

salon vision

we grow creative brands

Mastering the Art of Salon Branding – Hints & Tips Free Guide

Dear Salon Owners,

Welcome to a journey of transformation and success for your salon! In this quick and handy guide, we've curated invaluable insights and actionable tips to empower your salons to stand out, attract new clients, and become a beacon of success in the competitive hair and beauty industry.

From crafting a compelling brand story to leveraging the power of influencer marketing, optimising your online presence, engaging with your local community, and beyond, each section of this guide is designed to provide you with practical steps that you can implement right away.

Your salon success is not just about styling hair; it's about building a brand that resonates with your audience. Let's dive in and unlock the secrets to branding brilliance for your salon.

1. Create a Compelling Brand Story For Your Salon

Action Steps:

Define Your Unique Selling Proposition (USP): What sets your salon apart? Is it location, salon décor, your services, the skills of your team, the products you offer or all of these elements to some extent?

Share Your Origin Story: Connect emotionally with clients by sharing the journey of your salon. How did it come to being? Why did you choose the location and town etc?

Highlight Client Success Stories: Feature testimonials to showcase the positive transformations of your client's hair. Let them be the walking talking ambassadors of your salon.

2. Leverage Influencer Marketing

Action Steps:

Identify Local Influencers: Collaborate with influencers who resonate with your target audience.

Offer Exclusive Experiences: Provide influencers with VIP treatments to showcase your salon. In some cases, you will be able to partner with your product supplier to maximise the PR potential or to get free products to gift to the influencer. This can be particularly helpful when financing a set of hair extensions. Just make sure you agree their obligations for posting in any agreement before committing to a deal.

Encourage User-Generated Content: Ask clients to share their experience on social media, amplifying your brand.

3. Optimise Your Online Presence

Action Steps:

Invest in Professional Website Design: Ensure your website is visually appealing and user friendly. Does it showcase your individuality as a stylist or hairdresser and creative capabilities?

Implement SEO Best Practices: Optimise your website for search engines to enhance visibility.

Leverage Online Reviews: Encourage satisfied clients to leave positive reviews on platforms like Google and Yelp. Offering added value services or competitions for the best reviews.

4. Engage in Local Community Events:

Action Steps:

Sponsor Local Events: Increase brand visibility by sponsoring or participating in community events.

Host Workshops or Classes: Share your expertise by organising education sessions in the community. Client Tutorials could include: Hair Up, Evening Glamour Looks for example.

Collaborate with Local Business: Form partnerships to cross-promote services and a broader audience.

5. Strategic Awards Entries:

Action Steps:

Research Relevant Industry Awards: Identify awards aligning with your salon's strengths.

Showcase Unique Initiatives: Highlight innovative campaigns, sustainability efforts, or community involvement.

Craft a Compelling Entry: Clearly articulate your achievements and why your salon deserves recognition.

Chose Your Category Wisely: Be sure to enter the category that showcases your creative or commercial talents in their best light.

Regardless of if you are a winner or runner up, be sure to publicise your achievements. Tell the local press, blog about it, use the awards logos on your website, and shout about it from the rooftops!

6. Create Engaging Social Media Campaigns

Action Steps:

Define Campaign Goals: Set clear objectives, whether it's increasing followers, engagement, or bookings.

Develop Creative Visual Content: Use on-brand high-quality images and videos to capture attention.

Run Contests and Giveaways: Encourage participation and amplify your reach through social sharing.

7. Become a Brand Ambassador

Action Steps:

Align with Compatible Brands. Partner with brands that share your salon's values and aesthetics.

Showcase Collaborations: Share content featuring products or services from brand partnerships.

Engage with Followers: Respond to comments and messages to build a community around your brand.

In my own career I have worked with many of the leading hairdressers of our generation. Once established like these hairdressers with an industry profile, it may be possible to earn much more from brand partnership work than even your own everyday client bill, the sky really is the limit. The big names started as juniors and catapulted their careers through great PR and branding, they didn't just get lucky they worked hard for their success and understand the power of networking and working with other professionals to take their career forward.

8. Host Exclusive VIP Events:

Action Steps:

Create a VIP Guest List: Encourage clients to subscribe for exclusive promotions and updates.

Segment Your Audience: Tailor your email campaigns based on clients' preferences and behaviours.

Use Compelling Subject Lines: Increase open rates with attention-grabbing subject lines.

9. Implement Email Marketing Strategies:

Action Steps:

Build a subscriber List: Encourage clients to subscribe for exclusive promotions and updates.

Segment Your Audience: Tailor your email campaigns based on client preferences and behaviours.

Use Compelling Subject Lines: Increase open rates with attention-grabbing subject lines.

10. Invest in Professional Photography & Photoshoots (When budgets allow)

Action Steps:

Showcase Your Salon's Ambiance: Capture the unique atmosphere of your salon through photos.

Feature Stylist Portfolios: Highlights the skills, creativity and before & after transformation of your stylists.

Update Visual Content Regularly: Keep your website and social media channels fresh with new, high-quality photos but equally important as those authentic photos on social media that are true-to-life, that resonate with client's realities.

Take a Leap and Enter Photographic Competitions: When you feel you are making progress in your hairdressing career, the next step is to showcase your work and talents. Start slowly and build up your confidence. Your work and skill level will evolve over time. Before you know it, you could find yourself propelled to stardom at the British Hairdressing Awards!

Unlock the secrets to salon branding success by implementing these actionable tips and watch as your salon attracts and retains a delighted clientele, while your team remains more loyal and passionate to work for such an inspirational salon owner.

Good luck in your salon endeavours. At salon vision we can support your salon branding journey in many of these areas. Our Founder was the past Brand Director of ASP Luxury Haircare, UK Managing Director of Great Lengths Hair Extensions and Past President of the Hair & Beauty Charity. You can now have access to him and a wider team of trusted and selected professionals in the industry to propel your salon business.

Please do get in touch, we would love to connect with you to build a partnership for your future success.

www.salonvision.co.uk

Philip Sharp

Founder salon vision

