

7 Steps to Successful Sales Promotions

Haircolor & Design consulted with top marketing experts to identify the essential elements of promoting and expanding the salon's business. The result, a how to do list, from planning to execution, with a few trade secrets thrown in!

- ❑ Know everything you can about your clientele, products and services
- ❑ Identify your target or goal, whether it's attracting new clients, encouraging clients to add on services, increasing product sales, or encouraging client loyalty
- ❑ Establish the brands or services you want to focus on
- ❑ Define your revenue and profit expectations of the program
- ❑ Set your budget and stick to it

1. Gather Knowledge

2. Define Your Expectations

- ❑ Get staff involved in all aspects from planning to execution, to draw on their experience and expertise. Make it a team effort
- ❑ Identify which client is right for each promotion
- ❑ Define your pricing
- ❑ For each promotion, define how it will add value for the client and how it will create a new revenue opportunity for the salon. Each promotion must be strong and attractive
- ❑ Identify the time frame and season of each promotion
- ❑ Start early. Plan each promotion at least six months in advance, and develop a full year's calendar rather than just a one month plan
- ❑ Set a specific plan for concise and clear delivery of each of your goals and objectives
- ❑ Plan how you will get the message out, making sure that your advertising vehicle hits your target audience
- ❑ Research the most effective and efficient ways to get the word out

3. Strategize

4. Create a Plan

- ❑ From what you know of your current business, create a forecast of your expected results for each promotion
- ❑ Create an incentive program for stylists to accelerate your promotion's sell through
- ❑ Make sure the promotion is fully integrated throughout the salon
- ❑ Put your plan in action, sticking closely to your budget and plan
- ❑ Provide proper training to stylists who will retail the promotion
- ❑ Monitor the promotion as it's under way. Get early feedback and communicate it to your staff
- ❑ If you see that a promotion isn't working, regroup and re-strategize to see how you can make it more effective

5. Consider Project Results

6. Act

- Evaluate the promotion after it's over and assess its success. Identify what worked and what didn't so that you can adjust your plan to improve results in the future
- Save your planning and promotional materials and build on what worked for your next promotion
- Some Tips
 - Set up teams or assign individual staff members to focus on one area of the business that could use improvement. Have them generate a list of potential revenue boosters, then decide on at least one promotion to carry out in the next six months
 - Use all your resources to get the word out. Send clients a postcard inviting them in to take advantage of the offer, put the promotion on your Website, create a well designed sign at your front desk, and ask your employees to explain the offer to clients firsthand
 - Make sure your promotional plan not only brings in new customers but also rewards loyal clients
 - Create a theme
 - Think out of the box and be creative

7. Measure and Reflect Tips