

# make over your marketing

12 months of marketing  
for salon and spa



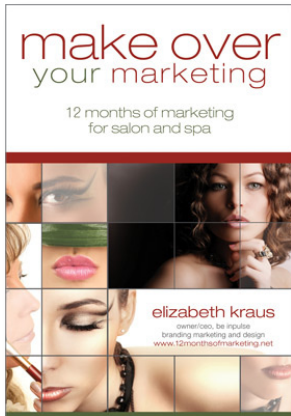
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**Make Over Your Marketing** is the second book published for salon and spa under the 12 Months of Marketing umbrella. This is a resource that can be utilized equally well by salons or spas of any size, from large or multi-location to home based businesses, booth renters and independent operators—regardless of how tight the budget or the economy might be—to help build business and expand the role of their salon or spa in the lives of their clients.

I wanted to make the subject of “marketing” more exciting, understandable and relatable to salon and spa professionals who, understandably, want to spend most of their time doing what they love “behind the chair,” rather than on business tasks like marketing. For this reason, I tried to present marketing concepts in the way they might relate most closely to everyday problems in the salon and spa and to present concrete, practical, easy-to-implement marketing ideas in each chapter.

One of the few books of its kind, and written specifically for salon and spa professionals, this book will change the way you understand “marketing” and give you the know-how to make your marketing effective when it comes to building your client base, selling more retail, generating referrals organically, having more fun while building a bigger role for the salon and spa in the lives of clients.

Each chapter provides the knowledge and tools to make over a specific aspect of salon and spa marketing. And each chapter is packed with page after page of unique ideas to help create compelling promotions, events and overall marketing in the salon and spa throughout the year.

This book will be a valuable source of inspiration, guidance and ideas for owners, managers and established industry professionals as well as for recent beauty school graduates who want to begin building their own client base. **Make Over Your Marketing** includes the ‘how-to’ needed for you to make over every aspect of your marketing plus—literally—hundreds of practical, low cost, easy-to-implement ideas, events and promotions for salon and spa stylists, estheticians, therapists, managers and owners.

**Make Over Your Marketing** is available for sale on amazon.com as well as [www.12monthsofmarketing.net](http://www.12monthsofmarketing.net) (as is the first volume in the series).

Learn how to make over every aspect of marketing in the salon and spa:

January: make over your marketing (and “everything is marketing”)

February: make over your marketing from the inside, out

March: make over your employee culture

April: make over your talent and skills

May: make over the client experience

June: make over your retail

July: make over your merchandising

August: make over the customer perception

September: make over your communications

October: make over your events

November: make over your network

December: make over the new year

In addition to the topic addressed in each chapter, each chapter is full of specific ideas for marketing, events and promotions. And each chapter includes worksheets that you can use to make notes and track results.

**It’s going to be a great year!**

# 365 days of marketing

I've read a lot of books about marketing—you probably have too.

There are a lot of great resources available for those who want to gain an in-depth knowledge of traditional marketing, branding, communications, social media marketing, viral and word-of-mouth marketing, holding customer events and the like; but there aren't many resources that marry creative, practical ideas and content to the 'how-to' of 'what to do' when it comes to marketing.

That's where 365 Days of Marketing comes in.

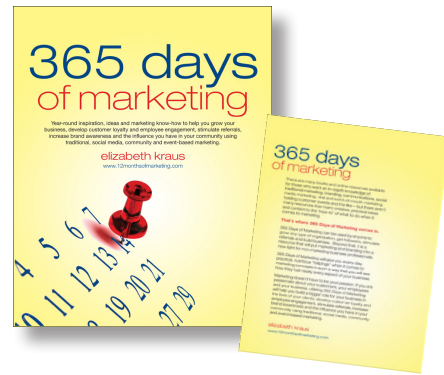
365 Days of Marketing can be used by anyone to get followers, stimulate referrals and build business for any size or any type of organization. Beyond that, it will put "marketing" into a new light for non-marketing professionals.

365 Days of Marketing will give you every day-sized, practical, 'nutritious helpings' of marketing concepts. You will see how marketing fuels nearly every aspect of your business.

Marketing doesn't have to be your passion. If you are passionate about your customers, your employees and your business, utilizing 365 Days of Marketing will help you build a bigger role for your business in the lives of your clients, develop customer loyalty and employee engagement, stimulate referrals, increase brand awareness and the influence you have in your community using traditional, social media, community and event-based marketing.

Elizabeth Kraus

[www.12monthsofmarketing.com](http://www.12monthsofmarketing.com)



## about the author:

Elizabeth Kraus is the owner of Be InPulse branding, marketing and design, and the author of 365 Days of Marketing as well as other publications including Make Over Your Marketing and 12 Months of Marketing for Salon and Spa.

## website:

[www.12monthsofmarketing.com](http://www.12monthsofmarketing.com)

## blogging at:

[blog.12monthsofmarketing.com](http://blog.12monthsofmarketing.com)  
and [www.savvystylist.net](http://www.savvystylist.net)

## sample of recent email newsletter:

[www.12monthsofmarketing.com/aug8.html](http://www.12monthsofmarketing.com/aug8.html)

## on Facebook at:

[www.facebook.com/elizabethanddan](http://www.facebook.com/elizabethanddan)

## one-sheet overview:

[www.12monthsofmarketing.net/about365\\_overview.pdf](http://www.12monthsofmarketing.net/about365_overview.pdf)

## free download with Table of Contents, Introduction, Excerpt of July 1-7 and one-sheet

[www.12monthsofmarketing.net/about365\\_excerpt.pdf](http://www.12monthsofmarketing.net/about365_excerpt.pdf)

## high resolution imagery (suitable for print):

### front cover

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### back cover

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### front cover

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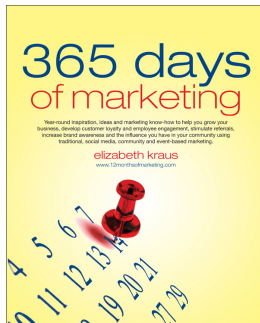
### back cover

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## 365 days of marketing

### recent amazon.com review:

Tracy C. says: *The author's conversational tone makes it feel like I have just hired my very own marketing consultant—but one I can talk to at midnight in my pajamas for less than the cost of lunch. In my initial consultation, I tackled the concise Marketing 101 section. The absence of long, theory-based explanations makes it easy-to-follow and PRACTICAL!*

*Especially impressive is the simple and straight-forward approach to social media and web-based marketing. I walked away with an understanding of how to create a framework for consistent and engaging communication with my target audience using ideas that were easy to implement immediately.*

*In my next several sessions, I felt as though I were brainstorming with my consultant: the book provides a list of promotions, activities, and themes broken down month-by-month, week-by-week, and day-by-day. Sticky notes in hand, I flagged a number of ideas that seem like a perfect match for my marketing goals. I appreciate the variety of proposals, ranging from simple ideas for monthly newsletter themes to ambitious partnership events with local businesses.*

*Never preachy or pedantic, the book got me fired-up about some strategies I could really see myself using. This is a resource I can imagine myself returning to again and again for new ideas and inspiration. If you are looking for marketing plans or ideas but don't have the time or money to sit down with a marketing consultant, then this book is a must-have!*

# 12 months of marketing for salon and spa



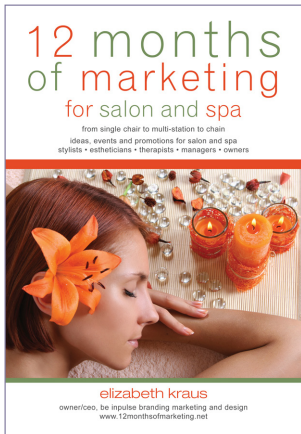
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With the economic downturn and continued slow consumer spending projected to last for the foreseeable future, beauty industry professionals have seen clients extend the time between routine salon services by an additional two weeks (or more) and an increasing number of their clients are doing their own hair color and purchasing more hair and skin care products from retail stores.

In the spa segment the disparity between the old normal and the new normal is even greater.

How much can they allow business to slow before having to take second jobs or leaving the industry altogether? What can they do to create a new normal that transcends economic factors? What should they be doing to take back control of their business, growth of their client base, retail sales and income?

These are the conditions and relevant questions addressed in 12 Months of Marketing for Salon and Spa. With so few books specifically written for this industry, 12 Months of Marketing for Salon and Spa is especially relevant to the business owner, manager or the individual beauty professional whether they want to revitalize their business or they are just launching their career.

The health and future of salon and spa professionals depends upon reinstating their role as experts, creating a bigger role for themselves in the lives of their clients, and a more present, influential role for their business within the community. Traditional thinking suggests there are only two ways to be more profitable: Get new clients into the salon or spa or increase sales of products and services to clients once they are there. That is limited thinking.

There are more ways to get clients into the chair than to wait, hoping they will call for an appointment, and there are more opportunities to sell products and services than just when the client is in the chair. The salon or spa can be evolved into a social, tribal site for clients that blurs the lines between their service appointments and their social, professional and family lives.

**Create a bigger, more influential role for your business in the lives of your clients!**

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introductory, marketing essentials
january “bubble bath marketing”
february “pet peeve marketing”
march “marketing for the single shingle”
april “where the clients are”
may “accidental marketing”
june “get the bounce back”
july “add-on marketing”
august “diversion-proof marketing”
september “visibility in a sea of sameness”
october “loosen up tippers (in any economy)”
november “remodel marketing”
december “out with the old, in with the new”

**12 Months of Marketing  
for Salon and Spa  
is available at  
www.amazon.com and  
www.12monthsofmarketing.com.**