

Pre-Opening Phase

Marketing strategies

A critical part of your re-entry plan will be marketing to your clients and community. We want to give you a kick start with the following ideas:

Book Your Appointment Today & Get a Complimentary Lip or Brow Wax: This program is a different spin on the promotion above looking to get the same results, increased appointments at a minimal investment. Run this promotion for one week. (See attachment for template to build your marketing collateral)

Reset! Recharge! Revitalize! An all-inclusive package to drive color business, retail sales and lower back bar costs. Offer the client a color re-touch, haircut and a shampoo & conditioner for one set price. Instead of using your back bar, open and use the shampoo & conditioner they bought and teach them how to use it. This supports them while lowering your back-bar usage, thereby saving you money. Package all of this together at full price but include a complimentary scalp massage during the shampoo. Clients will appreciate the relaxation. (See *Reset, Recharge, Revitalize Template*)

Retail Revolution: Clients can purchase one product at 10% off, 2 products at 20% off or 3 products at 30% off! (See *Retail Revolution template*)

D.I.Y. Contest: Have clients post a picture on your feed of a messy top knot for example. Client that wins gets a full-service experience (cut, color, product, etc.) with a gift card to a local restaurant you want to support.

Virtual Block Party: The week leading into re-opening, work with the businesses on your street, in your plaza or area to have a virtual block party. Record messages to promote each other, repost specials each other are offering, schedule promotions to hit at the same time on each day. 48 hours before re-opening day invite all followers to a big Zoom party where each business gets to share about themselves with everyone and express solidarity for each other and the community.

Client Welcome Back Bags: If you already have a client gift bag then you have a head start. If you don't, the create one with the following:

- A bag with your logo
- Menu & business cards
- Travel size samples (check with your distributor to see if they can support with these)
- Cancellation policy
- Health & Sanitation standards for the salon and your request & expectation of your guest (See *Healthy & Safety Client Message Template*)
- Personal note from the owner
- Referral cards

- \$10 gift card for a new service
- Small piece of candy
- Swag from other businesses you partner with
- Coupons from other businesses in your plaza, on your road or who you generally partner with. Show Small Business Solidarity!

Salon First Response Act: Instead of discounting a service, take that same percentage off your service and use that money to offer medical professionals and first responders complimentary services. Run this promotion for the two weeks to a month based on your choice and cash flow. Choose a local hospital or paramedics, firefighters and law enforcement.

Book Your Chemical Appointment Today & Get a Full-Size Shampoo & Conditioner:

This program is designed to support you to increase the number of appointments you have scheduled in the first month you re-open. This will help to project the amount of cash flow you will be bringing in. The thinking here is that it is better to guarantee the money ahead of time and is worth the retail investment to lock it in. This also drives long term retention. Run this promotion for one week. (See attachment for template to build your marketing collateral)

To launch any of the above marketing ideas follow the steps below:

1. Meet with your Brand Consultant, Sales Consultant and team to develop the plan.
2. Assess what steps need to be taken, resources needed and who will be involved.
3. Create visual collateral to communicate the programs. (Shelf – talkers, social media images, etc.
4. Tracking: it will be imperative that you track any of the above programs to measure effectiveness. Tracks things such as how many people respond, how many book appointments, how many take advantage of in salon specials, how many add on additional treatments, services and purchase retail.
5. Communication: work with the team (vital) to develop scripts on how to communicate each program so that everyone is on the same page, saying the same thing.
6. Celebrate! Create a team incentive for everyone to get behind to reward efforts for the first month of work. Also add individual weekly incentives to reward top performers and leaders who step up. What gets rewarded, gets repeated!

For more information and resources:

- Contact your brand consultant
- Go to MyTribe
- www.lanza.com/covid-19
- Facebook: Lanza Healing Color & Hair Care page
- Instagram: @lanzahaircare