

Increase The Christmas & New Year Sale Within Your Salon!



SALONIST
BY SHRIVRA

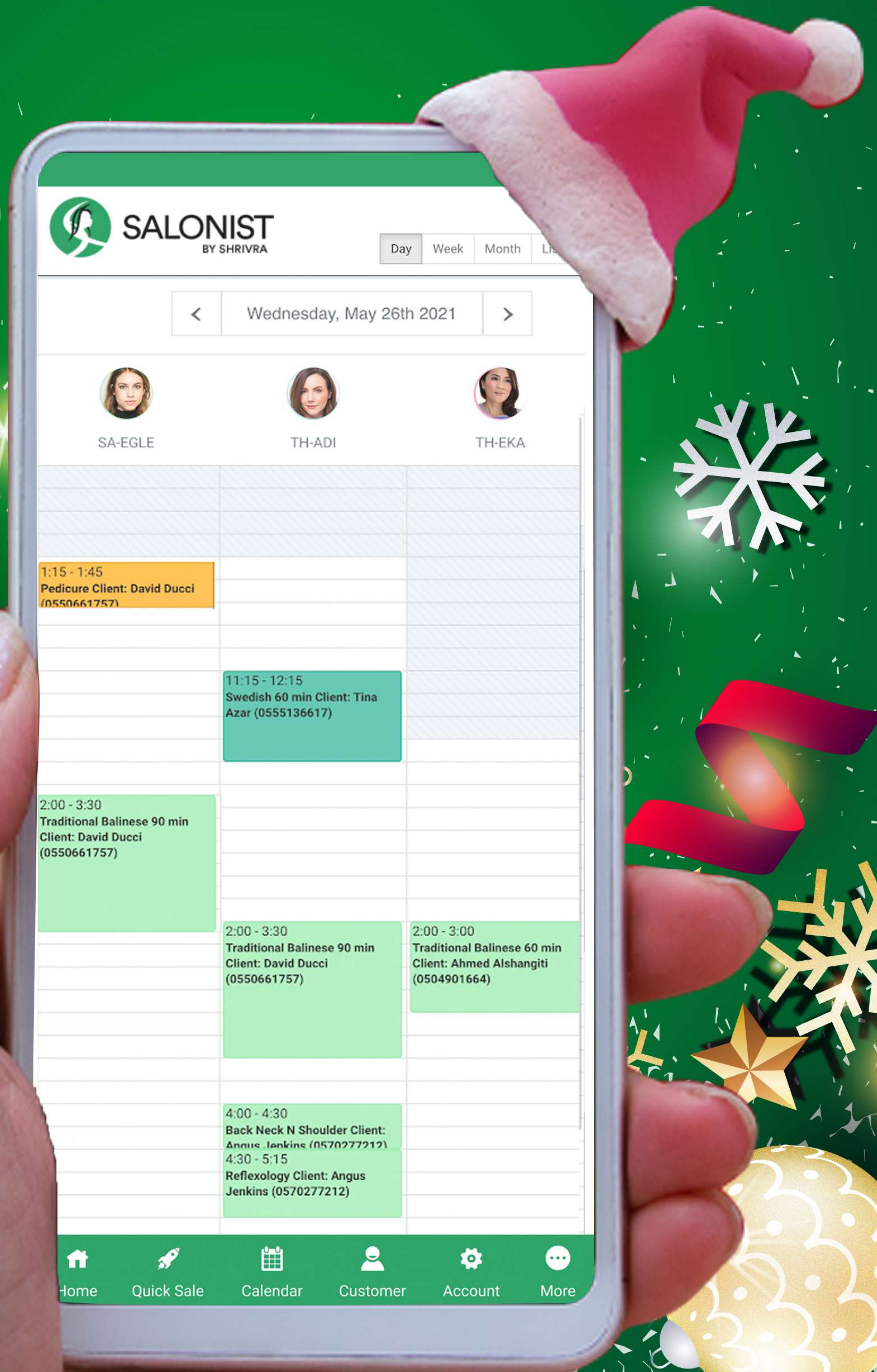


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Introduction

Time of snowfall and wind blows has begun!

Yes, Christmas and the new year are on the cards.



These are the times when your Salon health boots. These are the months when the customer retention rate explodes. Hence, there is a need that as a Salon owner you should work effectively and productively.

Are you searching for Salon, advertising, and marketing tips to increase sales this festival season? If so, then, you are on the right page. I am here with the marketing strategies for your business covering tools, and promotions. These are meant to attract new customers and give your business a boost.

Indeed, it is important!

I researched and communicated with many nail artists, barbers, hairdressers, who are experts in their respective fields. They are best in their expertise. However, they fail to secure more customers and are unable to generate business. Though, it should not be like that.

The beauty industry needs to be profitable and sales-oriented. There is a need that you should move above than providing good customer support. People must know about your business's existence. Also, they must recognize that the services you are offering are awesome, however, it's worth it if they will choose you to service.

To get the marketer out from you, there is a need that you amend the ways of marketing. It is, however, essential for productive salon results. Of course, I am not expecting you to integrate every mention idea at one time. Choose one, implement it and share your experience with us.

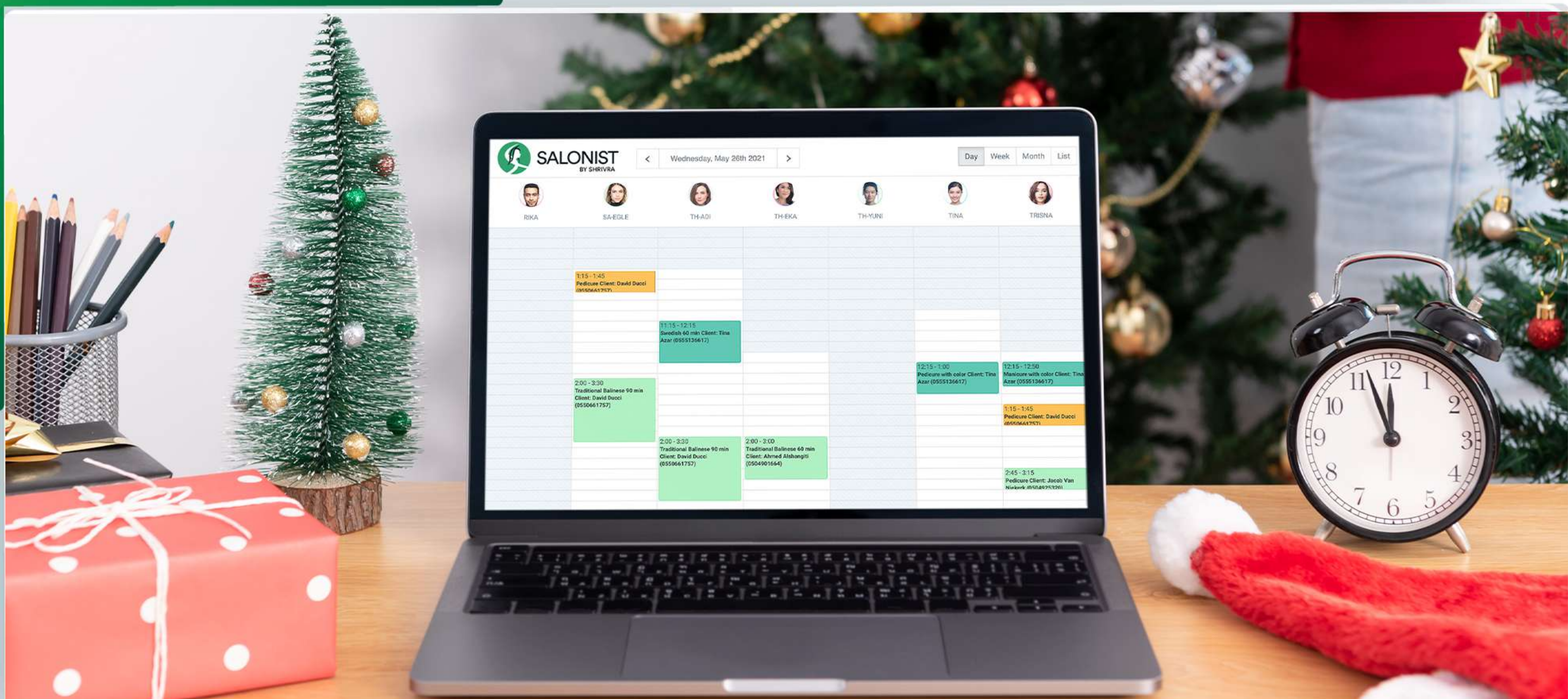




Use Booking Software for Your Salon

This busy Christmas & New Year season is the right time to invite people to make an appointment with you. To make this task easy and manageable you need to use booking software for your salon. With Salon Software, like, Salonist (on the basis of reviews), you can make things simpler and help your customers in booking an appointment.

I researched the recent figure and found out that the appointment booking software will experience a scheduling market of \$546.31 million till 2026. Since the software works 24/7, you can book appointments any time of the day or night from the computer or your mobile phone. To keep your business booming for the next year, encourage your customers to confirm their bookings online.





Sell More Memberships

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Integrate Your Salon with Surprising Offers

During festive seasons, offering various Christmas and New Year salon giveaways can fascinate your customers. Additionally, you can also encourage customers by giving redeemable coupons during December month. Because special deals and offers are great gifts for customers that allow you to keep your salon busy during slow revenue periods.





I personally love to book that salon who are offering coupons and discounts on special days. So, this is an ideal time to provide a "Christmas and New Year Eve booking discount" offer. Other promotional ideas like "book two hair treatment services and get the next one free", "Refer a friend and get 30% off on your total bill" or "Buy our memberships and get one service free". Presenting such creative freebies during the festive season reaches a healthier profit margin.

Create a Referral Program

I have given a reference of headmaster unisex salon to one of my friends. And soon after, I got a 40% discount from Salon for my next service. This is because I have referred my friend to them and hence, they gave me this referral.

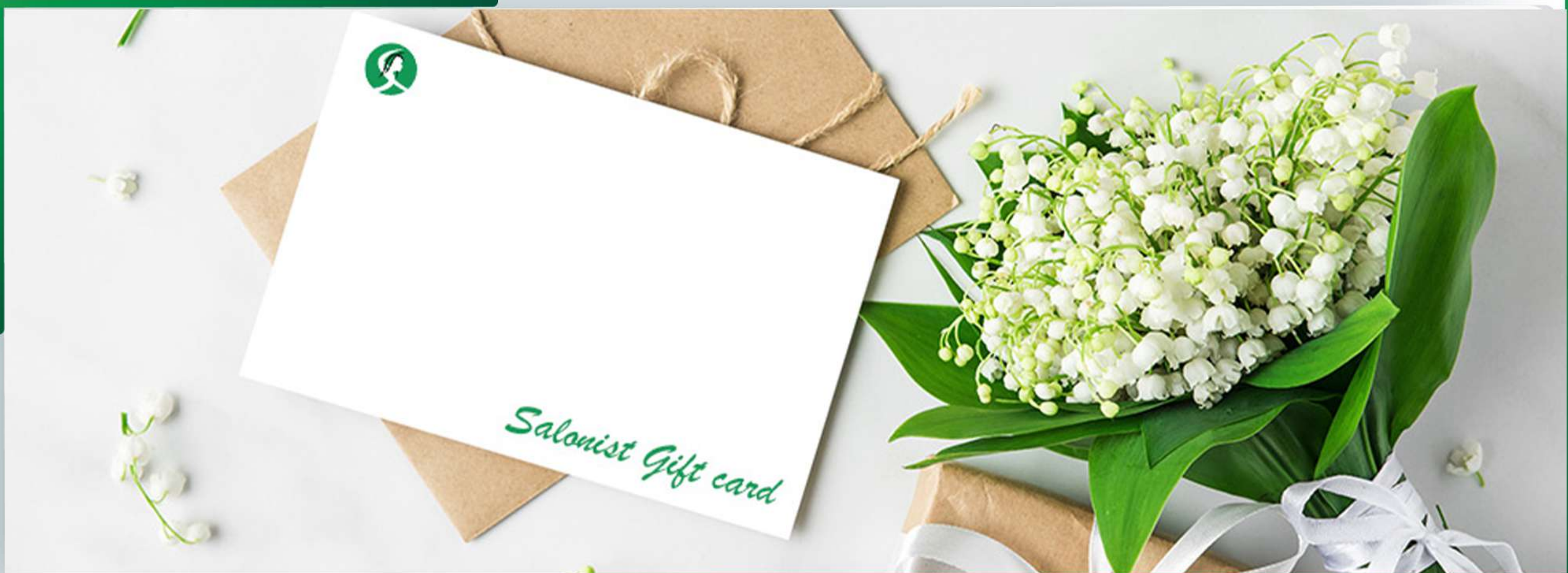
Referral programs in the festive season are a win-win opportunity. When your customer refers a friend, they both will receive a discount/ cash, a free product or service, a free consultation, or others. Thus, you gain a new customer. A customer referral program is a ticket to convert your struggling business towards a thriving business.

According to a study, 18% of referred customers are more likely to stay with the company over time than someone who discovered you on their own. This will help you to Increase The Christmas & New Year sales within your salon





Provide Salon Gift Cards

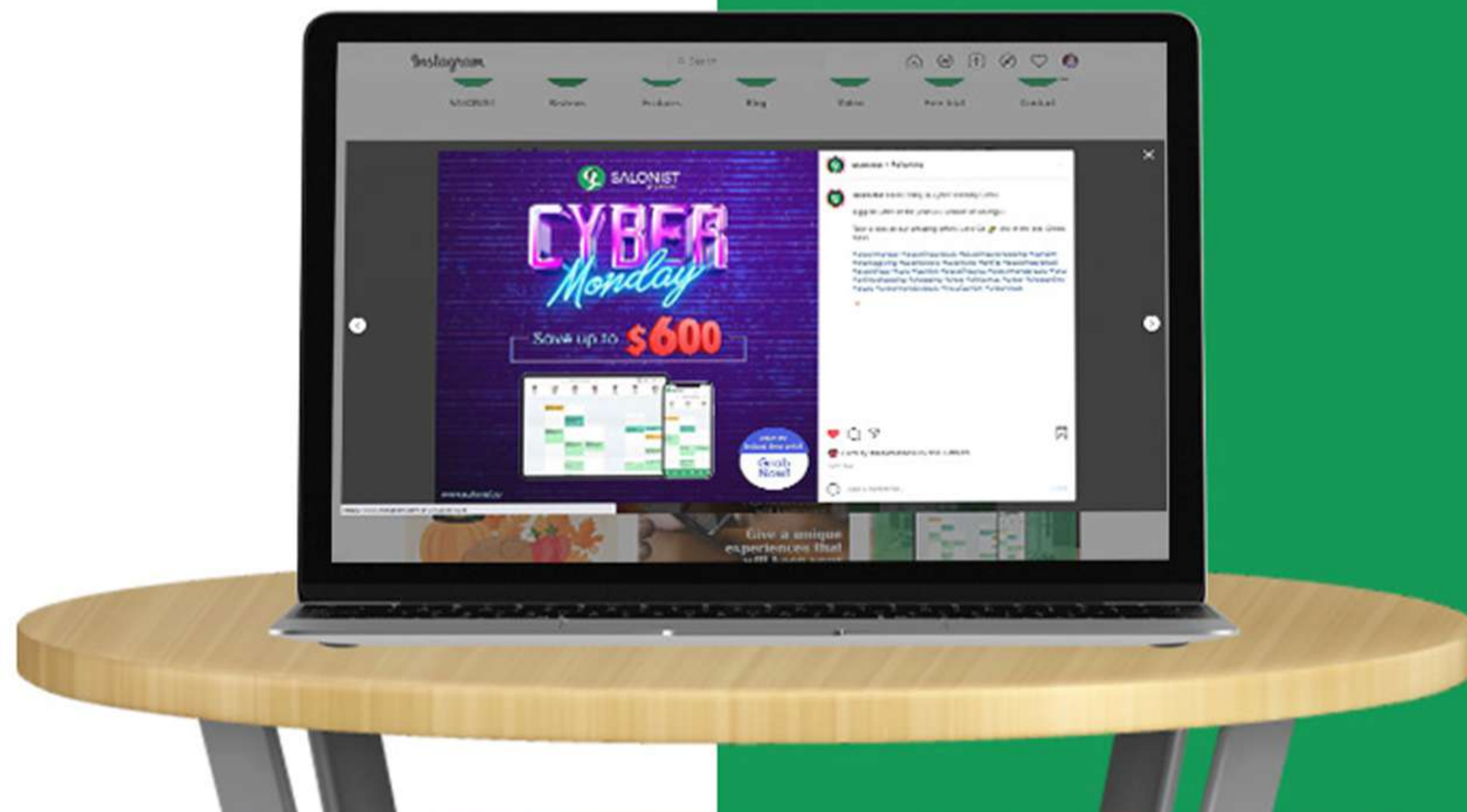


The holiday season is an appropriate choice to keep your salon sales booming. In the U.S., Gift card sales were projected to amount to around 160 billion U.S. dollars by 2018. By allowing existing customers to purchase and promote gift cards or gift certificates for friends and family, it'll not only bring new customers but also increase Revenue. Putting them in the first place like – on the counter, on your website, and via email. In addition to it, you can also offer a discount to those who purchase it. Don't forget to name your gift certificates with Christmas presents, New Year gifts, and others.

Think About Social Media Festive Decorations

Just like you decorate your salon during this Christmas and New Year Eve to evoke the festive spirit, your social media page also requires such decorations. Add some Christmas sparkles or other Christmas-related posts on your page.





Furthermore, you can also include a Christmas theme that is in conversation with your logo and branding colors to boost brand awareness, get more followers, and promote your services. But, make sure your post is eye-catching and interesting, so it can easily grab the attention of your potential customers.

Organize Christmas Events & Parties

For creating a buzz around, organize a Christmas event or party. Running contests on events encourages people to become a part of it. For a winner of the contest, you can put the main prize as a gift voucher for your salon, along with smaller prizes such as chocolates, other beauty products. You can also promote your events through social media, so people will direct participation in the event. Christmas-themed pamper evening with exclusive offers and mini treatments would be a potential step towards your business.





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Wrap Beauty Products Free of Charge

Indeed, Christmas brings excitement among many people as it's a great opportunity to travel, meet family and friends, and engage in new activities. But, you can add more to it by wrapping gifts free of charge when they purchase from you. This is an easy and low-cost service that satisfies your customers. Thereby, they will refer your salon to their friends and family.





Customize a Christmas Tree in the Salon



Set up a Christmas tree with lucky labels at your salon. Allow your customers to pick a label and get a chance to win a prize like – 15% discount on the next appointment, free beauty products, free hair massage, etc. Make sure every customer is winning something. Such offers will make customers visit your salon, even during the low season.

Provide Christmas and New Year Salon Packages

Mention beautiful Christmas and New Year packages along with products on your website to provide a discounted bundle treatment! To Increase The Christmas & New Year Sale, you can also place lovely pictures on these packages to engage the viewers. Make sure your offered packages are filled with multiple services.





Extend Opening Hours



It's recommended to extend your opening hours during the Christmas season, so your customers can walk in even during occasional hours. This is a viable opportunity to gain new customers and enhance your business sales end-of-the-year.

Additionally, it'll also maximize your Christmas profits as well as increase your overall salon productivity. Your staff will also earn more for working extra hours.

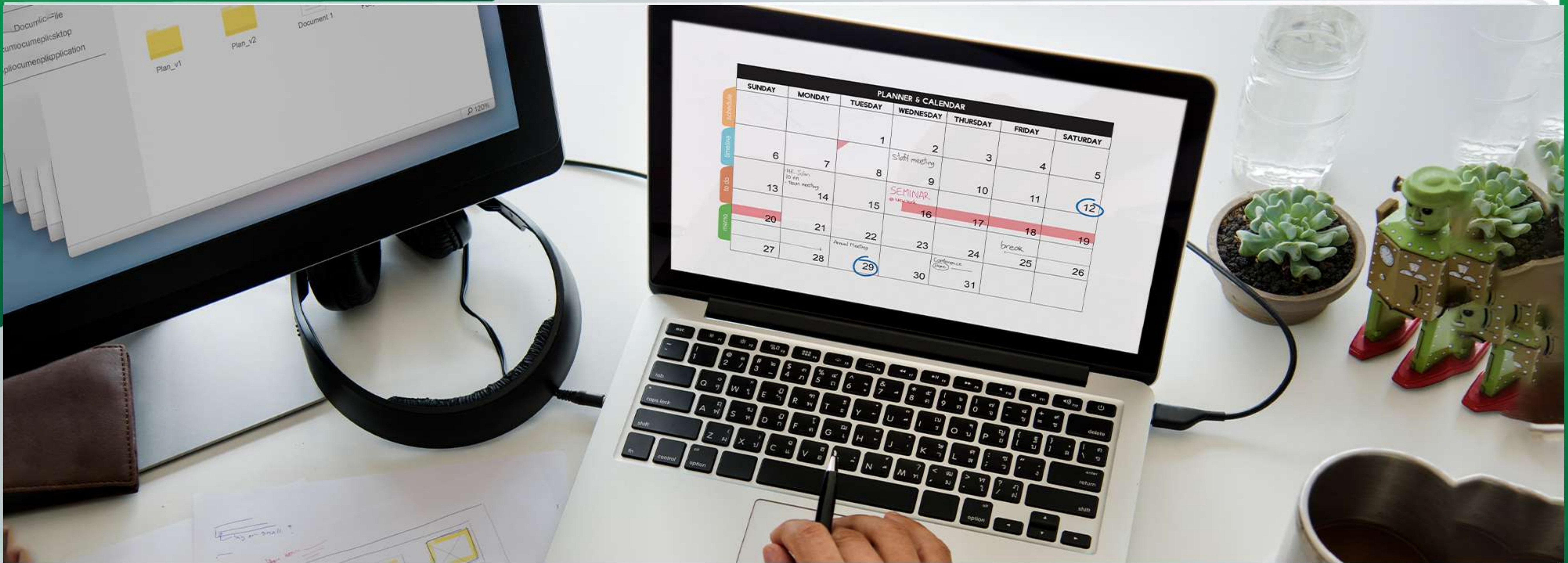
Get Ready for Busy New Year's Eve

Holiday festive celebrations and preparations like Christmas and New Year will go hand in hand. By reminding your customers that you'll remain open on new year's eve until late to serve you. Everyone wants to look amazing and, thus, they'll visit your salon for New Year. This is a great chance to secure customers in your salon. So, it's advisable to be prepared with adequate competent staff for this day.





Send Appointments Reminders to your Customers



Sometimes customers forget about their booking appointments. But, Salonist salon software allows you to send appointment reminders to your customers at the right time. It'll also notify your salon staff about their pending and future appointments. So, follow-up your customers, remind them about their appointments and offer various deals on their booking services.

Get Reviews From All Your Clients

After offering reliable and quality services to your customers, don't forget about turning your new and potential customers into loyal ones. Be sure to take a review from them about your salon and services. Get their email addresses and follow them up by sending notifications regarding your latest offers and deals.





A booking software will let you do this with ease. Also, show them that you were happy to meet them and ask them to leave feedback regarding your salon.



Implement Best Promotion Idea.

The goal of salon Christmas and New Year Eve promotion ideas isn't just to increase your profits but also to reach a success rate for the next year. Hope these tips will help you to improve Salon's business.

Whether you're thinking about promoting your business or trying to fill your calendar with appointments, you can meet your expectations. These customized ideas will integrate easily with your in-salon promotions and grow your business even during the busy holidays.

So, plan and start your festive campaign now for making the most effective time of this year! Increase productivity and profitability in your salon by capturing sales in advance!

Looking for consultations? Contact us today!!

Thanks for your valuable time!!

