

The year ahead

## Make New Year's resolutions your business in 2010

Lauren Esplin

Now that the party's over, you're probably struggling to recall the New Year's resolutions you had so enthusiastically sworn to on the last day of the year.

Why was it so easy then? Most likely it was because those resolutions were alcohol-induced.

But what happens now that you are faced with the sobering affects of work and the year ahead? Will

***"...Your salon must continue to change and improve in order to maintain your chameleon client-base"***

you be able to keep your pledge, or, have you already begun to slide down the slippery slope of denial?

For many, a new year signifies a new beginning. This means most of your clients will be coming to you for a new look. And this is why your salon must continue to change and improve in order to maintain your chameleon client-base.

For hundreds of years people have made New Year's resolutions in a bid to improve themselves, but have you ever tried making them for your business?

Making resolutions for your salon is a great way to start making improvements.

Try getting all the salon staff involved in the process. Think about the salon's current systems, processes, promotions and the use of resources etc. Could the salon be more efficient? Could the salon be doing more to inspire growth?



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Remember to create an environment where all the staff feel comfortable expressing their ideas. Do not simply disregard suggestions, rather try to build on the idea in a supportive manner.

Communally, you will be able to identify more aspects that need improvement, as well as generate different ideas on how to make improvements.

Staff involvement is a great way to motivate employees as it creates a feeling of ownership over the salon goals. This can also be a great team building exercise.

Now, we all know the hardest part of making a resolution is keeping it. The good news is, if you get all the

staff involved, it is not only up to you.

Write down the final resolutions on a piece of cardboard and hang it in a visible place, perhaps a staff-room door.

If the resolutions become tangible and constantly visible, they are harder to ignore, and therefore easier to follow through with.

Now with a clearly identified course of action, the whole salon team can motivate one another to ensure those resolutions are kept. **thisishair** wishes you all the best for 2010.

**What are your salon's New Year's resolutions?**

[Click here to email us now](#)

## Industry news



### Give yourself a cutting edge

Entries for the L'Oréal Professionnel Colour Trophy 2010 are now open.

Competitors will be given the opportunity to experience the thrill of live hairdressing and the exciting world of catwalk glamour.

If you impress the judges with your skills you will receive national media exposure and be featured in leading consumer and trade magazines.

Winners will also receive a trip to London to attend a hair seminar.

There are three major prizes up for grabs.

The first is the Colour Trophy, which rewards colour excellence and execution.

The second is the Men's Colour Award, for the best men's hair colour and cut.

Lastly, hairdressing apprentices and students studying at private hairdressing colleges can enter the New Generation Award.

Entries close on 5 March this year at 5pm (AEST).

Visit [www.lpcolourtrophy.com.au](http://www.lpcolourtrophy.com.au) or call the hotline 1800 738 600 to enter.

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# Marketing success on a shoestring

Is one of your New Year's resolutions to improve your hair salon business? If not, why? [Next Marketing Director, Jo Macdermott](#), explains how to develop a good, inexpensive marketing strategy that will set your salon up for success in 2010.



Jo Macdermott

Coming up with new and interesting ways of promoting your business can be challenging at the best of times. But when you are working within a tight budget – it is even harder.

Next Marketing recently worked with a hair salon in Melbourne.

The salon needed help to develop some low-cost marketing strategies,

**“Coming up with new and interesting ways of promoting your business can be challenging at the best of times”**

which could attract new customers and generate additional sales.

Despite having a loyal client base, the inner city, three-person, funky salon needed to attract new customers in order to take the business to the next level and move into their own retail space.

The first step was to conduct a SWOT (strengths, weaknesses, opportunities and threats) analysis on the business. Looking at these areas within your own hairdressing salon will help you improve.

As a result of the business analysis, Next Marketing suggested the following low-cost marketing strategies.

#### ■ RE-CONNECT WITH LAPSED CLIENTS

As this salon had a CRM database, it was easy to identify which clients



Simple marketing strategies can have a big impact on a small business.

had not been into the salon for over 6 months. We recommended the salon conduct an email campaign to the irregular clients from the database offering them an incentive to make an appointment for example, free treatment. This campaign was personalised with various fields, such as first name and the date of their last visit.

#### ■ PROMOTE BUSINESS TO LOCAL RESIDENTS

A direct mail flyer was distributed to a few hundred households within walking distance of the salon. One of the opportunities we identified was the ability for the apprentice hairdresser to take on her own clients. To facilitate this, the flyer was sent out with

a special offer for appointments with the apprentice only.

#### ■ DEVELOP GIFT WITH PURCHASE STRATEGY

As a premium L'Oreal salon, the team had collected a number of offers and gifts for clients. To make use of these items, packs were put together and offered to clients as a free gift for anyone who purchased two retail products. The packs contained several items and were valued at approx \$40.

#### ■ RE-BOOK CURRENT CLIENTS FOR NEXT TWO TO THREE APPOINTMENTS

As the business owner was taking time off to have a baby, it was imperative to try and book in as many clients as possible to lessen the risk of them finding a new hairdresser. Next Marketing established a list of all the existing clients who hadn't re-booked and suggested a telemarketing strategy to ensure that each client was contacted with the view of making appointments over the next 2-3 months.

#### ■ SWITCH ON SOME FREE GOOGLE TOOLS

The business had a website but had never reviewed it or ever tracked hits/traffic sources/keywords etc. While they didn't have an immediate budget for any website work, we felt that it was appropriate to add google analytics to the site and add the client details to the Google Local Business Centre service. These free services provide the option to generate information for future review and potential clients.

Marketing strategies like these can have a big impact on a small business. Try using this step-by-step process to identify ideas and campaigns in your own business.

*Do you need marketing advice?*

**Email us now – [click here](#)**

## { Little Black Hair Care Book

Featured product

### THE L'OREAL TREATMENT

*L'Oreal Professionnel Color Supreme* is an age-defying hair colour specifically designed to create a natural colour result.

It covers grey hair with multi-dimensional colour and boosts hair density so that it feels thicker and looks fuller. This product is ideal for modernising hair without applying an all-over colour.

Colour Supreme is available at L'Oreal Professionnel salons nationwide.

RRP: P.O.A.

