



10 Ways to Grow Your Day Spa or Salon Using Direct Mail

by Postcard Marketing Group -Your Postcard Marketing Experts

There are many places to go and get advice on how to grow your business, but we have seen how powerful postcard marketing is. We know what works, what doesn't work and what you should be doing that you probably are not.

You want to grow your business but you've hit a few road blocks. First you need to get booked solid and from there you can start your major expansion, but how do you do it?

Here are what we have found to be the Top 10 ways that you can grow your company using direct mail - in no particular order. Each one handles different aspects of your marketing, so it would be impossible to say that any one is the most important. You may not find that every one applies to your business but I guarantee you will find something useful in the tips that follow.

1. Build Your Customer List

You're thinking about doing direct mail... but who do you mail to? Purchased lists are great for driving in new business, but no one is more likely to come in for services than someone who already has. Start building your customers list by asking them to sign up to receive new product and service notifications, or special notices. If you tell them they will receive discounts in the mail they will be more than happy to give up their address. Once you have a good sized database of past clients you will be able to control your monthly income with well timed mailings.

2. High Quality Photography

You wouldn't join a dating service and put up your driver's license photo, would you? Of course not, because you are trying to make a good first impression. The same is completely true the photos on your mail piece. There is no harm in using professional stock photos, or photos supplied by the manufacturers of the products you sell. If you want to use shots of your salon (a good idea) or you have something unique to your salon that you want to feature on your direct mail piece, it is worth it to shell out the extra few bucks for a professional photographer to take the photos. High quality photos will quickly pay for themselves.

3. Give Your Customers Something for their Birthday

When you start to build your customer list make sure you ask for the month that they were born in as well. Then mail your customers a "birthday" present offer that they can't refuse. Make it a little bit better than your normal promotions and you will eventually have people waiting with anticipation at what this years offer will be. (Something FREE always works better than just a discount.) It is a great way to keep customers interested for the long haul and increase their lifetime value.

4. Create Traffic Using Your Unique Products

You started selling products because it was an easy addition with the amount of foot traffic that you were generating, but it can work the other way around too. If you have unique products that other salons and stores in the area don't carry promoting them can bring people in to your shop. Just make sure that you have the person checking them out ready to upsell them to services. Once they see how nice your shop is it should be easy to take them the rest of the way.

5. Salon Days for Charity

This one is a win-win idea. Bring in more business and promote your favorite charity at the same time. The nature of your business is that you deal with many very fortunate people, many of whom

like to do good for others when given the chance. By promoting that you will make a donation from each of your sales during a given month you can take what was a traditionally slow month and elevate the amount of bookings, while raising some significant money and awareness for your favorite charity.

6. Build Your Brand

Make sure that all of the direct mail promotion that you do is designed to not only show the feel and attitude of your shop, but also so that they match each other in color scheme and basic layout. Think about the national chains and how much recognition there is of their promo pieces. It has 100% to do with the fact that they do the same thing every time, and you can easily do that by staying brand focused. All you have to do is pick a style and stick with it... resist the urge (that we all have) to change the color of your logo to match how you feel that week.

7. Host and Promote Educational Seminars

Seminars can be a great value added service to your past customers. Bring in a guest speaker to go over topics such as color, hairstyles, manicure, pedicures or some other topic related to your field. Send out a mailing to all of your past customers, letting them know that they are invited to this exclusive event. Don't expand who you invite, limiting it to past customers will give the seminars that coveted exclusivity, but you also want to mention on the mail piece that they can bring a friend. Your customers will literally bring you new clients and drop them at your feet.

8. Target the Real Men

Every year men rack their brains trying to come up with a great gift for their wife or girlfriend, and all they really want is someone to come along and make it easy for them. That is where you come in. Mail out to married men in your area and promote gift certificates. It's that simple. It's easy to get stuck in a pattern of mailing to people like the ones that come in to the shop, but you have to remember that your "customer" is not always the one receiving the service.

9. Get Customers' Truthful Opinions

How satisfied are your customers? You probably think you know but they may not be telling you everything when you are face to face. By sending them a survey that they can fill out at their home and mail back in you are much more likely to get a truthful response, and be able to spot and fix potential problems. You will probably have to offer something to get them to fill it out, but \$5 off their next order is very little to pay to get real feedback. It's also very good for your image to show your care about their satisfaction. Also, always make sure that if you do get one back with a less than favorable review you call the person and handle the concern, thus keeping a customer whom may have otherwise gone elsewhere.

10. Simplify Your Promotion

Don't try to say too much or sell too many things in your mail piece. Pick one service per mail piece and really promote it. Maybe it's a specific type of facial. So make that the focus, name it, give the benefits of it. Now you are getting their attention. You want to make the person receiving the piece have to work as little as possible to come to the conclusion "I need a day at the salon" Being specific will help you to stand out in a sea of salons that all claim to be "full-service." You do want to mention all of the services that you offer, but keep it to a mention and make sure that you pick one thing as your focus.

Hopefully you have found something in this report that will help you in your future marketing efforts. If you didn't find anything new you are probably already doing a great job with your marketing. If you have questions and would like more information or simply want to get started with a direct mail campaign of your own, give us a call at (306)251-1052 and we will be glad to help. Postcards are direct, personal, and get results.



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