



Salon & Spa Marketing Strategies - 16 Ways to Involve Your Staff & Ignite Profits

Sharron Senter

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Learn 16 practical and affordable ideas to get your staff involved in marketing your spa or salon. Learn how to extend yourself through your staff to compound your marketing's reach and frequency – increasing your profits while saving you advertising dollars!

Let's face it -- it's difficult for you to work on your business while it's constantly pulling at you to work in it, i.e., you're filling in shifts, answering the phones when your receptionist is sick, etc. However, by extending yourself through your staff someone will be marketing your business at all times.

Now that's positive energy!

Learn about:

- A very unique and subliminal way to inspire clients to ask your staff, "What is that? -- Opening the door for your staff to introduce your customer loyalty and referral programs or a specific promotion.
- Two highly-effective marketing strategies to use when your staff is idle, a.k.a. standing around doing nothing while costing you something! These two strategies draw clients into your spa in real-time.
- Two fun ideas your staff can do on their own time to attract new clients. They'll want to because it's something they enjoy; meanwhile, you see more profits generated from their interests.

Compound the effectiveness of these 16 marketing strategies by letting your staff choose the ideas that best fit their individual personality. Either way, you earn more money when you work together in a strategic, organized fashion.

Whether you're managing a day spa, hair salon or something similar, encouraging your staff to participate in your marketing efforts will stretch your advertising dollars as well as your marketing reach and frequency. And whether they're an employee, contractor or a certified specialist who rents from you, when everyone gets involved in your spa marketing, your staff makes more money while your profits grow.

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