so read on).

Offers to boost January/February: a tasty offer to encourage clients back in the quiet New Year months. You need to be promoting these from October onwards.

Retail offers: Keep to a handful and keep them simple. Too many options will faze clients and they'll opt not to buy. Read Chapter 5 for oodles of festive merchandising and retailing ideas and tips.



3. WHEN YOU ARE DOING WHAT?

Fairly obvious this one but it's often overlooked and everything ends up as a last minute rush.

Or worse, it doesn't get done.



[DOWNLOAD MY FREE CHRISTMAS
MARKETING PLANNER HERE](#)

4. WHO IS RESPONSIBLE FOR DOING WHAT?

Don't try and do it all yourself.

Rather than delegate tasks to the person you think will do it best why not try pinning a notice up asking for volunteers for specific jobs? You may get some new faces, and volunteers tend to be more keen than the coerced.



There's a column on my Planner for job responsibilities –
[DOWNLOAD IT NOW](#)

5. WHAT BUDGET FOR CHRISTMAS MARKETING?

Set a budget now to avoid a nasty surprise when your credit card bill arrives in the New Year. It's too easy to keep spending pre-Christmas.

Do you need to invest in:

Facebook advertising, Christmas salon decorations, printed materials for offers, posters, salon graphics, local media advertising, website refresh, festive refreshments, window displays, staff incentives...

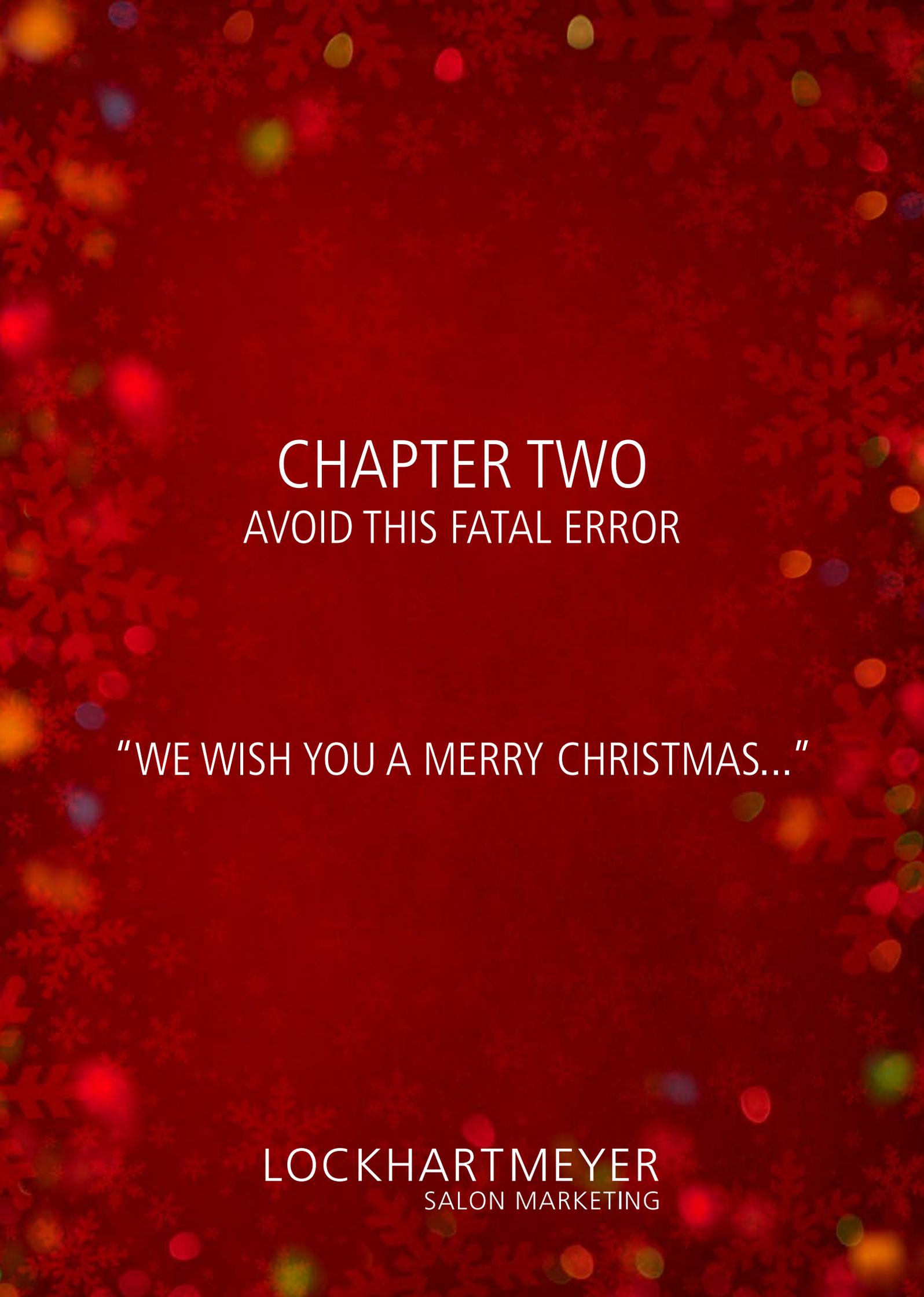
And don't forget to factor in the cost of promotions too...

Offering discounted services costs money if you **could** have charged the full price for that service.

I'd much rather offer "value added" than discounts if I can. It's not always possible, just don't rush in.

#ProfessionalTip

I always **add 10% extra** to any salon marketing budget just to be on the safe side as things can, and do, appear when you least expect them.



CHAPTER TWO
AVOID THIS FATAL ERROR

“WE WISH YOU A MERRY CHRISTMAS...”

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AVOID THIS FATAL ERROR

Are you guilty of this potentially fatal marketing error?

Do you tend to focus on just **one** marketing channel or tool?

Social perhaps?

Do this instead:

Deliver your marketing message using a **variety channels** (such as your website, in-salon materials, advertising, PR, local partners and social media) and you'll greatly increase the likelihood of reaching your target audience.

Repetition works. Beautifully.

Not everyone reads the local papers, is on Facebook or reads your e-news.

BUT use a combination of these marketing 'tools' and you dramatically improve your chances of being seen. You will get **far better results** if you use all the marketing tools available to you.



This is where your Christmas Marketing Planner helps as you immediately **spot any gaps** in activity.

CHAPTER THREE

YOUR MARKETING TOOLKIT

"ON THE FIRST DAY OF CHRISTMAS
MY TRUE LOVE SENT TO ME..."

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YOUR MARKETING TOOLKIT

Think about your Christmas marketing tools early so any tweaks and changes can be made in plenty of time. Be organised this year.

Let's take a detailed look at each of them...

1. Website
2. Social Media
3. Press
4. In-salon
5. Design & print
6. Local networking

MARKETING TOOL ONE: YOUR WEBSITE

It's your business showcase to the world and how most new clients will find your spa or salon.

Over the next few months it'll have some of the highest traffic of the year.

Is it letting you down?

Does it seem a tad tired with out of date content and reflect badly on your brand? Block time out on your Christmas Marketing Planner to do something about it now.

Plan and write (or commission) some fresh content focusing on the festive season with tips and trends.



Looking for eye-catching imagery? Try...

[Pixabay](#) and [Lock & Stock Photos](#) for free imagery.

[iStock](#) or [Shutterstock](#) for high quality library images.

A quick tip to avoid grumpy clients:

Clear detailed offer terms on your website save hassle and complaints.

"Terms apply" won't help you when you get a grumpy customer.

In fact, it'll make matters worse.

MARKETING TOOL TWO: SOCIAL MEDIA

Is your salon social a messy scrapbook of salon gossip, blurry photos and ancient news?

Like your website it's going to get a lot of traffic in the festive run up.

Take a look at the big brands and see how much effort and money they devote to making their social media look and sound professional.

Get ahead of the game:

Schedule time on our marketing planner ([download here](#) if you haven't done so) to pre-write social media posts and find imagery whilst it's quieter.

Then forward schedule posts and **feel smug**.

Use your **gift cards** to run a **contest** either on Facebook or through your website in the weeks leading up to Christmas. It's a great way to draw attention to your New Year re-booking offers and specials.

MARKETING TOOL THREE: PRESS

I'm not the greatest fan of lots of local media advertising. It is often expensive, and press and radio don't have the offline audiences they once used to.

However, the run up to Christmas is an exception as publications are making a big effort to attract readers ever hungry for festive tips and ideas.

#ProfessionalTips...

Book early for the best advertising slots: A quick call to their advertising department will confirm their cut-off dates.

Free editorial: Calling early improves your chances of some free editorial to go with your advert. Editorial about your business carries more weight than an advert, so always ask.

Get the best spot: The prime position is on the right-hand page. And not too far towards the back.

Prepare press releases: Prepare a press release now whilst you've time and it's ready to pop out to the local media as you finish eating your turkey.



MARKETING TOOL FOUR: IN-SALON

3 quick tips to get you started:

1. **Till receipts:** Add your festive specials, offers and opening hours to the bottom of your till receipts. Most till software packages do this – just call their helpdesk.
2. **Voicemail:** Advertise your seasonal promotions and holiday opening hours on your salon/spa answering machine and voicemail from October onwards. It's free.
3. **Kerb Appeal:** The streets will be packed. Get your salon noticed and encourage passers-by to pop in hunting for hair and beauty gifts. Decorate the exterior – add Christmas trees in pots, lights, or a gorgeous wreath.

See Chapter Five for my tips & ideas on festive retailing.

MARKETING TOOL FIVE: DESIGN & PRINT

December will see the highest number of clients passing through your doors. Don't overlook the offline opportunities to up-sell to them.

Avoid last minute panics:

1. **Check current stock quantities** for your standard printed materials. The very last thing you want to do is run out of price lists, gift cards, Recommend a Friend leaflets or reward card materials in the mad December rush. Use this quiet time now to minimise hassle later.
2. **Write and design your Christmas offers** you're going with this year and also the time to get them written and designed.
3. **Don't leave manufacturers' Christmas materials** sitting forgotten in their cardboard tubes. Decide whether they are giving the right message, are attractive enough and even the right size. Do you need to produce some bespoke salon materials which focus on YOUR salon?

MARKETING TOOL SIX: LOCAL NETWORKING

Allocate time to contact local business owners to partner with for joint festive offers. You piggy-back on their existing loyal customer base and they do the same.

#SalonMarketingTips...

1. Choose businesses with a similar **target audience** to you, Think fashion retailers, restaurants, wedding dress shops, bars, health clubs, florists... you get the picture.

And don't forget beauty salons and spas if you're a hair salon, and vice versa.

2. **Be clear** what you both going to do to promote the festive offer, the budget, any terms and conditions for offers and generally what you expect from each other. This way the relationship is less likely to turn sour when you're all running round frantically in December.

Ask your them to:

- Promote your offer on their website
- Give your leaflets out to their clients
- Post your offer on their Facebook, Instagram, Pinterest & Twitter
- Pop promotional posters up in their premises
- Hand out your vouchers out at their till
- Promote your salon offer via their e-newsletter

And then return the marketing compliment. Remember it needs to be a win-win experience for both businesses.

Next up is selling (loads of) gift cards...

CHAPTER FOUR

A FESTIVE GIFT CARD BONANZA

"SANTA CLAUS IS COMING TO TOWN..."

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WHY YOU SHOULD LOVE GIFT CARDS

Gift cards, gift vouchers, gift certificates. Whatever you choose to call them they are your best marketing friend at Christmas.

Why?

- Because they are great news for your business cash flow.
- They give you the chance to earn a brand new client.
- **And best of all, studies reveal 61% of gift card holders spend more than the total value of the gift card.**

12 DAYS OF CHRISTMAS TIPS FOR SELLING MORE GIFT CARDS...

Here are 12 practical tips to help you sell more gift cards and be more profitable.

1. **An attractive and tempting Christmas option:**

Are your cards attractive, branded and high-quality?
Or frumpy, cheap-looking after thoughts?

If I'm spending £50 on a pressie for my mum I want her to know I've spent it on something special.

2. **Don't go mad:** Order small quantities and give them a seasonal theme. It's always better to make gift cards occasion specific.

3. **Wrap up Christmas:** How about a bespoke branded gift box? It's much more exciting to discover a gift card nestling inside a pretty box than just a dreary voucher printed on thin cheap paper.

4. **Words count:** Choose your marketing words carefully. Focus on the benefits of giving a gift card.

How about: A treat or essentials? or Their choice or A treat they will love.

5. **Whoops:** Put terms and conditions on the card itself to avoid disappointment later. Voucher only valid for 6 months? Then tell me up front.

6. **Dedicated website page:** Include how/where to buy the gift cards, the denominations available and any terms and conditions. Make sure you highlight them on the homepage too.

7. **Offer ideas:** Try:

- "Buy a £x gift card and get £5 off"
- "Buy a £x gift card and get a free xxxxxx." This could be a low-cost (to you) hair or beauty treatment in the New Year, a retail gift or discount. The options are endless. Just don't give too much profit away.

8. **Promote them hard:** Plug them on your social and e-mail marketing throughout autumn and right up to Christmas.

9. **An easy thank you idea:** Thank loyal clients at Christmas with a sweepstake. During November and December at every hair or beauty appointment the client gets a raffle ticket for a big-ticket gift card draw.

It's a great way of reminding clients about your gift cards and thanking them for their custom.

10. **Everyone loves a freebie:** Running a pre-Christmas event? Remember to pop a low-value gift card in your goody bags. The cards may get passed on to family and friends so you might win a new client come January.

11. **Run a contest:** Gift cards are the perfect prize. Run a contest on social and on your website leading up to Christmas. It's a great way to draw attention to your New Year re-booking offers and specials.

And my favourite...

12. **Run a gift card "sale" for one day only:** On this particular day, you could offer two gift cards for the price of one, or offer a substantial discount. Advertise fully well in advance.

The key thing? Make it clear that these particular gift vouchers can only be redeemed for services taken in January and February. This will help you fill the quieter months at the start of the New Year.



CHAPTER FIVE

CHRISTMAS RETAILING IDEAS & TIPS

“WALKING IN A WINTER WONDERLAND...”

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CHRISTMAS RETAILING IDEAS & TIPS

Your salon retail goals:

- Grab their **attention** (“that’s new”)
- Arouse their **interest**
- Create **desire** (“Clare would just love this new eye cream for Christmas”)
- **Motivate** them to buy there and then.

#GrowYourSalon...

Want to hear your till go ka-ching this Christmas?

Over the next few pages I look merchandising ideas, tips and tricks to help sell more retail products over the coming weeks:

1. Winning Windows
2. Professional merchandising tricks

WINNING WINDOWS

Your windows are valuable advertising space. **Just think how much a bill-board would cost in town.** So it's important to get them 'selling' in the weeks before Christmas. Here's how:

1. TELL A STORY

Avoid plonking a bit of everything in your salon windows – nothing will stand out and draw the eye.

Instead, be bold.

Pick a story. How about 'winter wonderland', 'party time' or 'family fun'? Theme everything to this story from your decorations and colour choices to your merchandise and lighting.

2. RETAIL MOVEMENT

Here's an easy, but so effective way to perk up your window displays:

Introduce some movement...

- Fluttering festive ribbons
- Quivering decorations (use a small fan to create a wafting breeze)
- Rotating stands

...all introduce motion into your salon window. Add some lighting for extra oomph.



3. KERB APPEAL

Use a mixture of different sizes and shapes in your window displays. Why?

Because passers-by on the pavement can spot a bottle of shampoo or a lipstick in your window.

Drive-bys cannot.

So use a mixture of large and small items to catch both pedestrians and car drivers' interest.

4. IS IT BORING?

Layer salon merchandise at different levels in your window and introduce height. Row upon row of bottles in boring straight lines are never going to steal the headlines.

5. MIRROR, MIRROR...

I love using mirrors when decorating salon windows to:

- add sparkle and depth
- increase the light
- expand the retail space.

6. LIGHT UP

Shoppers are out late in the run up to Christmas so vamp up your salon or spa lighting.

Add some drama. Theatrical lighting effects don't have to be expensive. A few well-placed spotlights showcase your business and generate interest.

7. PICTURE THIS

I like to take photos (or even a quick video) of each Christmas display and window.

It's a great record of salon displays you've tried, plus you can note how well merchandise sold from each display.

Use the photos on your salon Facebook and other social channels too, they're perfect for promoting your seasonal hair and beauty gifts.

Now step inside...

RETAIL TIPS TWO: PROFESSIONAL MERCHANDISING TRICKS

The easier you make it for your clients to shop at your salon, the more they will spend.

1. DON'T CONFUSE SANTA

Are your retail displays and shelves sending mixed or conflicting marketing messages?

Let me explain:

If your retail message is "inexpensive stocking fillers", then piling similarly priced low ticket items together sends a message of "good value and easy-on-the pocket".

On the other hand:

An expensive electrical gift is best displayed on its own, with perhaps some accent lighting to indicate it's an indulgent present for someone special.

2. EYE LEVEL IS BUY LEVEL FOR RETAIL

Take a look when you're next in a big retailer or supermarket and you'll see:

- their most expensive, profitable lines are at eye-level
- discount brands are relegated to the lower shelves
- impulse buys are placed between waist height and eye-level
- and so are any retail marketing messages/signage

Follow these patterns when creating your festive displays in your salon.

They work.

3. COLOUR AFFECTS BUYER BEHAVIOUR

Colour psychology is very important in visual merchandising as our brains are hot-wired to react to it.

Attention-grabbing festive **red** is a dynamic colour which evokes strong emotions. Yet it does have discount or deal connotations. Think before using it too liberally in merchandising pre-Christmas. That said, it's useful for highlighting impulse buys.

Silver, black and **gold** make us feel luxury, prestige and sophistication so ideal for your premium ranges.

Lavender, romantic **pink** shades and **purple** are known to be more appealing to women salon clients. Don't use this palette for selling to guys.

Royal and dark **blues** invoke feelings of trust, reliability and calm (that's why so many Banks and insurance companies use it).

Orange is a marmite colour – you love it or hate it. It's assertive, like red, and oozes affordability. Not a particularly festive colour and better suited to January added value offers.

Green is firmly associated with eco-friendly and organic in our minds. It's relaxing, calming and easy-on-the eye.

4. ACCENT LIGHTING HIGHLIGHTS BEST SELLERS

The right lighting draws attention to retail products and enhances them. It can be something as simple as using a different coloured bulb to bathe a shelf in a warm glow of light.

5. ODDS AND EVENS

Odd numbers are more appealing to the eye than even numbers.

When grouping retail products together create groups of **three**, **five or seven**. Not two, four or eight.

6. LESS IS MORE

Small retail items benefit from careful treatment or they can get lost or look cluttered.

Give them more impact and structure by massing them together in a collection.

5 lipsticks look insignificant. 35 make a **statement**.

7. LET'S BE CLEAR

No-one likes to ask the price. It sounds like you can't afford much. It's embarrassing.

Make it **comfortable for clients** to buy from you. Always label individual retail products clearly, or use shelf talkers showing the price, name and size of the product.

It saves clients' blushes and increases retail sales.

8. TAKE A TIP FROM THE SUPERMARKETS

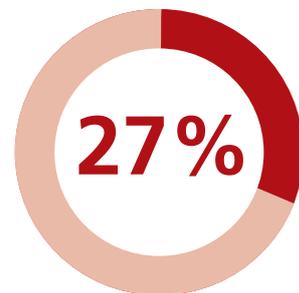
Supermarkets know a thing or two about consumer buying habits. They put inexpensive last-minute retail items by the check-out to entice spending.

Do the same in your salon. Pop a tempting basket of 'ideal stocking fillers' on your reception desk. And watch them fly out the door.



Almost 20% of U.S. retail sales come during the Christmas shopping season (About.com)

27% of customers make an impulse purchase at the till (SnapRetail)



9. SIGN EVERYTHING

- At this time of year clients are in a mad rush. Use salon signage to show where everything is to help them pin down what they're looking for and prompt additional purchases.
- Shelf/display signs should include **F**eatures, **A**dvantages and **B**enefits (FABs)
- Retail product endorsed by a celebrity? Make sure you place this endorsement next to the product on the shelf. Celebrity endorsements do help sell hair and beauty retail as I explain in this [salon marketing blog post](#).

10. USE RETAIL PSYCHOLOGY THIS CHRISTMAS

Retail research reveals the majority of people **head to the right** when they first enter a shop. We do it unconsciously – it's probably because most of us are right-handed.

Make the most of this by putting festive gift packs and deals on the right side of your salon or spa. If you're interested in the psychology behind buyer behaviour [try this post](#).

11. AWAKEN CONSUMERS' SENSES

Salon retailing doesn't just stop at visual displays... **how about:**

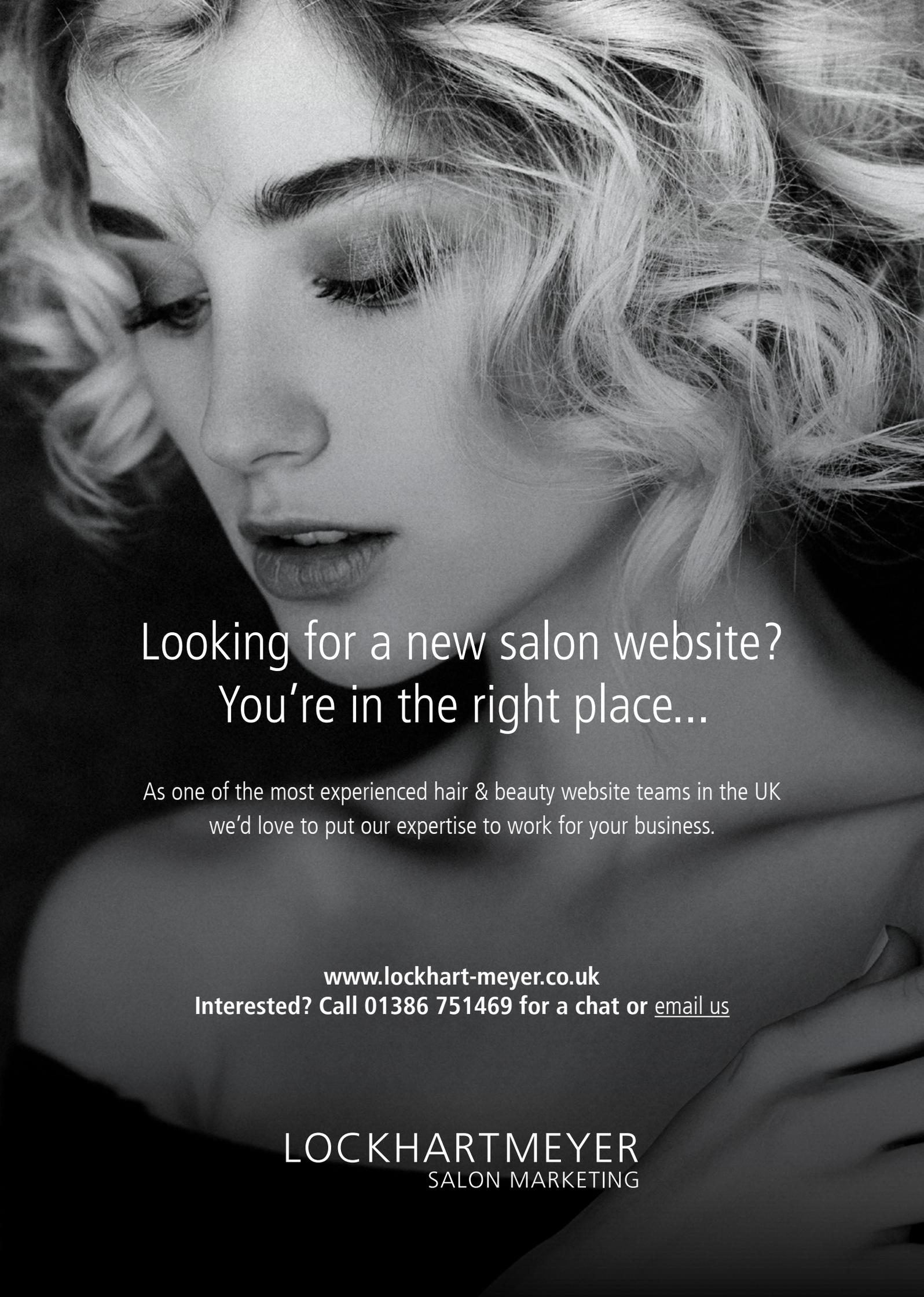
- Stimulating your clients' **sense of smell** with fragrant candles.
- Refresh your festive playlist. Endless repeats of tired Christmas favourites wear thin after 2 hours in the chair having a colour service.

12. SALON HOUSEKEEPING

It's December and you're all rushed off your feet, but don't let basic salon housekeeping standards slip.

Hair salons in particular are dusty places. Set up a weekly rota for cleaning every bottle and shelf.

You don't see dusty shelves in Selfridges, Boots or John Lewis. Your clients don't expect to see them in your salon.



Looking for a new salon website?
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