



# Salon Survival Guide

Making life easier for salon  
owners and helping them  
achieve more



# Your survival guide includes

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3.

# What we've done for you!

Marketing your salon in the right way can get you more paying customers and get those customers paying more. But, it's all about finding the time to structure your campaigns and actually produce the content.

As salon owners we understand how difficult finding the time marketing your business can be.

But don't worry we've got you covered, here is the full A-Z of your 2020 marketing campaigns. You can lean on us for all things marketing, we've done the planning and hard work for you, you just do the fun stuff (create)!



4.

# How to use your marketing calendar

There are many different ways you can use this guide but here are 4 key steps you can follow...

**1** Use our suggested proven marketing campaign structures to maximise revenue

**2** Plan out marketing campaigns for the days and weeks leading up to big occasions

**3** Research and use our #'s related to the occasion to reach a larger audience

**4** On event days post relatable content, making people aware of the special occasion



5.

January

# New Year New You

SUN	MON	TUE	WED	THU	FRI	SAT
			1 VEGANAURY NEW YEAR'S DAY 🍏🥳	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25 CHINESE NEW YEAR 🎆
26	27 CHOCOLATE CAKE DAY 🍰	28	29	30	31	

**Target :** Clients who have visited in the last 6 months with no future bookings.



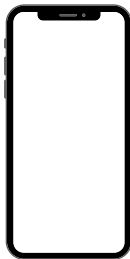
When : 6th, 13th, 20th, 27th Jan

What : Story & post about your promotion using a striking image/video with a call to action at the end.



When : 7th Jan @ 11am

What : Intro to promo with an image and call to action book now button linked to your booking widget.



When : 22th Jan @ 12pm

What : SMS blast creating urgency, state the promotional offer with a call to action.



"New year, new you."

6.

February

# Feel the love

SUN	MON	TUE	WED	THU	FRI	SAT
						<sup>1</sup> NATIONAL STORY TELLING WEEK 📖
2	3	4	5	6	7	8
9	10	11	12	13	<sup>14</sup> VALENTINES DAY LONDON FASHION WEEK -START 💖👗	15
16	17 RANDOM ACT OF KINDNESS DAY 😊	18 LONDON FASHION WEEK - END 👗	19	20	21	22
<sup>23</sup> PROFESSIONAL BEAUTY LONDON - START 🔥	24 PROFESSIONAL BEAUTY LONDON - END 🔥	25 PANCAKE DAY 🥞	26	27	28	29



*"Push yourself, because no one else is going to do it for you."*

**Target : Last visit Jan - Aug 2019 with no future bookings**



When : 10th-14th

What : Create IG stories related to Valentines day using # to increase reach. Use a call to action to link them to the booking link in your bio.



When : 10th, 12th, 14th

What : content about your promotion using a striking image/video with a call to action at the end



When : 10th & 14th - 12pm

What : Refer to text examples from February

Extend promotion until 17th for random act of kindness day

7.

# A treat this Mothers day

March

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 WORLD WILDLIFE DAY 	4	5 WORLD BOOK DAY 	6	7
8 INTERNATIONAL WOMEN'S DAY 	9 FIRST DAY OF SPORT RELIEF	10	11	12	13 LAST DAY OF SPORT RELIEF	14
15	16	17 ST PATRICK'S DAY 	18	19	20 SPRING BEGIN 	21
22 MOTHERS DAY 	23	24	25	26	27	28
29 HJ LIVE LONDON - STARTS 	30 HJ LIVE LONDON - ENDS 	31				

**Target : All clients that had an appointment from Sep 2019 to Feb 2020 with no future bookings.**



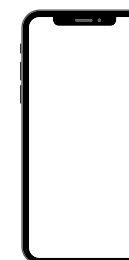
When : 5th, 22nd  
+ Stories on, 3rd,  
6th,11th,16th,18th,20th

What : Posts - get clients thinking about mothers day  
Stories - use & tweak example templates



When : 3rd, 10th, 17th  
at 11am

What : Use example 1 layout to build your email.



When : 22nd

What : Love your mum we love you, all bookings get a free gift on us!



"Great things never come from comfort zones."

8.

April

# Some bunny loves you

SUN	MON	TUE	WED	THU	FRI	SAT
			1 APRIL FOOLS DAY 🤪	2	3	4
5	6	7	8	9	10 GOOD FRIDAY 😇	11
12 EASTER SUNDAY 🐰	13 EASTER MONDAY 🐰	14	15	16	17	18
19	20	21	22	23	24	25
26	27 UK COFFEE WEEK - STARTS ☕	28	29	30		



*"Success doesn't just find you.  
You have to go out and get it."*

**Target : Last booking was  
Sep - Dec 2019 with no  
future bookings**



When : 2nd

What : Story & post about  
your promotion using a  
striking image/video with  
a call to action at the end.



When : 7th, 11am

What : Include easter  
opening hours with any  
promotion running



When : 7th




What : Option 1 -  
Remember we are  
open this easter

Option 2 -  
promotional message

9.

May

# Spring system cleaning

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3 UK COFFEE WEEK - ENDS 	4	5	6	7	8 MAY DAY 	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 BANK HOLIDAY 	26	27	28	29	30

**Target : update all social platforms and website**



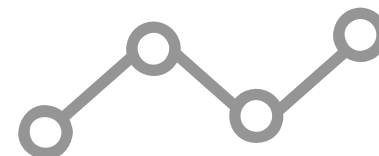
What : Review of profile and update bio link and message



What : Review of profile and update bio link and message



What : Review website & check prices, services and team members advertised.



Review all platform statistics, to identify best performing posts



*"The harder you work for something, the greater you'll feel when you achieve it."*

10.

June

# Treat your man...

SUN	MON	TUE	WED	THU	FRI	SAT
	1 PRIDE MONTH - START 🏳️‍🌈	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20 SUMMER BEGINS ☀️
21 FATHERS DAY 👨🏻	22	23	24	25	26	27
28	29 WIMBLEDON 🎾	30 PRIDE MONTH - END 🏳️‍🌈				

**Target : All females who have had an appointment in 2020**



When : 3rd, 5th, 9th, 12th, 16th, 18th, 19th, 20th

What : Show off your barber products, grooming tips/how-to's and mens services using striking images/videos



When : 3rd, 5th, 9th, 12th, 16th, 18th, 19th, 20th

What : Show off your barber products, grooming tips/how-to's and mens services using striking images/videos



When : 2nd, 17th

What : See example's in June



*"Wake up with determination.  
Go to bed with satisfaction."*



11.

July

# Chocolate charmer

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7 WORLD CHOCOLATE DAY 🍫	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24 SUMMER OLYMPICS - STARTS 🏊	25
26	27	28	29	30	31	

**Target : All clients with appointments between 6th-12th**



When : 1st-12th

What : Stories everyday with facts & stats about chocolate



When : 1st-12th

What : Add on the end of your email reminder about receiving a free chocolate bar with their visit that week.



When : 5th, 9th at 12pm

What : An extra treat from us for you this week, a free bar of chocolate



*"Don't stop when you're tired.  
Stop when you're done."*

12.  
August

# Put yourself first

SUN	MON	TUE	WED	THU	FRI	SAT
						1 GIRLFRIEND APPRECIATION DAY 🧑💕
2	3 INTERNATIONAL BEER DAY 🍺	4	5	6	7	8 INTERNATIONAL CAT DAY 🐱
9 SUMMER OLYMPICS ENDS 🏊	10	11	12	13	14	15 NATIONAL RELAXATION DAY 🧘
16	17	18	19 WORLD PHOTO DAY 📷	20	21	22
23	24	25	26 NATIONAL DOG DAY 🐶	27	28	29
30	31 BANK HOLIDAY 🏖️					

**Target : Anyone who has  
had a colour service or  
beauty treatment Jan-June  
2020**



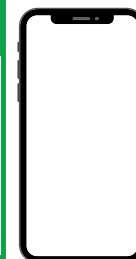
When : 1st-31st

What : X2 story per week.  
X1 post per week.  
Tips & Tricks on how to  
look after you and your  
hair in the sun



When : 1-31st

What : 1X email every week  
with a hair/skin protection  
secret inform them why it's  
important



When : 18th at 12pm

What : Refer to  
august for ideas.





*"Dream bigger. Do bigger."*

13.

September

# Where did you go?

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 100 DAYS UNTIL CHRISTMAS 	17	18	19
20	21	22 AUTUMN BEGINS 	23	24	25	26
27	28	29	30			



*"Do something today that your future self will thank you for."*

**Target : Last visit was Jan-May 2020 with no future bookings**



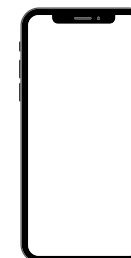
When : 1st + 16th

What : Post - Is this the end of summer...  
Only if you let it be.  
Post - Start your countdown on instagram



When : 16th

What : Countdown to Christmas begins today!  
Stay tuned for all our festivities.



When : 1th-16th

What : Extended your summer!  
Count down to Christmas begins

14.

October

# Spookilicious

SUN	MON	TUE	WED	THU	FRI	SAT
				1 STOPTOBER - BEGINS 🍷	2	3
4 WORLD SMILE DAY 😊	5	6	7	8	9	10 SALON INTERNATIONAL LONDON START 🧑💇
11	12 SALON INTERNATIONAL LONDON END 🧑💇	13	14	15	16	17
18	19	20	21	22	23	24
25 DAYLIGHT SAVING ENDS 🕒	26	27	28	30	31 STOPTOBER - ENDS HALLOWEEN 🍷👻	

**Target : All colour clients who have had a colour appointment Jan - August 2020**



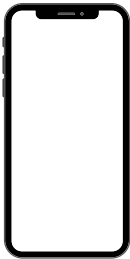
When : 1-31st

What : Show off own colour work from hair, nails, eyebrows and eyelashes



When : 1st-31st

What : Show off own colour work from hair, nails, eyebrows and eyelashes



When : 4th-22nd at 12pm

What : 4th Let us make you smile  
Colour promotion for halloween



*"Don't wait for opportunity. Create it."*

# Christmas prep

SUN	MON	TUE	WED	THU	FRI	SAT
1 MOVEMBER - START 🧑 WORLD VEGAN DAY 🍏	2	3	4	5 GUY FAWKES NIGHT 🌟	6	7
8 REMEMBRANCE SUNDAY 🏆	9	10	11	12	13	14
15 CHILDREN IN NEED 🧸	16	17	18	19	20	21 NATIONAL ANTI- BULLYING WEEK 🤔
22	23	24	25	26	27 BLACK FRIDAY 🛍️	28
29	30 MOVEMBER - END 🧑 CYBER MONDAY 🛍️					

**Target : All clients who have had an appointment in the last 12 months**



When : 2X posts a week

What : Gift cards, opening hours, book online, presents, VIP, Christmas & party season



When : 17th, 24th at 11am

What : Salon Opening hours & express festive menu & VIP shopping evening and Gifts



When : 2nd, 9th, 16th, 23rd, 30th

What : refer to November



*"The key to success is to focus on goals, not obstacles."*


16.

December

Christmas on us!


SUN	MON	TUE	WED	THU	FRI	SAT
		1 ADVENT STARTS 📅 17	2	3	4	5
6	7	8	9	10	11	12 12 DAYS OF CHRISTMAS 📅 17
13	14 CHRISTMAS JUMPER DAY 🎄	15	16	17	18	19
20	21 WINTER SOLSTICE ❄️	22 WINTER BEGINS ❄️	23	24 CHRISTMAS EVE 🧑🏻‍🎅	25 CHRISTMAS DAY 🎁	26 BOXING DAY 📦
27	28	29	30	31 NEW YEARS EVE 🎉		

Target : Clients who have had an appointment in the last 12 months with no future bookings




When : 1st-31st

What : Party season this christmas & new years.



When : 1st + 15th at 11am

What : Treat yourself this Christmas. It's not too late. How to book & opening hours.



When : 7th, 14th, 21st, 28th at 12pm

What : See examples for December



"Dream it. Believe it. Build it."



17.

# Link your Instagram and Facebook

Link your business Facebook and Instagram together, any post you make on Instagram will then also post on Facebook.

This reduces the work you have to do to maximise your marketing.

**<http://bit.ly/LinkingInsta-FB>**



# How to utilise these examples

The following pages give you example ideas that you can use to reduce the time it takes to produce content and structure your marketing.

We have provided you with an abundance of ideas from images for hairdressers, nail salons and beauty salons to email designs and SMS templates.

We really do have it all covered.

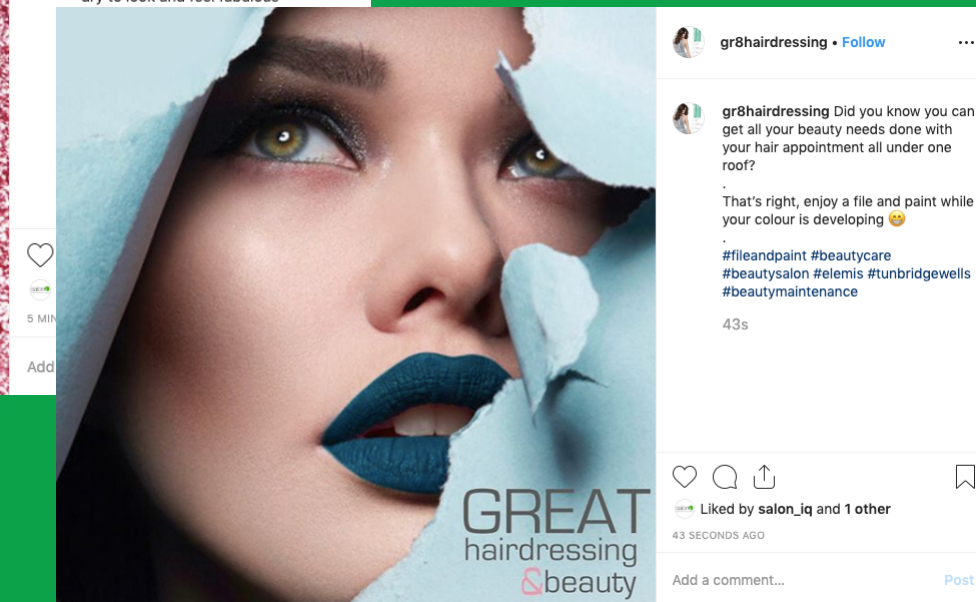
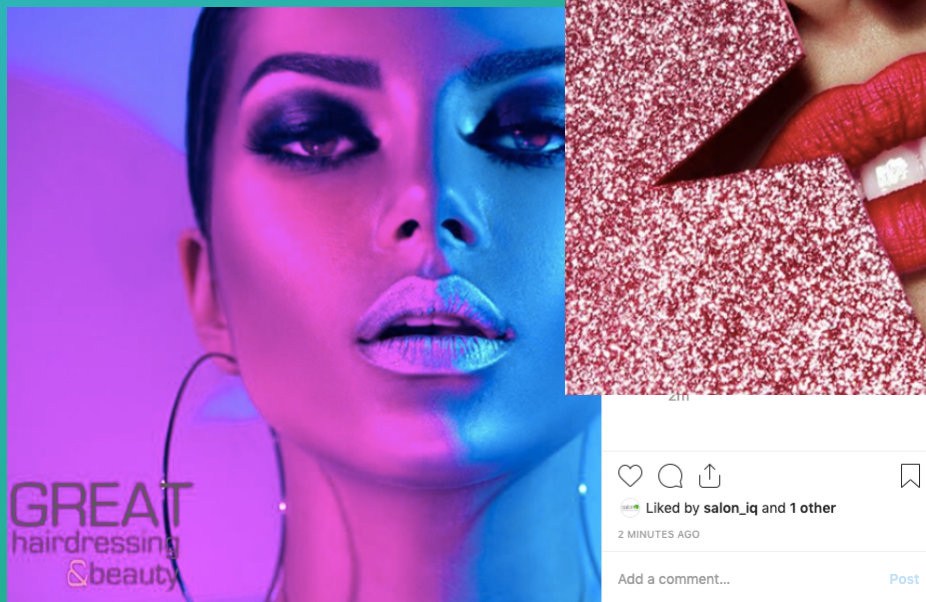
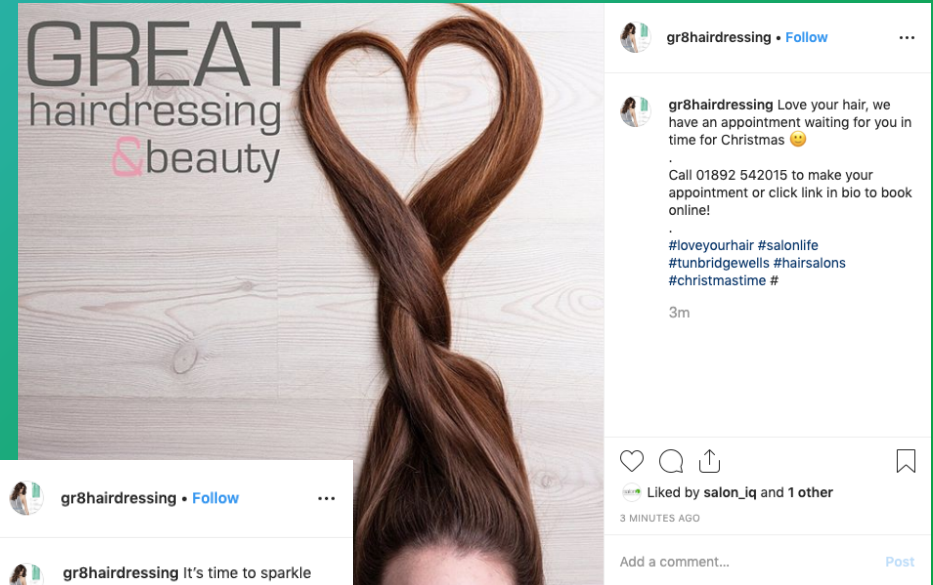
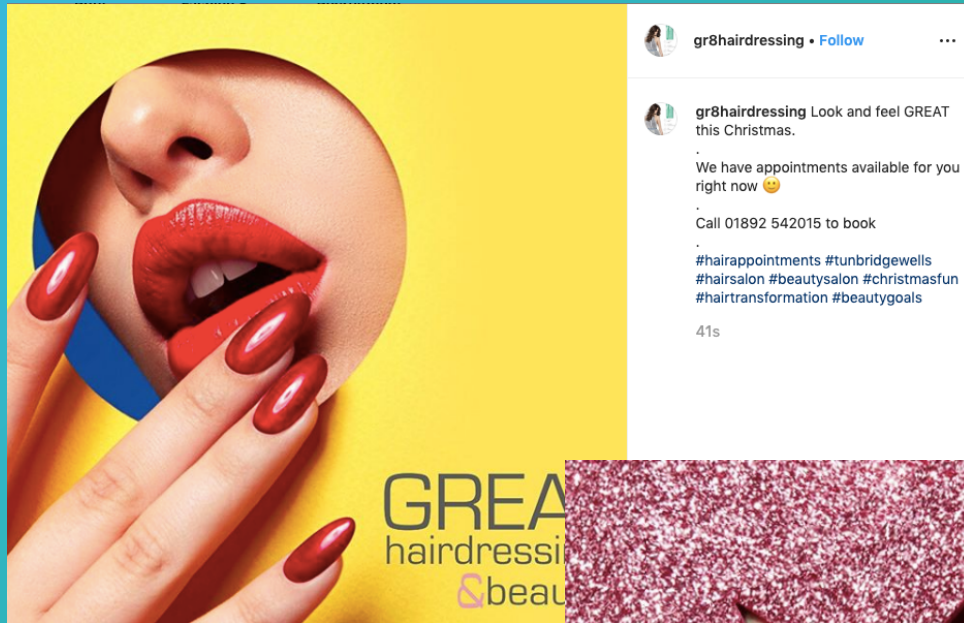
Take the images, email or sms ideas we have given you and make them your own, add your own personal touch or promotions to suit your salon business, so your audience know it's from you.





19.

# Examples of Instagram posts





20.

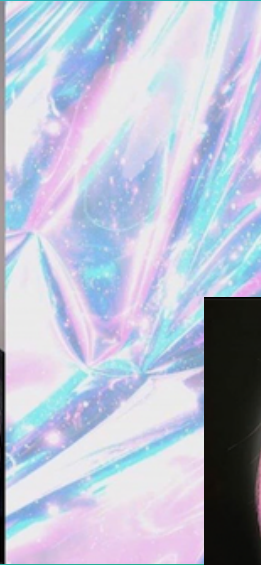
# Examples of hair images





21.

# Examples of Hair images





22.

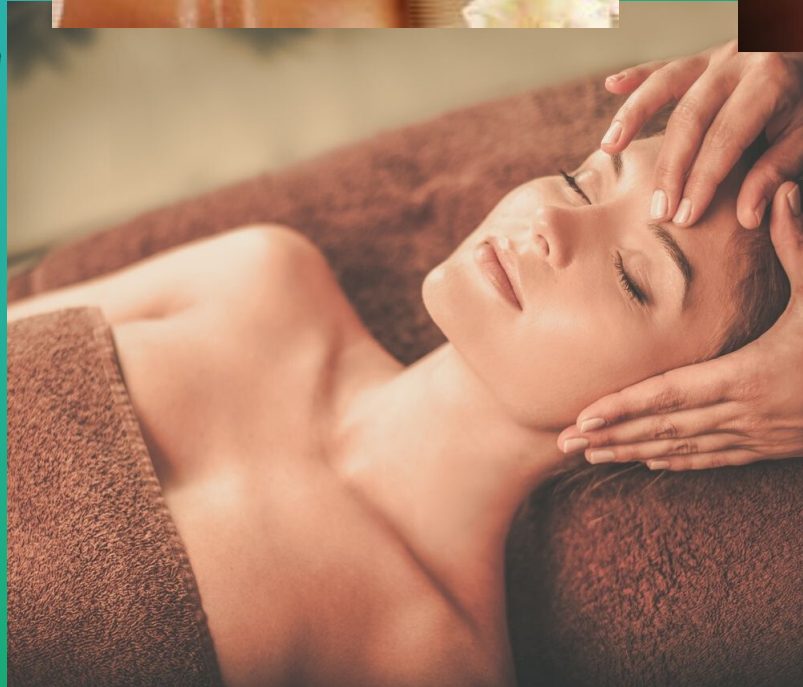
# Examples of nail images





23.


# Examples of beauty images





# Email Examples

**Have you Booked your Christmas Hair Appointment?**



Only 45 sleeps until Christmas!

Have you got your hair and beauty essentials in the diary?

There's still time...


There are a few spaces available for your Christmas appointment.

We have made it easy for you, head over to our website now to find out our opening hours for Christmas and New Year!

[Book Online Now](#)

salon*iQ*  
smart & simple salon software

**ONLINE BOOKINGS ARE INCREASING**



**32% of ONLINE BOOKINGS ARE MADE WHEN YOUR SALON IS CLOSED**

Online bookings are on the rise with a whopping 32% of online bookings being made the your salon is closed.

**Set your top favourites**

At SalonIQ we make it easy for you and your clients to find your most popular services.

GREAT  
hairdressing & beauty



**To celebrate the arrival of Eleemis luxury skin care**

Great Hairdressing & Beauty would like to offer you a 50 minute facial for just **£40\***

In addition, you will receive:


- Complimentary shampoo & blow dry
- FREE Eleemis goody bag when you make an Eleemis skincare purchase

To book call  
**01892 542015**

\*Normally £60, saving of £20 | Promotion valid until Sunday 1st December


REDKEN M eufora SENSUS

**GREAT Hairdressing & Beauty**  
1st floor, Hoopers  
Tunbridge Wells  
TN1 1QT



Celebrate the start of this festive period and enjoy **50% off all COLOUR SERVICES.**

VALID WITH A FULL PRICE CUT & FINISH OR BLOW DRY



**Limited availability, this amazing promotion expires SATURDAY, 27TH November**

**5 days to go...& counting...**

**\*\*\* ONLY VALID WITH PROMO CODE CNOV15 \*\*\***

**Call 08444 123 646**

GREAT Hairdressing & beauty

# Email Examples



**CHOOSE TWO FROM THE FOLLOWING 60 MINUTE TREATS FOR JUST £50**

**\*Luxury Pedicure**

**\*Luxury Full Manicure (inc. hot mittens)**

**\*Personalised ESPA Facial**

**OR**

**CHOOSE TWO FROM THE FOLLOWING 30 MINUTE TREATS FOR JUST £30**

**\*Express ESPA Facial**

**\*Nail Shape & Polish**

**\*Express Pedicure (inc. polish)**

**Please call to book 01892 542015 or book online**

**VALID UNTIL 22ND FEBRUARY 2019**



**Come & meet our new therapist Lynda & enjoy**

**\*Luxury express ESPA facial**

**\*Deep tissue back, neck & shoulder massage**

**All for just £50 (normally £60)**

**You will also receive a FREE salon PRODUCT GOODY BAG to take away with you**

**CALL NOW AS WE ONLY HAVE 10 APPOINTMENTS AVAILABLE**



**Limited availability, this promotion is only available until Saturday 24th March**

**\*please mention this email when booking**

**Call 01892 542015**

# BLACK FRIDAY

**Friday 25th & Saturday 26th November 2016**

**TWO DAY'S ONLY**

**Enjoy a massive 20% off your favorite brands at GREAT Hairdressing & Beauty including Christmas Gift sets**

**Top brands such as REDKEN, ESPA, Eufora, Moroccan Oil and Jessica all available in salon**

**Only available at Eastbourne & Hoopers, Tunbridge Wells**

[www.greathairdressing.com](http://www.greathairdressing.com)

  
ESPA

  
JESSICA

  
REDKEN  
5TH AVENUE NYC

  
ST.TROPEZ  
The Ultimate Tan

# January SMS Examples

"New year, new you. Enjoy 50% off all 60 minute ESPA facials + a FREE Blow-dry. Call {MERGEFIELD SalonPhone} to book now. Exp: 31/01/2020"

"We miss you! We'd love to see you very soon, give us a call to book your appointment {MERGEFIELD SalonPhone}"

"Kick start the year the way you know how. Book your hair appointment with us now"

"New Years Resolution 1 - look after me. We've got an appointment waiting for you. Call {MERGEFIELD SalonPhone} now"

**#newyearnewyou #hello2020**  
**#newyearsresolution #newyear**





27.

# February SMS Examples

"Treats all round. Can we be your Valentine? Call {MERGEFIELD SalonPhone} to make your appointment"

"Treats for everyone. We have gift cards that we'll know they'll love - call or pop in the salon to purchase"

"Love is in the hair. Spend £40 in the salon today and we'll give you £5 off your next visit with us"

"It's pamper time, we have you covered! Buy a £60 gift card and get £10 extra free. Limited availability"

**#valentine #love #valentinesday**

**#pancakeday #pancakes**

**#londonfashionweek**



# March SMS Examples

“Today only! Enjoy a FREE back massage with every 60 minute facial. Call {MERGEFIELD SalonPhone} to book your appointment. Ltd availability”

“Today only! Enjoy a FREE deep conditioning spa treatment with every Cut and Finish”

“Happy Birthday! Pop over today and show this text to receive a complimentary blow-dry”

**#march #spring #mothersday  
#springhassprung #springcleaning  
#mothersdaygift**





# April SMS Examples

“Happy Easter - We are open and would love to see you. Call {MERGEFIELD SalonPhone}”

“Eggstra special treats are here - Enjoy half price colour with every Luxury cut and finish, exp 17.04.20 call {MERGEFIELD SalonPhone}”

“Hop into April with a FREE file & polish with every hair service over £40. Call now {MERGEFIELD SalonPhone} ltd availability.”

**#easter #chocolate #eastereggs  
#easterbunny #aprilfools  
#happyeaster**



30.

# May SMS Examples

May Madness - Get 15% off all services booked online" visit

[www.salonwebsite.com](http://www.salonwebsite.com) or call {MERGEFIELD SalonPhone} for more details"

"Are you in need of some 'you' time? If you are we are ready for you. Call {MERGEFIELD SalonPhone} to make your booking"

"Brighten your day with a Luxury Cut and Finish and get a complimentary conditioning treatment. Limited availability. Call {MERGEFIELD SalonPhone} to make your appointment"

**#bankholiday #mayday #hairtreats  
#beautytreatments**



31.

# June SMS Examples

“Enjoy any 3 of our beauty treats at £20 or less for just £35, hurry while we still have availability. Call us on {MERGEFIELD SalonPhone}”

“Prep your hair this holiday season with our luxury hair mask, complimentary with all hair services, exp {insert expiry date} - Call now {MERGEFIELD SalonPhone}”

Saturday Steal - Enjoy 50% on all colour services, today only! Call to book {MERGEFIELD SalonPhone}”

**#fathersday #summerbegins  
#summer #pride #loveislove  
#wimbledon #tennis**



# July SMS Examples

"Let us do the hard work and enjoy the music - let us prep your hair in time for lots of festival fun, call now {MERGEFIELD SalonPhone} to book your appointment"

"Holiday prep - Get a Luxury Manicure and Pedicure and receive a complimentary upgrade to gel polish. Call us to book {MERGEFIELD SalonPhone}"

"Let us brighten your Monday - call us to book your next hair appointment {MERGEFIELD SalonPhone}"

**#chocolateday #instaolympics  
#manicures #pedicures #gel polish**



33.

# August SMS Examples

"Summer sun - Enjoy 50% on all colour with a full price cut and finish, limited appointments, call {MERGEFIELD SalonPhone}"

"Brighten your skin with our 60 minute facial and get a complimentary blow-dry too. Call {MERGEFIELD SalonPhone}"

"We are open over the bank holiday weekend - cool down with our 30 minute cleansing mask {MERGEFIELD SalonPhone}"

**#beerday #summertime**  
**#summerskin #summerhair**  
**#summersun #sun #funinthesun**





34.

# September SMS Examples

"Stop the summer tan from fading with our luxury bronze glow treatment to top up. Call {MERGEFIELD SalonPhone} to find out more"

"Back to school looking cool - call now to make your hair appointment {MERGEFIELD SalonPhone}"

"Last few appointments remaining this week, call now to book {MERGEFIELD SalonPhone}"

**#backtoschool #summerisover  
#backtoschoolstyle**



35.

# October SMS Examples

“Look boo-tiful this Halloween and take advantage of our spooky pamper package. Book now {MERGEFIELD SalonPhone}”

“Look spooklicious, get a complimentary brow tint with every brow shape on the day. Call {MERGEFIELD SalonPhone}”

“We have your Halloween mask prepped - Get super soft locks with our luxury in salon hair mask call {MERGEFIELD SalonPhone}”

**#halloween #spookilicious  
#happyhalloween #smileday #stoptober**



36.

# November SMS Examples

"We have extended our hours for Christmas and would love to see you. Call to make your appointment {MERGEFIELD SalonPhone}"

"We would love to see you in the salon. To make an appointment call {MERGEFIELD SalonPhone}"

"Have we gone mad? Purchase a £50 gift card and we'll give you an extra £5 for FREE"

**#worldveganday #worldveganmonth  
#fireworks #guyfawkes #blackfriday  
#cybermonday**





37.

# December SMS Examples

"Get party ready with our festive menu, call now to book your appointment {MERGEFIELD SalonPhone}"

"There's still time, we have appointments waiting for you call now {MERGEFIELD SalonPhone}"

"Festive fun - Get a complimentary file and polish when you book a Cut and Finish. Call now {MERGEFIELD SalonPhone}"



**#festivefun #christmasday  
#boxingday #jumperday**

