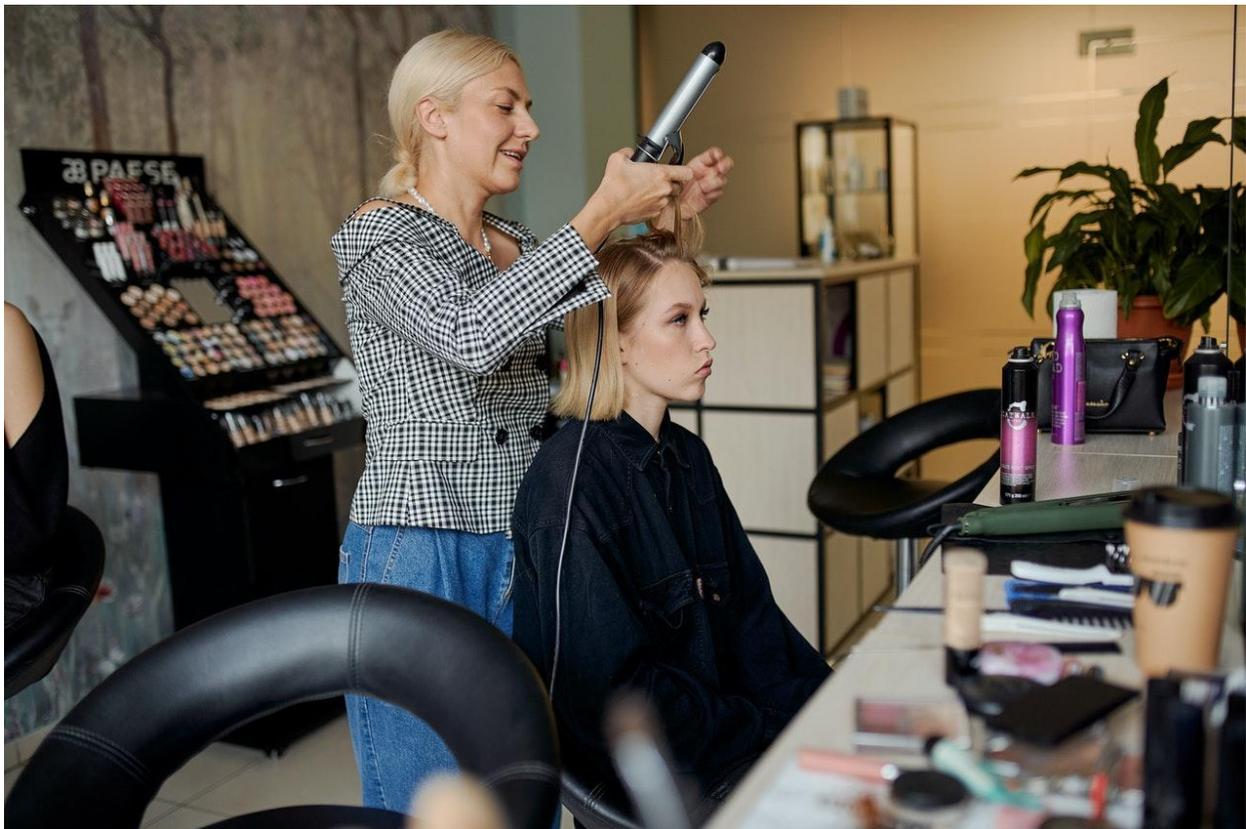




7 Digital Marketing Ideas That Will Give Your Salon a Boost



Ready to build a better digital marketing strategy for your salon or spa? Follow our tips and get started being found by more clients online!

There are more salons and spas than I can count within five miles of my apartment. That makes it almost impossible to choose the right salon for my needs.

With the overwhelming number of salons to choose from, it's more important than ever for your business to stand out from the competition. That's why we put together this list of seven digital marketing tips for salons and spas to try now!

So here are the seven most important digital marketing tips that will give your salon a boost:

→ **Get more reviews.**

Your potential customers want to hear and see how your current customers are feeling about their experiences at your business.

Your online reputation is extremely important, and this can be a determining factor for consumers who are looking for a new salon. Finding a new stylist can be intimidating, but positive feedback can be the deciding factor when looking at a new salon.

And, consumers are more likely to click on businesses with a high review star rating.

A recent study found that 56 percent of people will click on a business in the local search results if it has positive reviews, even if it's not the top result.



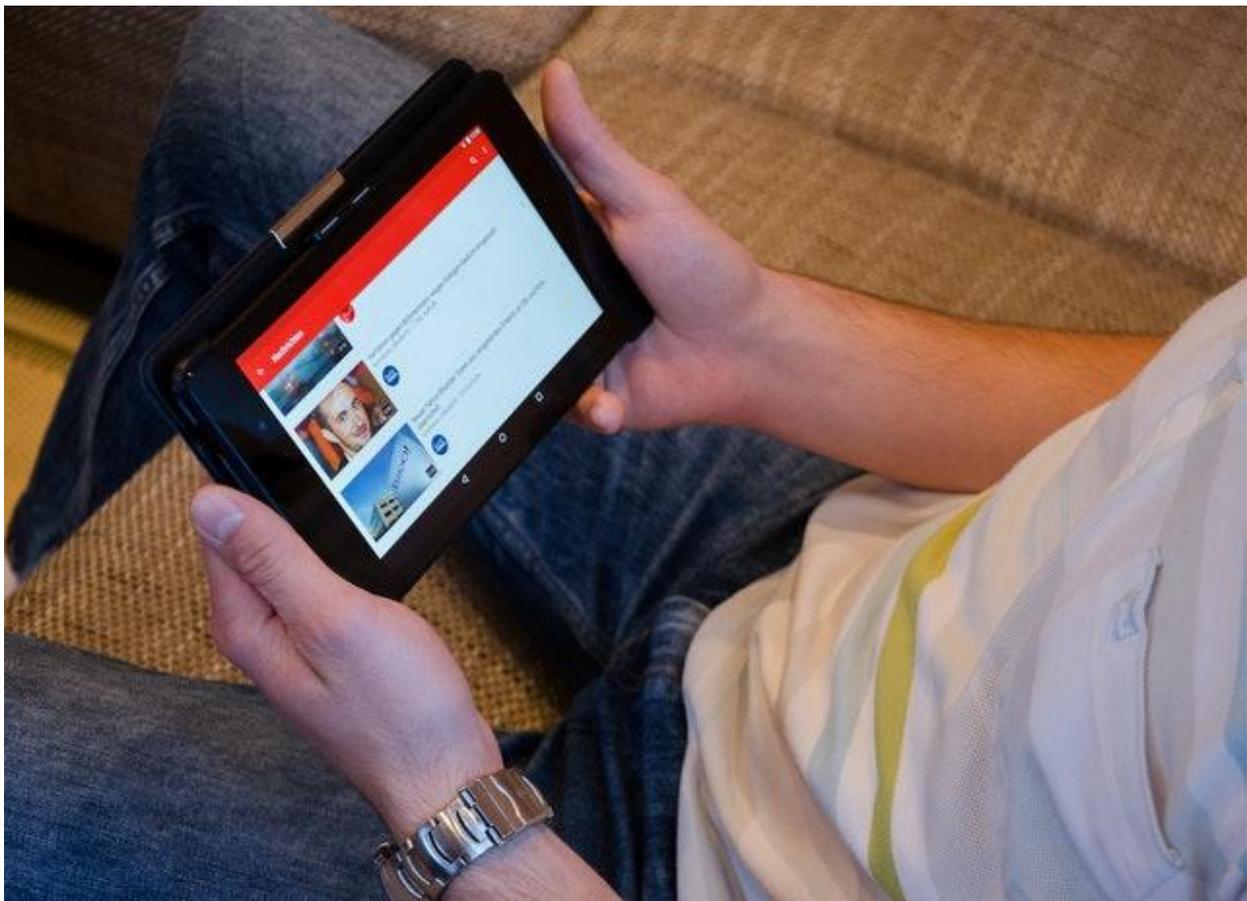
Make sure you have a steady stream of positive reviews coming in on a regular basis to build up your star rating.

Encourage your happy clients to leave feedback with the exact services they purchased during their visit. This will highlight your team's skills in reviews, showing consumers that you are good at what you do.

And, when clients mention a specific service, they are adding keywords to their review, giving it some local search marketing power!

→ Perfect your online social game.

Potential customers will go to Facebook or Instagram to see your most recent work. Photos are a great way to showcase your team's skills and get new clients in the door.



Post often and post high-quality content that will validate your experience within your industry.

Setting up a daily or weekly social media to-do list is a great way to stay organized and on task with getting those posts up.

Here are some ideas for photos your salon or spa can post on social media:

1. Before and after images of clients
2. Photos of the interior of your salon or spa
3. Photos of your stylists, technicians, estheticians, etc (you can feature a new employee each week)
4. Products or sale items
5. Gift baskets during holidays
6. Quick tutorial videos (how to curl your hair using a flat iron, etc)

And don't forget to use local hashtags. In Columbus, we have #Columbushair and #Ohiohair, and consumers use those hashtags to find new salons!

→ Be brand consistent.

A great brand is built over time but requires great intention.



From your business name, logo, and tagline to your products and services, consistency is key. Be strategic about how you represent your business in all aspects

from the moment your customers meet your business online to the moment they walk through your door.

Here are some more quick tips to help with your salon's digital marketing:

- **Allow clients to book appointments online.** This makes it easy for a consumer who is researching your business to choose your business over the competition. (Who uses a phone to call people anymore, anyway?)
- **List pricing and services on your website.** If you list these in the content of your site, you'll give those browsing consumers a good idea of how much they are going to pay, and that content can help your local search ranking!



- **Invest in local search marketing.** The salon/spa industries are competitive, so you'll need to make sure your online presence is squeaky clean.

- **Try social media advertising.** Facebook and Instagram ads with location-specific (and demographic) targeting are a great way to put your salon in front of local consumers who have never heard of your business or are still on the fence about trying you. Pair those ads with a landing page or discount, and you'll improve your chances of bringing in even more customers.

These are some important digital marketing tips for salons. Tell us how you use these tips for growing your salon business. If you need any help in digital marketing **WeBack Technologies** is here to help you build a solid online presence. **Thanks in advance.**



Weback is an inbound web marketing, analytics, and optimization company based in Himachal Pradesh, India. We help companies accurately track their advertising results and get more leads and sales from the web.

If you own a business, have ambitious growth goals, and are looking for an awesome partner to help you measurably improve your marketing performance and get more leads and sales from the web, you've come to the right place.



WeBack Technologies, Email: contact@weback.tech
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