

HOW TO ATTRACT A CONSTANT FLOW OF NEW CUSTOMERS



*The top 5 ways to
attract that
constant flow of
new salon clients*

HERE YOU WILL FIND MY TOP TIPS ON HOW YOU CAN GET THAT CONSTANT FLOW OF NEW CLIENTS INTO YOUR SALON.

It's easy to keep existing clients
but it's better to always be
welcoming new clients.

If you want to grow your business you
need to be getting new customers
through those doors everyday and it's
not as hard as you think!

There are a few things that you can do to
ensure you're increasing your chances of
being seen first and I will go through
them in this guide.



1.

TARGET YOUR IDEAL CLIENT

Who are your ideal clients?

The ones you know that if you had your books full of them, that you would be a really happy salon owner.

You need to get specific with this and work out age, gender, profession, location and insight to their lives like where they go, hang out etc.



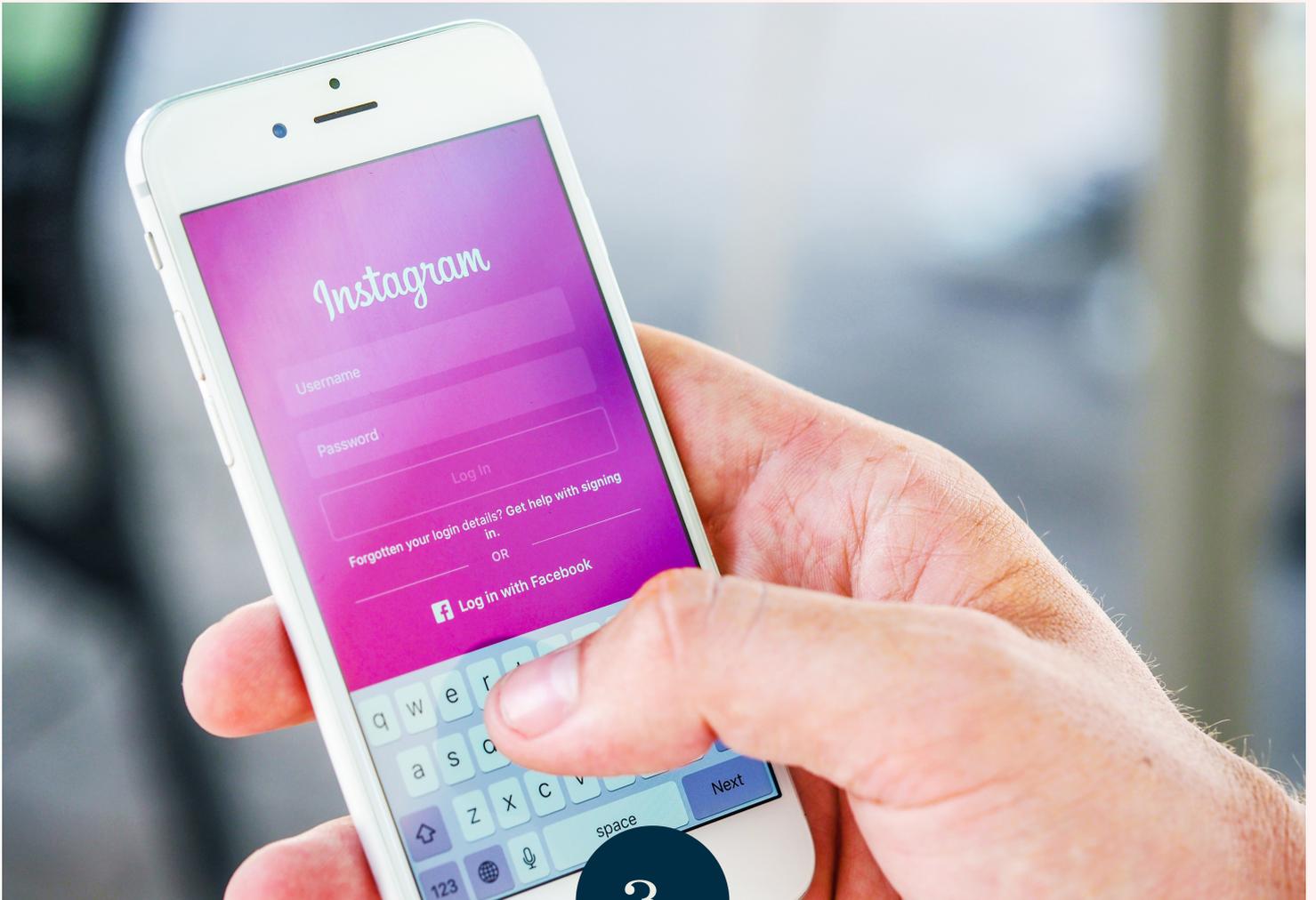
GET FOUND ON GOOGLE

Have you got a presence on google?

If not, you need to because how will people find you. If you already have a Google listing then you need to make sure that all the details are up to date, opening hours listed, treatments offered, parking options and your website should be there too.

Update any pictures for prospective clients to see what your salon is like and it's really helpful if you have some Google reviews.





3.

BUILD BRAND AWARENESS WITH INSTAGRAM

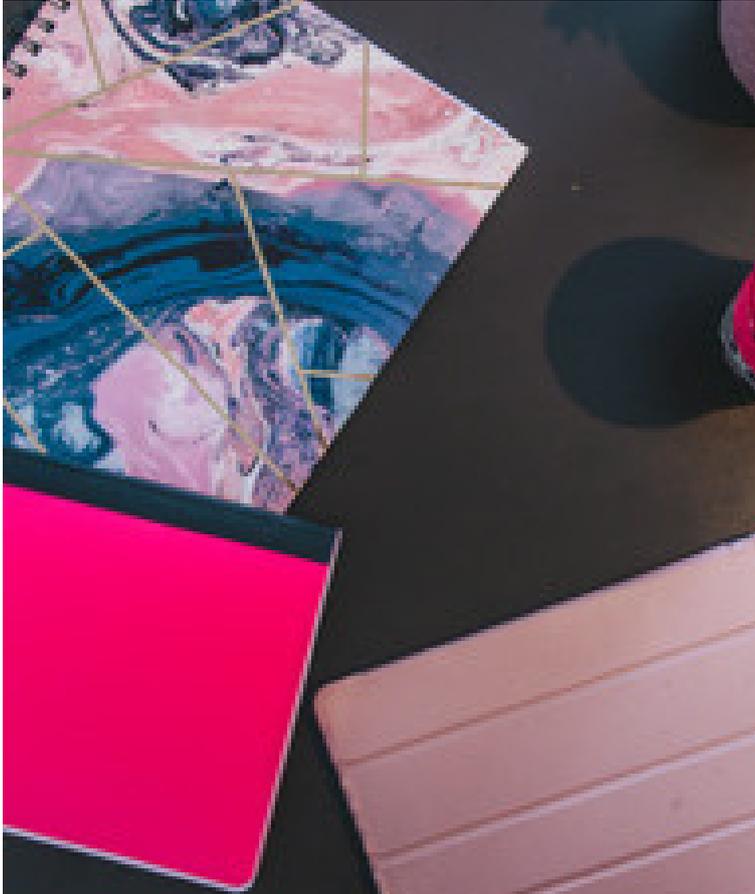
Instagram is a very easy way to build brand awareness, your values and ethos through visually pleasing images and carefully selected hashtags.

You can show the world your salon, the team, and you can use it to drive traffic to your website.

Hashtags will also increase you reach with the correct ones and you can even create your own branded hashtag!

4.

CONVERT LOOKERS TO BOOKERS



The main objective is to ultimately appeal to your ideal clients and for them to pick up the phone and book that all-important first appointment, so your website has to be easy to navigate, have the information that clients would like to make their decisions, be mobile friendly and needs to have the same friendly look and feel about it just like your salon.

Your website is the shop front to your shop front!

Getting it right is very important.



TARGET NEW CLIENTS WITH FACEBOOK PAID ADVERTISING

Facebook is undoubtedly the largest platform of them all and they also happen to obtain the most information about its users which gives them the ability to offer businesses extremely precise, targeted paid advertising which when done properly can be very effective and not cost a fortune.

It's an easy way to increase the conversations you are having online to convert into real clients.





In this guide I have gone through some of the basics that you need to know so that you can start to get more people through your salon doors.

Some are very easy to do and some do require some thought but by doing these simple things you will be on your way to getting more well known.



ABOUT LINDSEY

I'm Lindsey Green Salon Growth Specialist and I'm a wife, mother of twin boys and a daughter and my passion has always been the Hair, Beauty and Aesthetics industry.

I have extensive knowledge in this as I trained as a Beauty Therapist after leaving school and worked in a few different settings.

I loved the salon I worked in with the clients I had, so when I got the opportunity to rent a room I did just that. I soon outgrew that and found a salon which I built up, took on staff and loved every minute of it.

I then got the chance to do it again with a second salon and repeated what I had done with the first one to build another successful salon. Unfortunately a few years later I experienced a very personal tragedy losing my brother. I decided to sell up.

After a few years I decided I wanted to do something very different and so I fell into marketing. More specifically Social media marketing and management. I love social media, managing other accounts and helping to grow their business but it's the mentoring I am passionate about, when I can help people to develop their own skills at their own pace but making a massive impact.

I use my extensive professional knowledge and life experiences to help other salon and clinic owners to grow their business so that they are not just working IN the salon but so they have the opportunity to live the lifestyle they deserve and wanted when they started their business.

I understand how hard running a salon is as I have been there, the unexpected sick days, rearranging columns, usually ending up doing twice the amount of work than everyone else and being the last to go home.

Many salon owners get into that groove of not just working in the business but need to find the time to work ON their businesses so with the support I provide, you will go from just surviving to a salon that's successful and thriving.

If you would like to know more about how we can work together, please do reach out to me.

Lindsey X

