



AVEDA BUSINESS COLLEGE: MARKETING AND SOCIAL MEDIA.

Posted on Oct 22, 2014 by Kathleen Turpel

I enjoyed meeting all of you!

If you click the links below, you will download the slides I used for the Marketing and Social Media class. There are also links to download samples of the upsell pad, the Frontline documentary, and the Facebook 101 video.

(I will be scheduling another Facebook 101 webinar next week - so be sure to [email me](#) and let me know if you would like an invite.)

Please connect with me anytime on Facebook - I am happy to answer any questions.

Thank You -

Kathleen Turpel

[My Personal Facebook Page](#)

[My Company's Facebook Page](#)

[ABC Social Media](#)

SEARCH

CATEGORIES

- Tips & Tricks (5) >
- Presentations (4) >
- Press & Awards (3) >
- careers (1) >
- serious business (1) >

ARCHIVES

- January 2015 (1) >



<http://imaginalmarketing.com/blog/>

Social Media.



Takes Commitment





MARKETING & SOCIAL MEDIA WITH KATHLEEN TURPEL



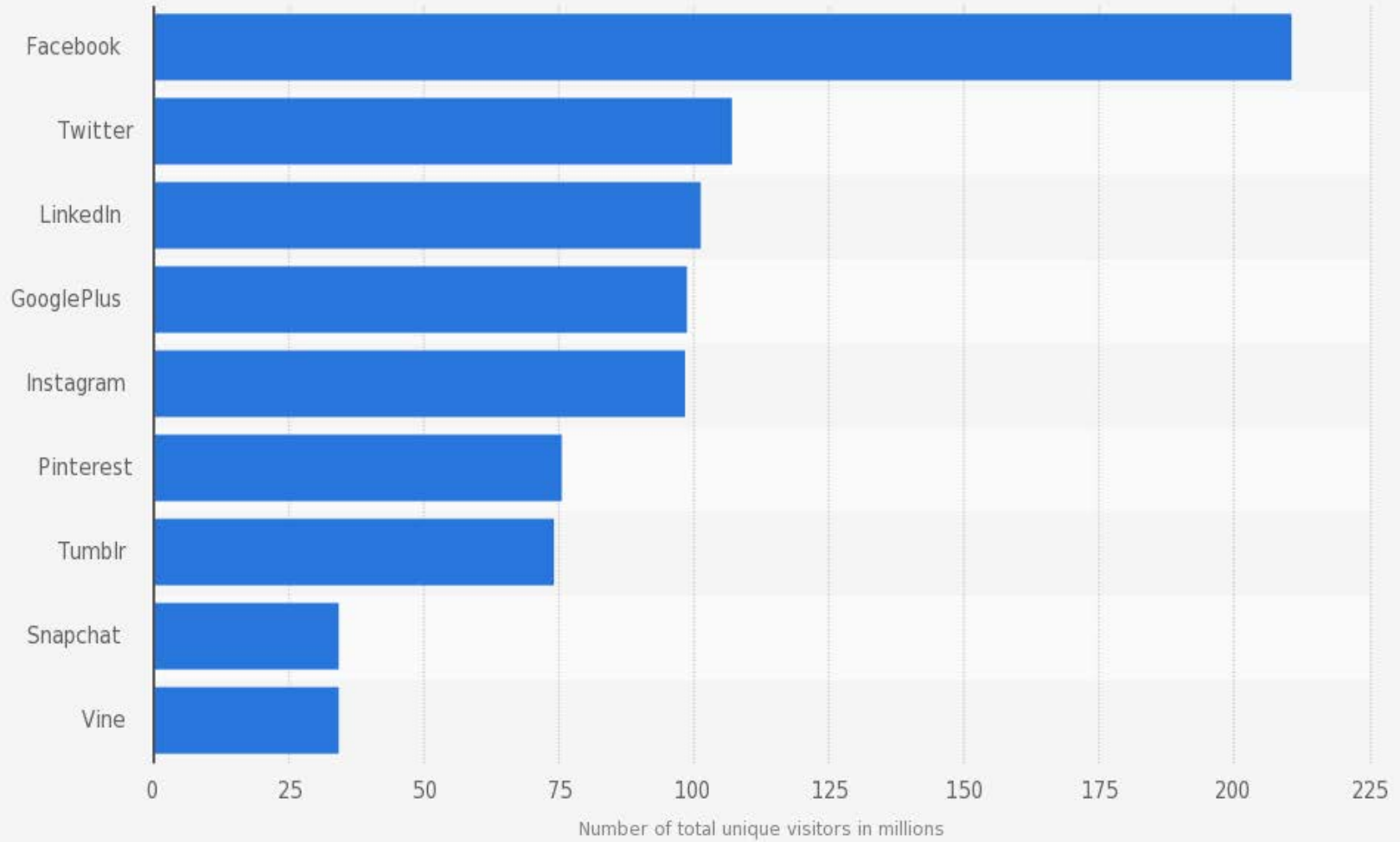
AVEDA
BUSINESS COLLEGE

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

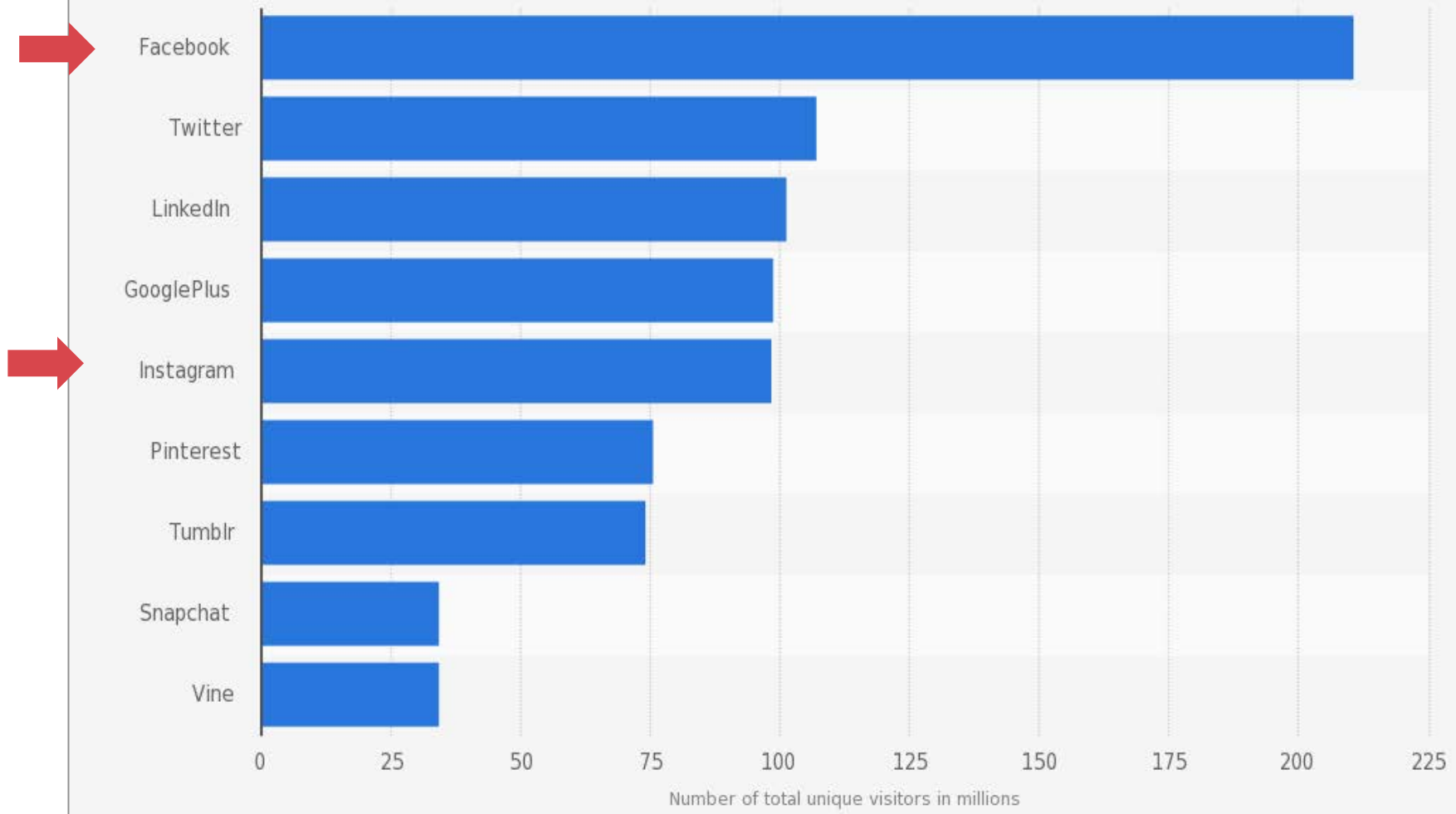
facebook®

+ 1 Billion Active Users

Leading social networking sites in the United States in June 2015, based on visitor numbers (in millions)



Leading social networking sites in the United States in June 2015, based on visitor numbers (in millions)



Women

25 - 54

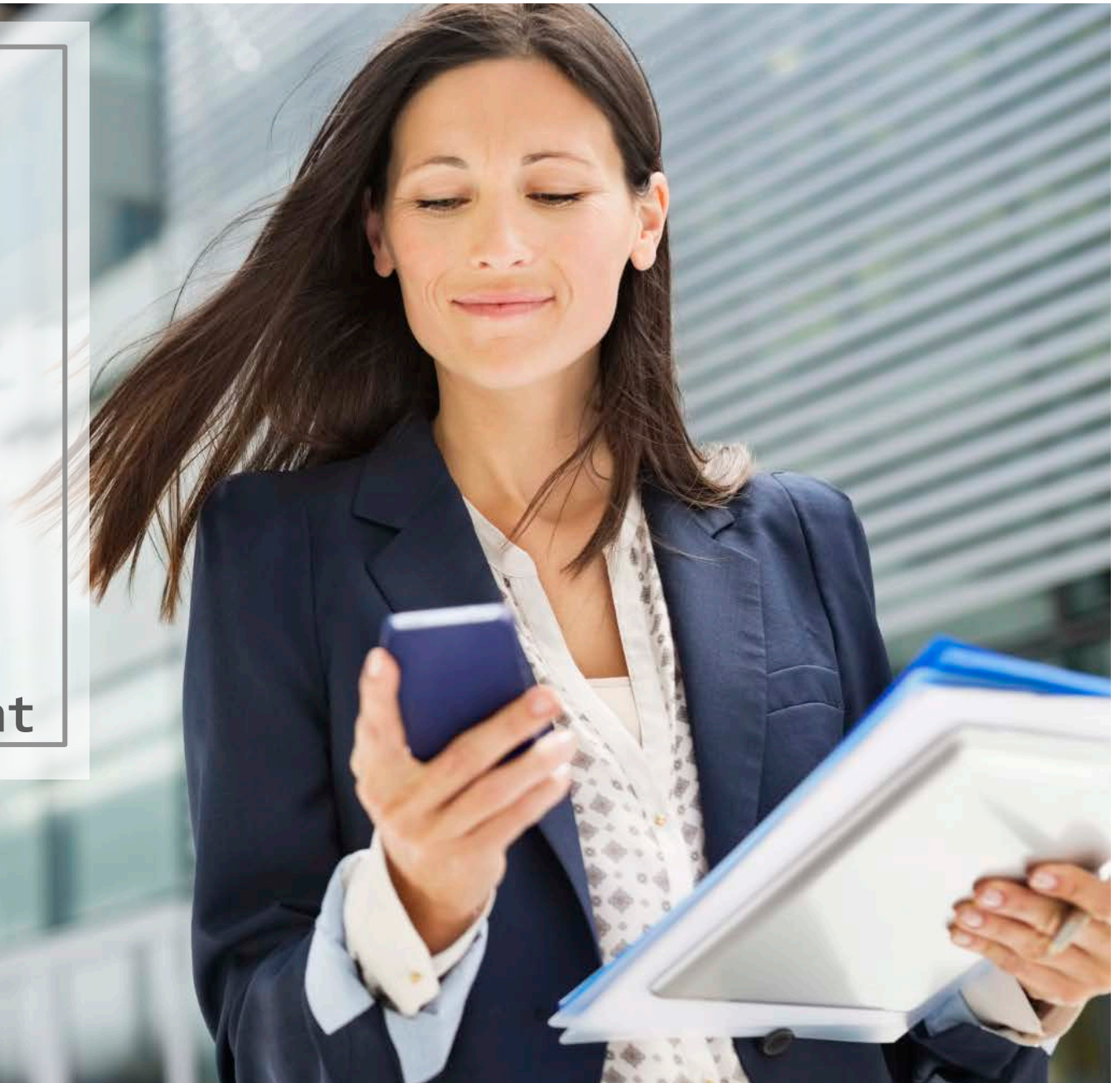


Fashion




Culture

News

Entertainment





<input type="checkbox"/>	Source [?]	Acquisition		
		Sessions [?] ↓	% New Sessions [?]	New Users [?]
		7,219 % of Total: 15.26% (47,296)	81.38% Avg for View: 64.50% (26.17%)	5,875 % of Total: 19.26% (30,508)
	1. m.facebook.com	551 (7.63%)	83.48%	460 (7.83%)
	2. facebook.com	523 (7.24%)	30.78%	161 (2.74%)
<input type="checkbox"/>	3. aveda.com	229 (3.17%)	68.56%	157 (2.67%)
<input type="checkbox"/>	4. birdeye.com	173 (2.40%)	67.05%	116 (1.97%)
	5. l.facebook.com	170 (2.35%)	70.00%	119 (2.03%)
<input type="checkbox"/>	6. yelp.com	141 (1.95%)	71.63%	101 (1.72%)
<input type="checkbox"/>	7. m.yelp.com	118 (1.63%)	83.90%	99 (1.69%)





\$ROI





PAY TO *play*





You have pay to reach an audience.



Organic (Free) Reach Boosted (Paid) Reach





BOOST POSTS & *Advertise*



Boost Post





Boost Post

Boosted Posts
Are Mini-eMails.

PARISPARKER

LOCATIONS SPECIALS BOOK ONLINE GIFT CARDS

THANK YOU FOR VOTING US
BEST HAIR SALON

gambit BEST of NEWORLEANS PARIS

#LOVEPARISPARKER

designed by *imaginat marketing group* **AVEDA**

refer a friend write a review update preferences request appointment

progressions
salon spa store

SERVICES WAYS TO SAVE REQUEST A

YOUR LOVE COUNTS

We'd love your vote in the annual "Best Of" polls in *Bethesda and Modern Luxury* Magazines.

GET THE MAX, AND SAVE TIME.

For when there are not enough minutes.

Receive multiple services in one appointment. Add a shoulder massage, brow tint, manicure and more.

MAXIMIZE YOUR DAY

MILITARY, VETERANS & FIRST RESPONDERS

THERE'S PLENTY OF SUMMER LEFT

NOW THROUGH AUGUST 31ST: TAKE OFF \$15

... created especially for you and save on... Just ch...





NUOVO Salon Group

Published by Kathleen Turpel [?] · October 27 at 7:47pm · 🌐

Thanks, Oprah! Stress-Fix Composition Oil and Smooth Infusion Nourishing Styling Crème were awarded O, The Oprah Magazine Beauty O-Wards!



55 people reached

Boost Post



👍 Like 💬 Comment ➦ Share

NUOVO ▼





NUOVO Salon Group

Published by Kathleen Turpel 171 · October 27 at 7:47pm · 🌐

Thanks, Oprah! Stress-Fix Composition Oil and Smooth Infusion Nourishing Styling Crème were awarded O, The Oprah Magazine Beauty O-Wards!



55 people reached

Boost Post



Like Comment Share

Target:

People who like your page
& their friends

Average Budget:

\$2 - \$10 per post

Recommended Frequency:

4 - 7 posts per week





Boost Every Post

Page Notifications Insights Publishing Tools Settings Help

SCOTT J

Botanical Therapy Treatment \$20
\$40 value with any service, limited time

SCOTT J

Scott J. Aveda salonspa
Published by Kathleen Turpel [?]
May 4 · Edited ·

Protects your hair color, and instantly adds shine and smoothness.

Like · Comment · Share

Mark Landis, Gilda Rosado, Hassie Omanovic and 23 others like this.

1 share


Helaine Delano Tanya I want it!!! But will it make my hair too smooth & flat!
Like · Reply · Message · May 4 at 9:55pm

Tanya Rullan You will absolutely love this treatment. It will enhance the beauty of your color and now that we have the new Thickening Tonic you won't have to worry about fine, flat hair.
Unlike · Reply · Message · 2 · May 5 at 9:08am

Judy Stoneking Will try both. Thanks.
Unlike · Reply · Message · 1 · May 5 at 10:06am

Write a comment...





Brand Journalism

Brand Journalism is...

Authentic

Editorial approach

Real time

Responsibility to help.



LOST *their meaning*



what do you
WANT TO SELL?

what do you

WANT TO SOLVE?

MARKETING



IS NO LONGER ABOUT THE STUFF
THAT YOU MAKE, BUT ABOUT THE
STORIES THAT YOU TELL.

- SETH GODIN

Story Triggers

- Compliments from Guests
- Questions from Guests
- Tips from Service Provider
- Pop Culture Events



*What you can do to RAISE
engagement with your guests and team:*

Remind
Ask
Involve
Share
Execute



Put Your Passion On Your Page.





MARKETING & SOCIAL MEDIA WITH KATHLEEN TURPEL



AVEDA
BUSINESS COLLEGE





scottjaveda

FOLLOWING

20 likes

4w

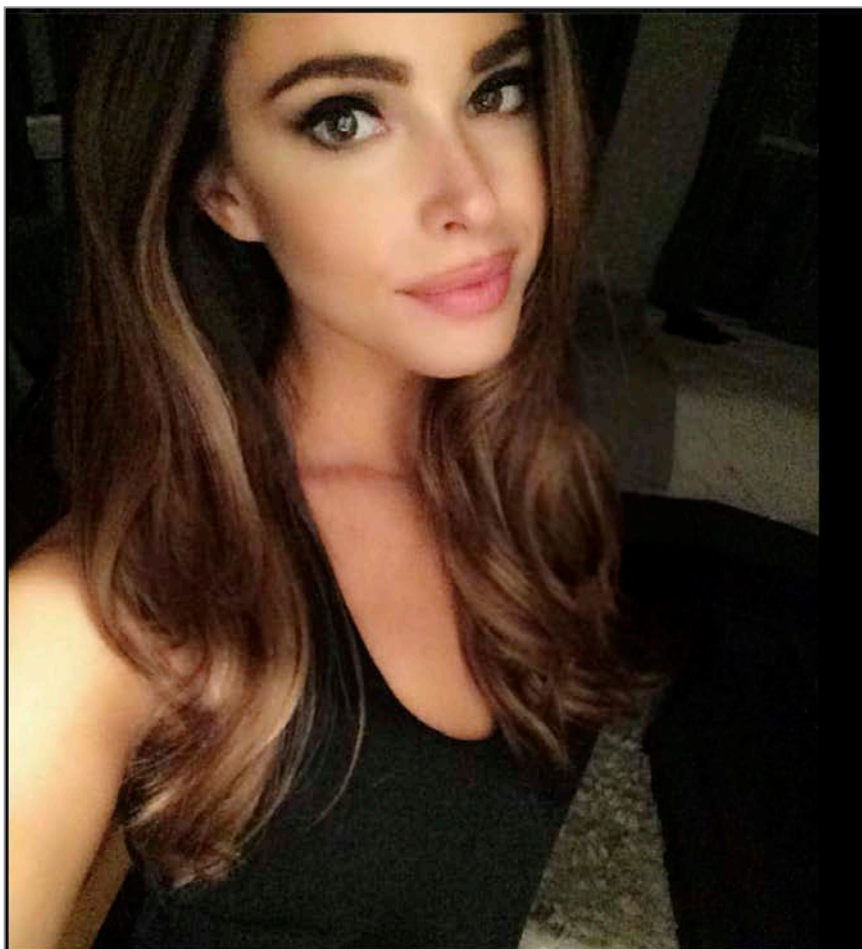
scottjaveda When you take care of your skin & hair, you can't help but look beautiful. Repost @jlhawkins10 #ScottJ

scottjaveda #avedaskin #avedahair #healthyskin #healthyhair #naturalbeauty #nycstyle #nycsalon #avedasalon #nycbeauty



Add a comment...





Scott J. Aveda Salons

Published by Eileen Loh [?]

Page Liked · November 12, 2015 · Edited ·

Avery freshened up Jennifer Lahmers' look just in time for her coverage of the Victoria's Secret Fashion Show. Beautiful as always! #AveryDidIt #ScottJ

Repost @jennlahmers on Instagram · · · Thanks Avery @scottjaveda for the fresh Bayalage treatment just in time for my backstage pass to the #vsfashionshow for @hollywoodtodaylive! #victoriasecret #nyc

Tag Photo Edit

Like Comment Share

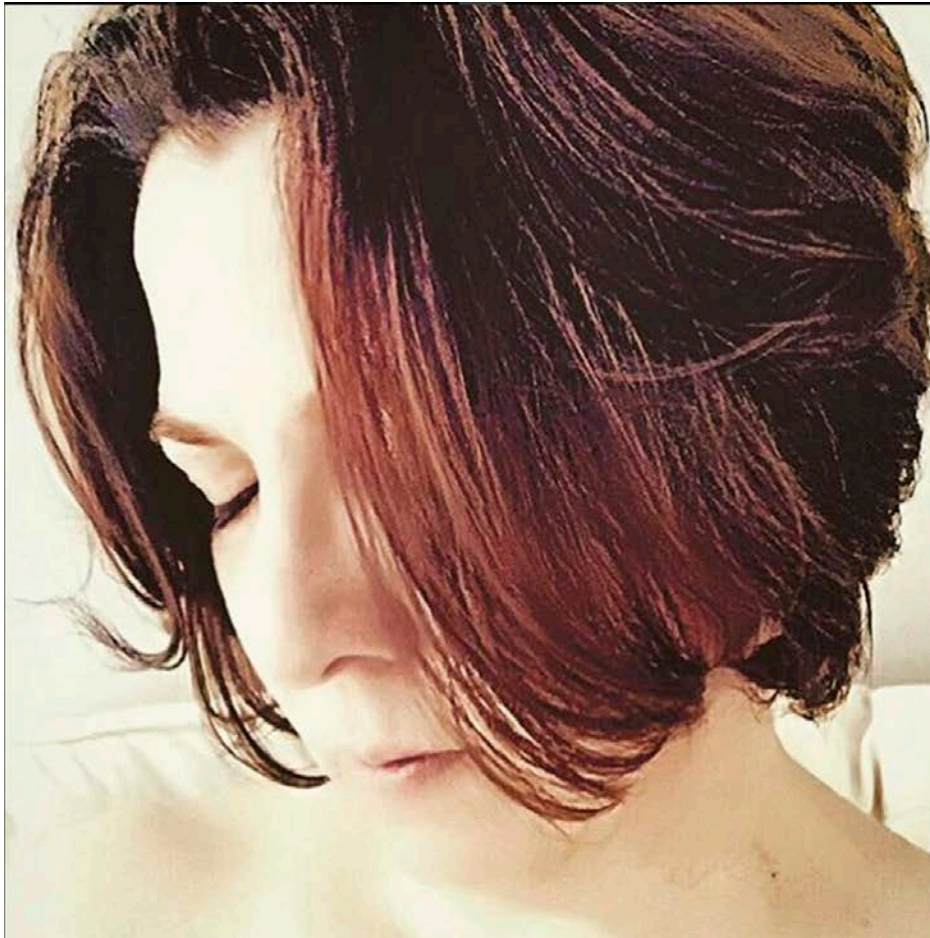
Robert Bj Hitchcock, Karima Williams, Antonio Stanley and 46 others like this.

1 share



Write a comment...





scottjaveda
Scott J. Aveda ...

FOLLOWING

14 likes

7h

scottjaveda A moment of #naturalbeauty.
#scottj #uppereastside #hairbyrosalind
#rosalinddidit #Repost @fashionshopgirl1

scottjaveda #avedasalon #nycstyle
#nycbeauty #healthyhair #brunette #aveda
#fashionshopgirl #nychair #haircut
#shorthair

fashionshopgirl1 @scottjaveda thank you
for the repost. Rosalind is a hair magician
we love her at the House of Herrera



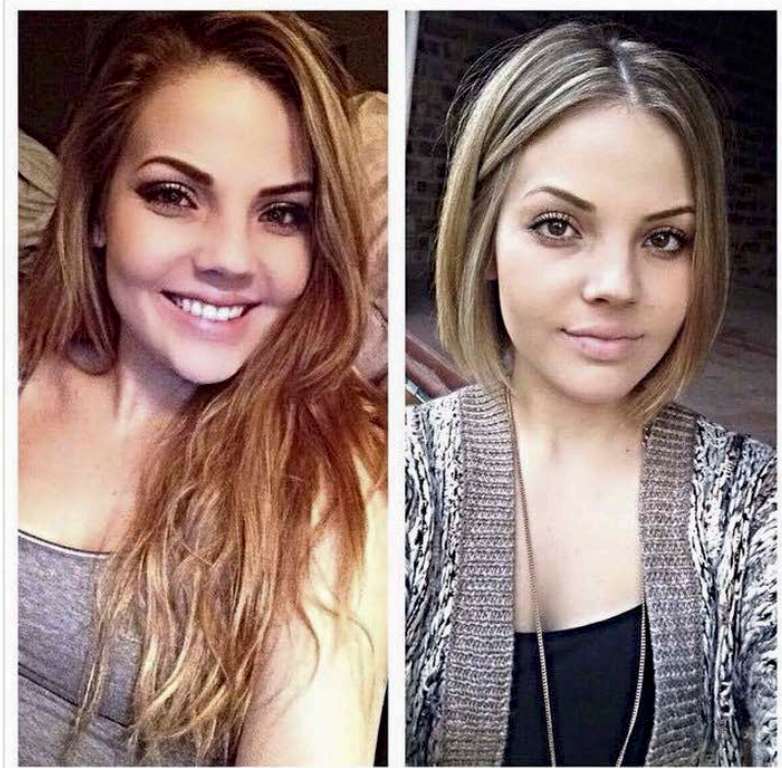
Add a comment...



Identify High Profile Guests

Paris Parker Salons and Spas
January 7 · 🌐

New Year, New Do! Cut by Shanna and color by Manning at our Mandeville location. #parisparker #newhair



18,864 people reached

See Results

Like · Comment · Share · 506 5 1

Turn Self-ies to Us-ies



Turn Self-ies to Us-ies



 scottjaveda

FOLLOWING

14 likes

13w

scottjaveda Witnessing guests' milestones is one of the best parts of what we do. Here's Brittney with this beautiful #AvedaBride! #BrittneyDidIt #ScottJ

scottjaveda (#repost from @happyhaircolorist)

 Add a comment...

⋮

Credit the Stylist, Mention their Location



loveparisparker
Paris Parker Sal...

FOLLOWING

26 likes

1w

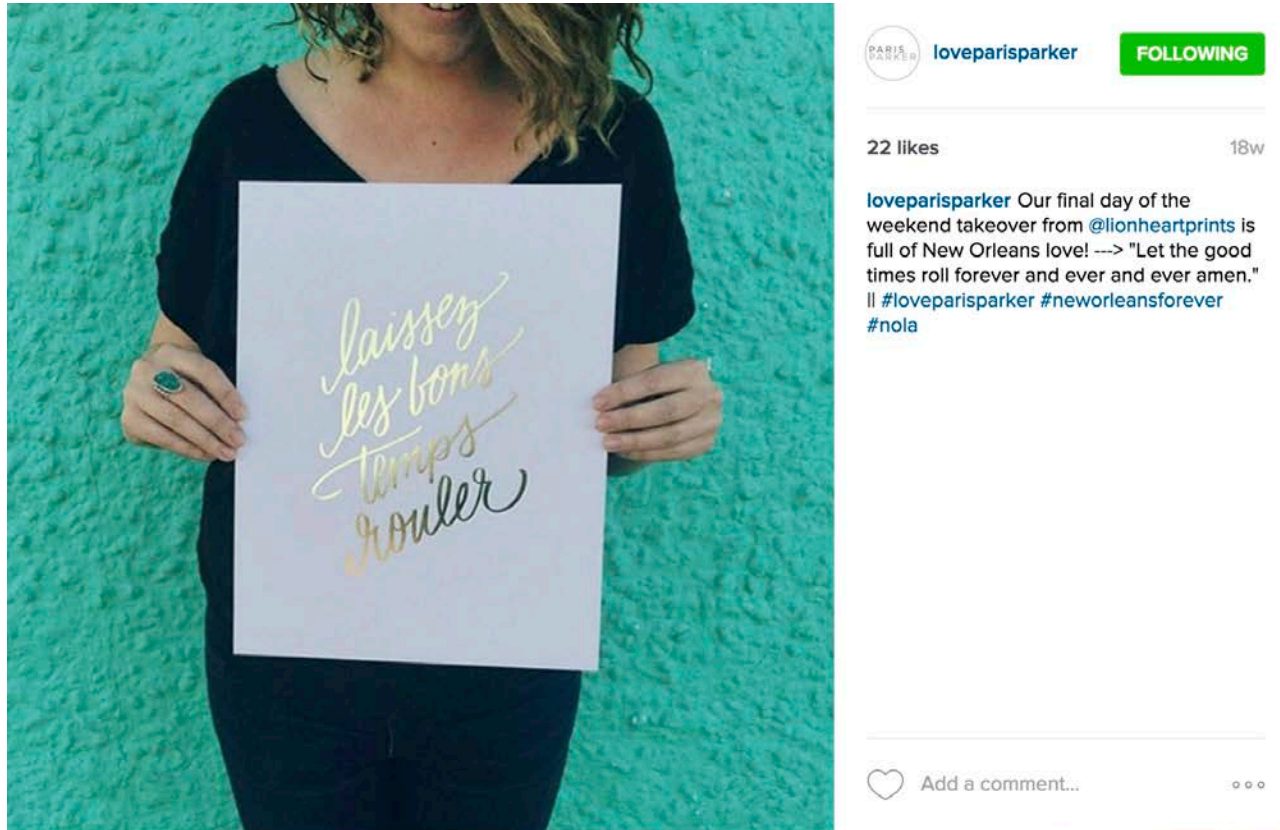
loveparisparker Doesn't get much prettier, loving this look from Courtney Bradberry (@cmbgi84) of our Prytania location! #glamstyle #loveparisparker
I.I.claverie @ionealexa



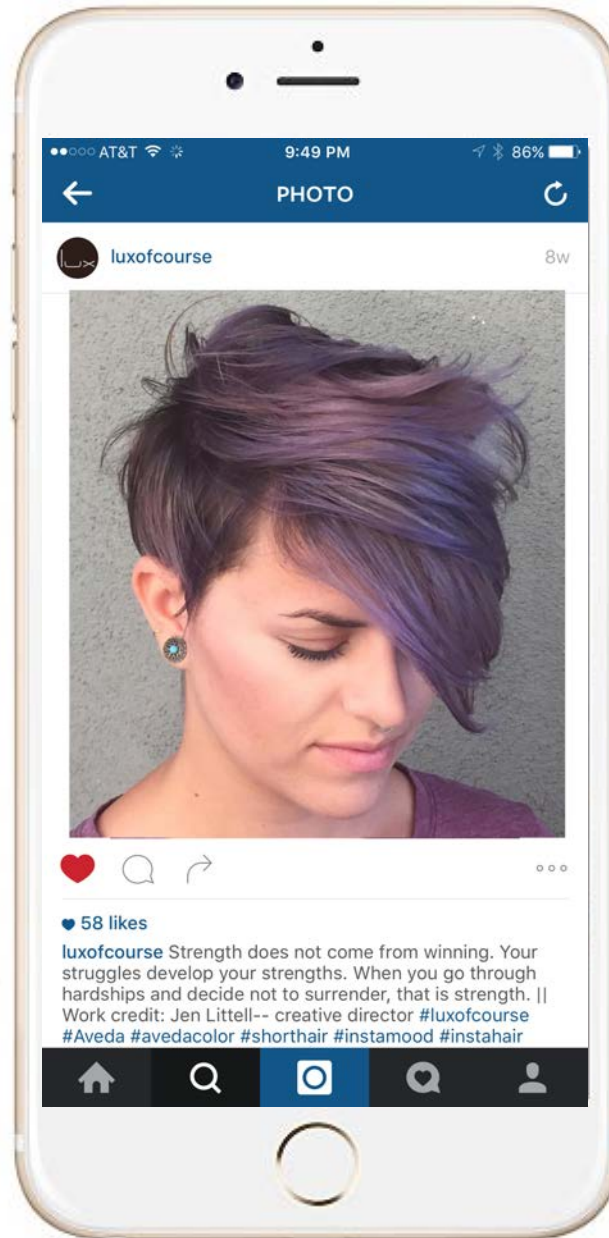
Add a comment...



Do Things Differently



Do Things Differently



Use Humor

PRETTY SURE MY HAIR IS 90% DRY SHAMPOO BY FRIDAY MORNING

loveparisparker **loveparisparker** **FOLLOWING**

41 likes 7w

loveparisparker 🙄 🍷 🤔 🍷 . |
#dryshampoo #TGIF

runmandascoming @jayayebbee meeeee

salonglow1 Same 🐱

melissas819 @jenbaiamonte

chaejiles @gabriellegatteaux

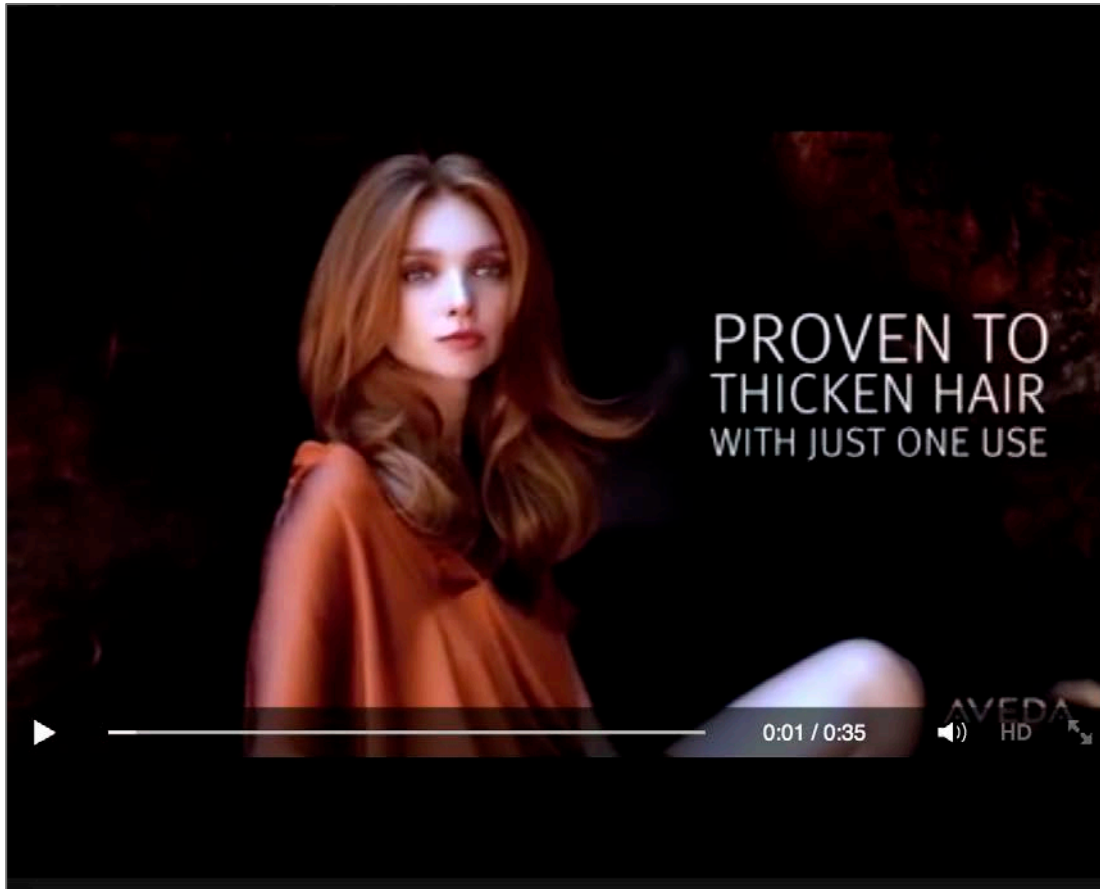
marissaaiko @gemi_snugget

♡ Add a comment... ○○○

Insta-style Your Photos



Share and Create Videos



Scott J. Aveda salonspa
Posted by Kathleen Turpel [?]
Page Liked · May 3 · 🌐

Just arrived! #Aveda's new Thickening Tonic and we can't wait to show you how well it works.

Tag Video Add Location Edit

984 Views

Like · Comment · Stop Notifications · Share · ⌵

Feature this video

👍 Aasha Briggs, Cori Rozeboom, Awilda Burgos King and 20 others like this.

Write a comment... 📷 😊

People You May Know See All

Marilyn Nadel
10 mutual friends
Add Friend



facebook®

bliss in our #BrooklynHeights
entary hand & arm massage. i

Post 4x - 7x a week

- Your Work
- Hair and Product Tips
- Fashion News, Inspiration
- About Yourself: Awards, Education Promotions

696 people reached



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

Is this offering something of value?

Is this boring or “sales-y”?

Is this who I want to be?

Quick Tips



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

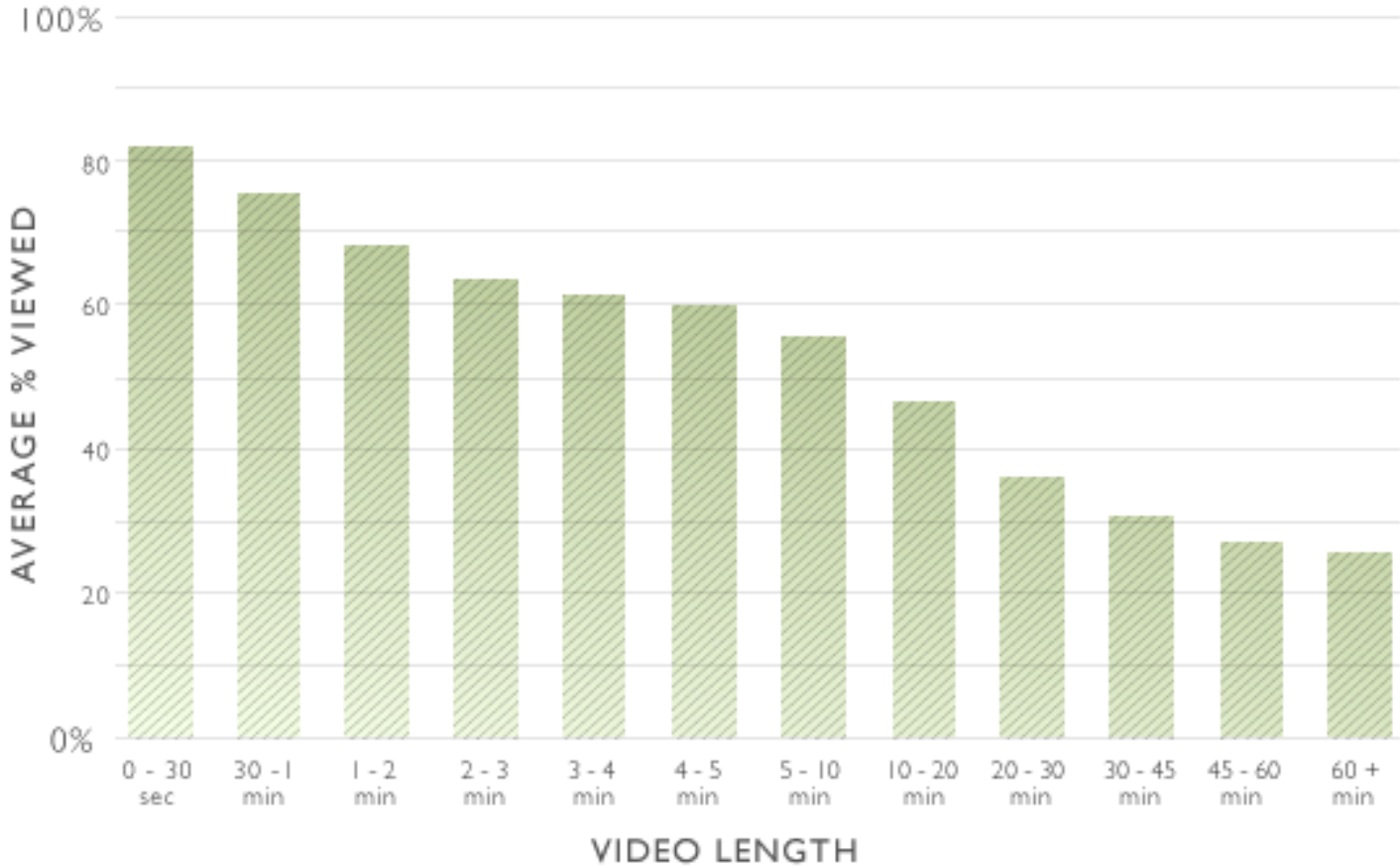
facebook®

Tips for Higher Engagement

80 Characters or Less

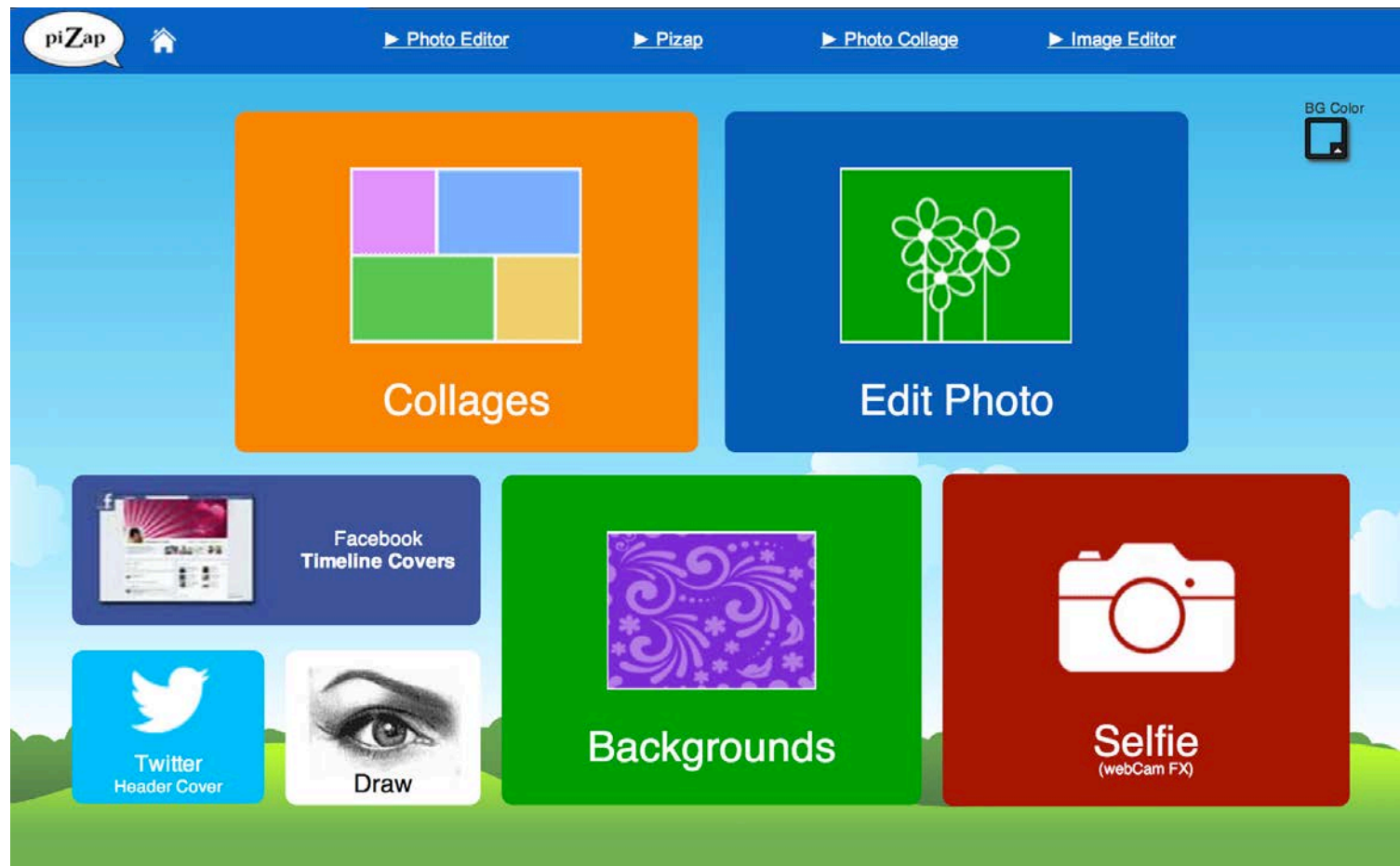
Post Short Videos (1 minute or Less)

WISTIA VIDEO ANALYTICS: LENGTH MATTERS



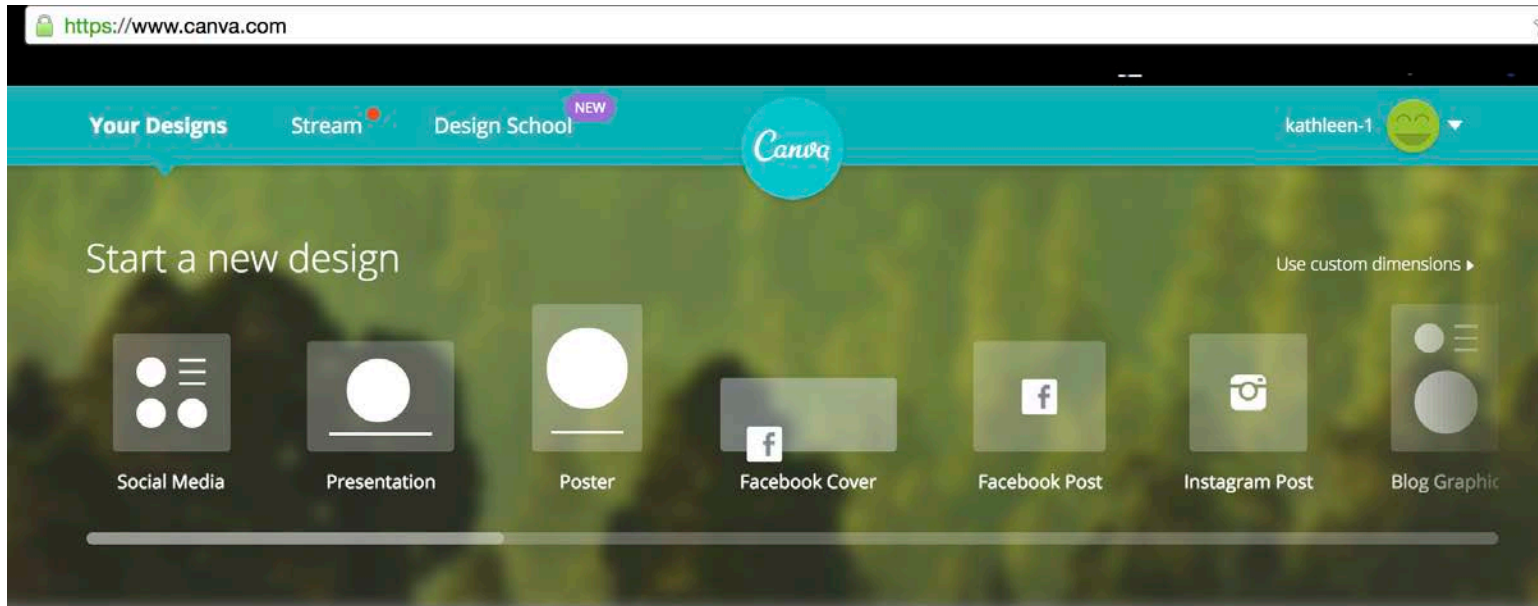
Free Online Graphic Design Tool

<http://www.pizap.com/pizap>



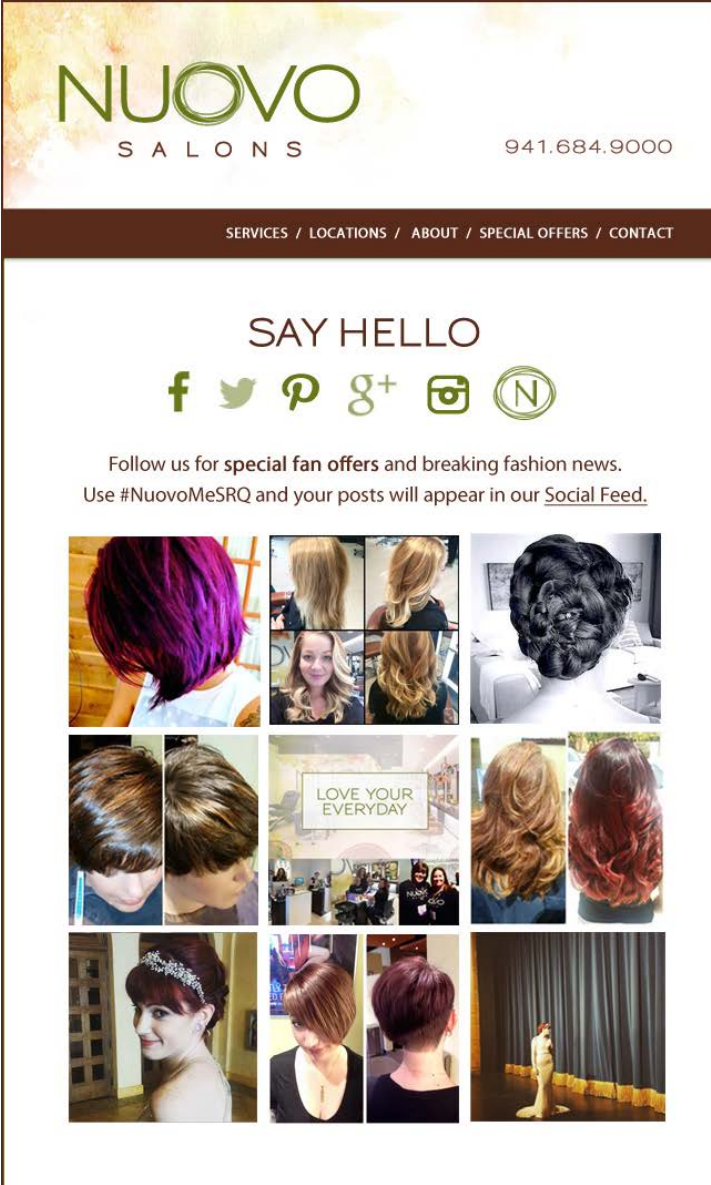
Free Online Graphic Design Tool

<https://www.canva.com/>

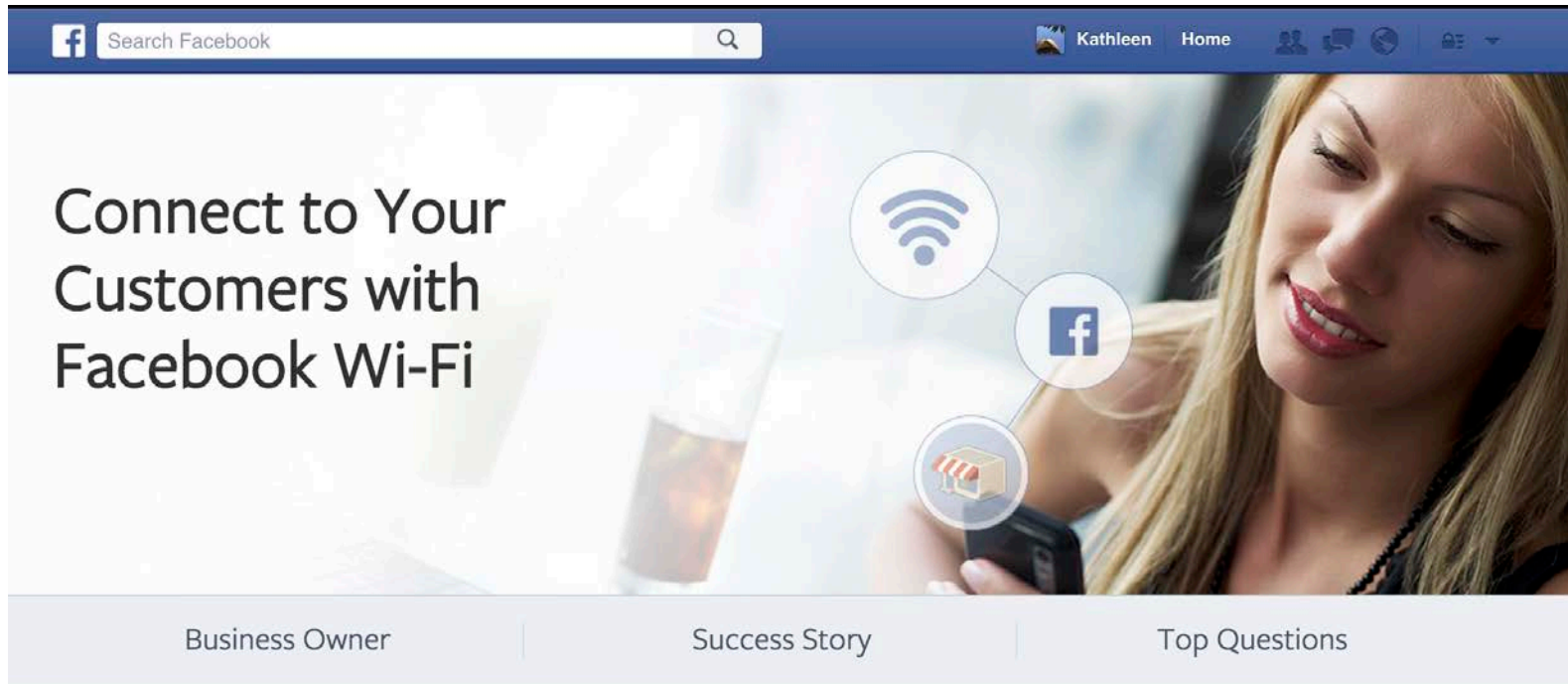


Build Your Fans:

- **Links on Every Email**
- **Dedicated Invitation Every Quarter**

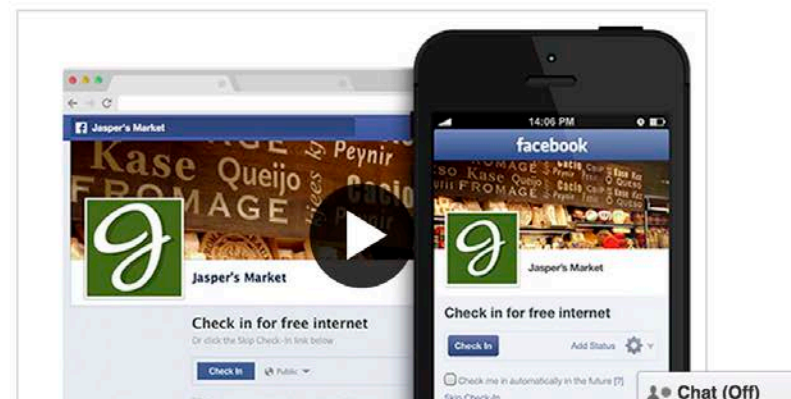


The screenshot shows the top portion of the NUOVO SALONS website. At the top, the brand name "NUOVO SALONS" is displayed in a green, stylized font, with the phone number "941.684.9000" to its right. Below this is a dark brown navigation bar containing the links "SERVICES / LOCATIONS / ABOUT / SPECIAL OFFERS / CONTACT". The main content area features the heading "SAY HELLO" followed by social media icons for Facebook, Twitter, Pinterest, Google+, Instagram, and Nextdoor. A text block below the icons reads: "Follow us for special fan offers and breaking fashion news. Use #NuovoMeSRQ and your posts will appear in our Social Feed." Below the text is a grid of nine images showcasing various hair styles, including vibrant purple hair, long blonde hair, a large black wig, a bob haircut, a woman with a tiara, and a mannequin in a white dress.



1. Turn your business into a Wi-Fi hotspot

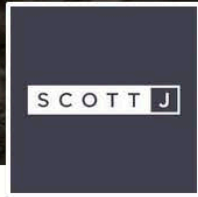
- Customers simply check in to your location on Facebook to connect to free Wi-Fi
- Wi-Fi codes aren't necessary and there are no new accounts to create
- Customers can manually check in or choose a setting that lets them automatically check in whenever they visit your location



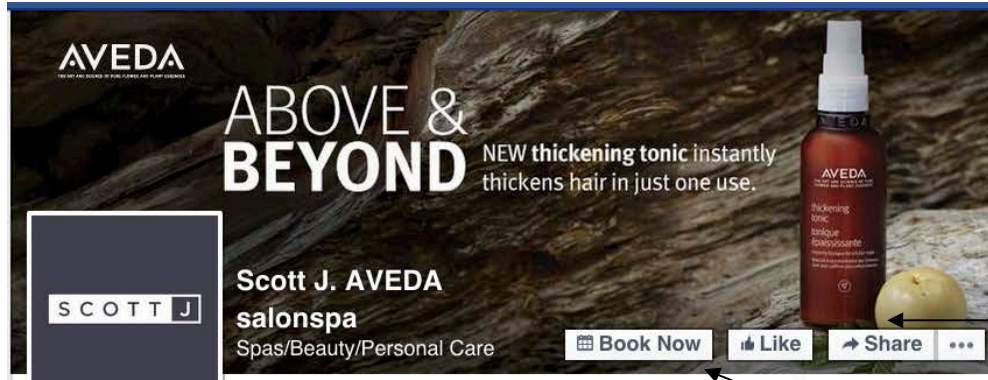
Check Your Page.



Use Logo for Profile



Change Cover Photo Often



Activate New CTA Button

Book Now Like Share

Complete & Current "About" Section

ABOUT

(212) 496-3901
http://www.scottj.com/

APPS



Add Photo Albums With Meaningful Titles

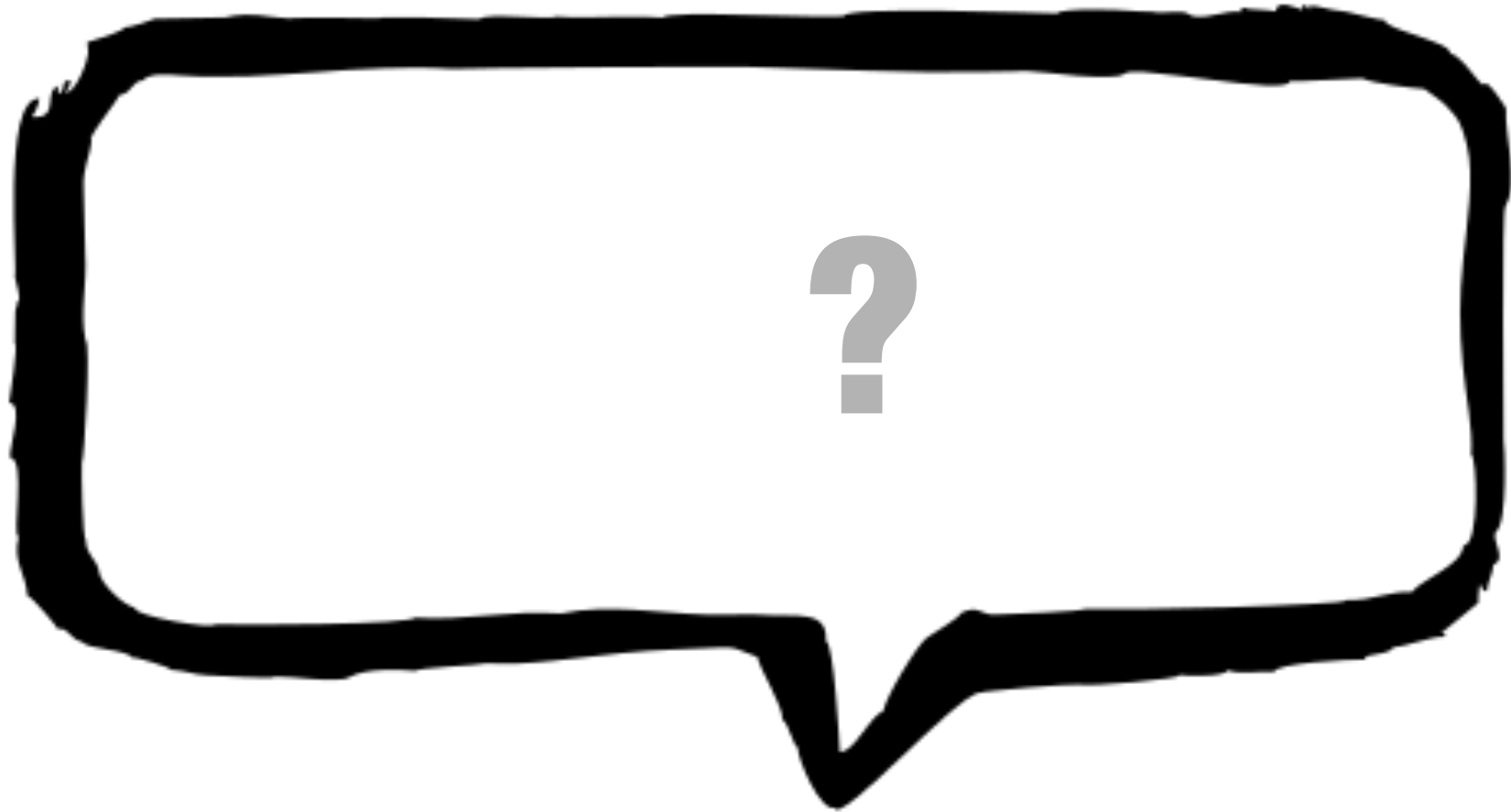
PHOTOS



Post Photo / Video
Write something...
Post

Scott J. Aveda salonspa
22 hrs ·
It's a sultry day in NYC. Styling by Creative Director Hauns Korpela.
#scottj #editorial



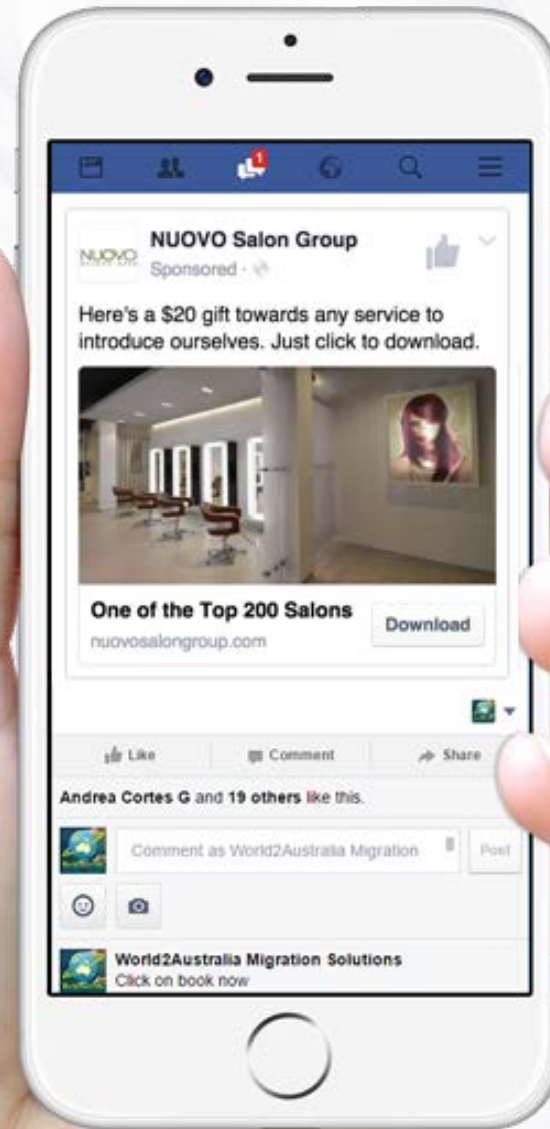


Facebook Advertising

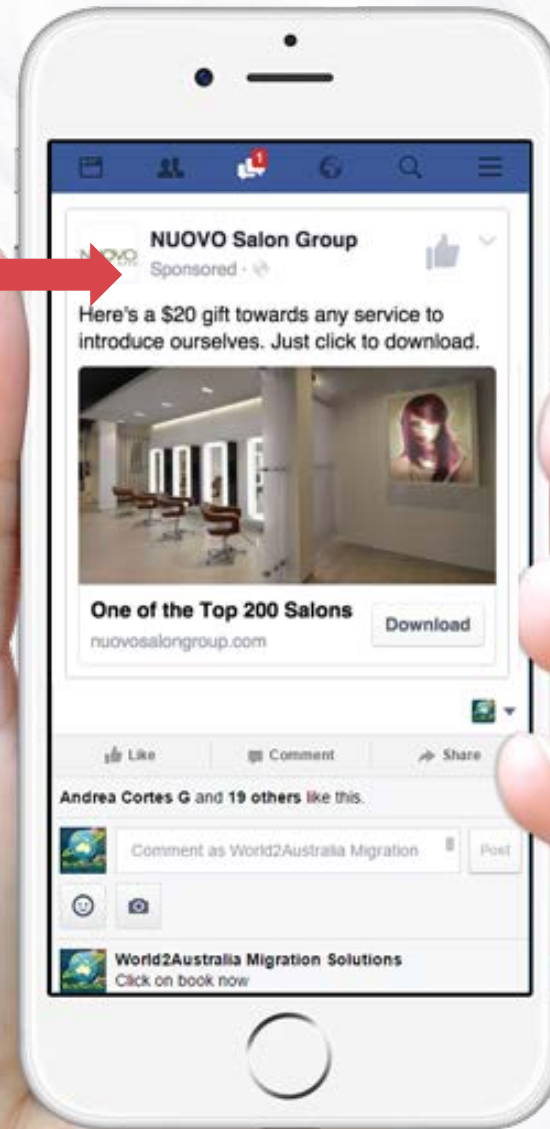
to Attract New Guests



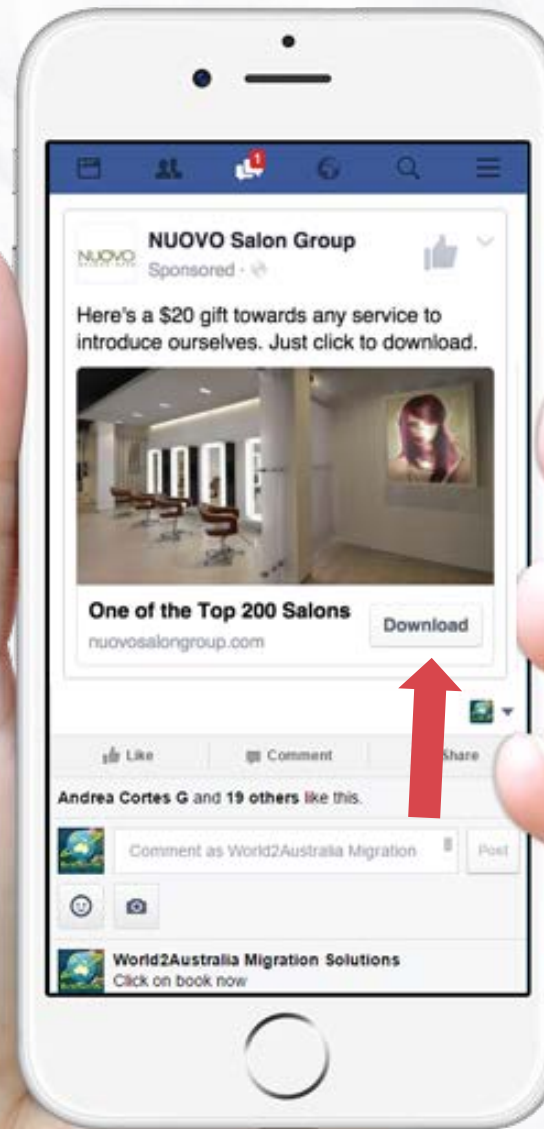
Facebook Ad Campaign: New Guest Offer



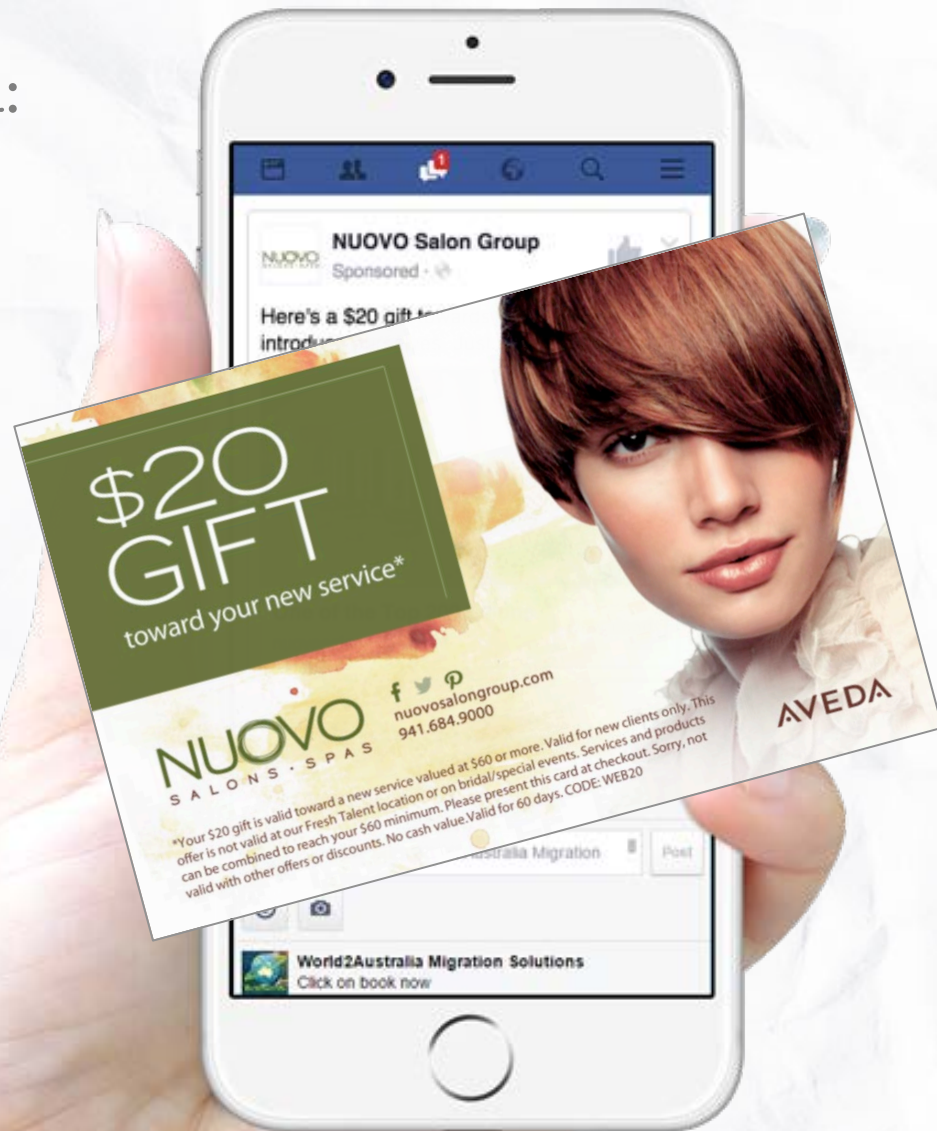
Facebook Ad Campaign: New Guest Offer



Facebook Ad Campaign: New Guest Offer



Facebook Ad Campaign: New Guest Offer



Facebook Ad Performance: New Guest Offer



Facebook Ad Results: New Guest Offer

Promotion Tracking

Store name: Consolidated Chain Totals
Report 03/01/2015 - 03/31/2015
period:



Promotion Code	Description	Total Clients	Service Sales	\$
<u>*CLIENT25REF</u>	<u>\$25 Gift Voucher for Referring a Client</u>	3	0.00	
<u>*NEW20WEB</u>	<u>\$20 New Client Card from Website</u>	24	975.00	
<u>*REFER20</u>	<u>\$20 to new client from referral</u>	26	1,065.00	



Results:

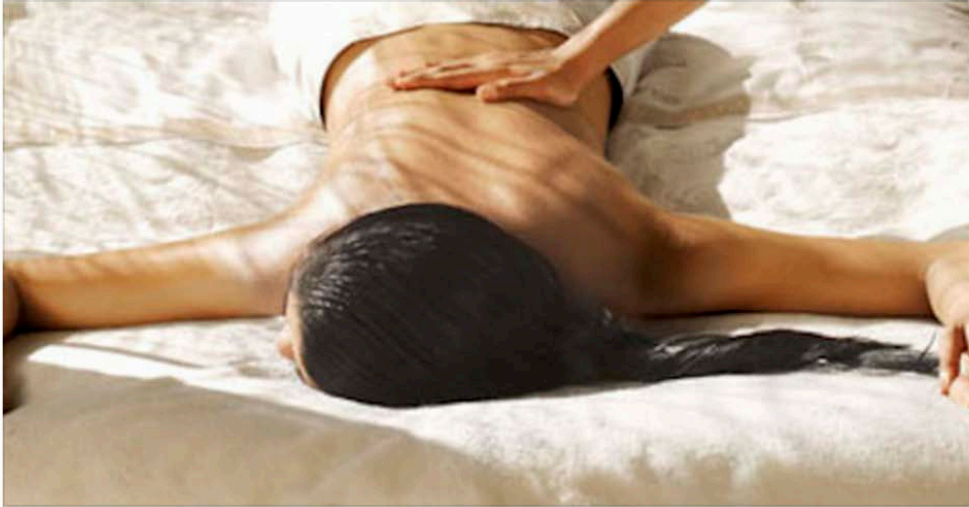
\$400 investment
591 Offers Downloaded
24 New Clients in Salon

Facebook Ad Campaign – Series Packages

 **Eden Salon & Spa**
Sponsored (demo) · 

[Like Page](#)


Buy 3 Massages for \$195 (\$240 value).



Instant Deals

EDENSALON.COM

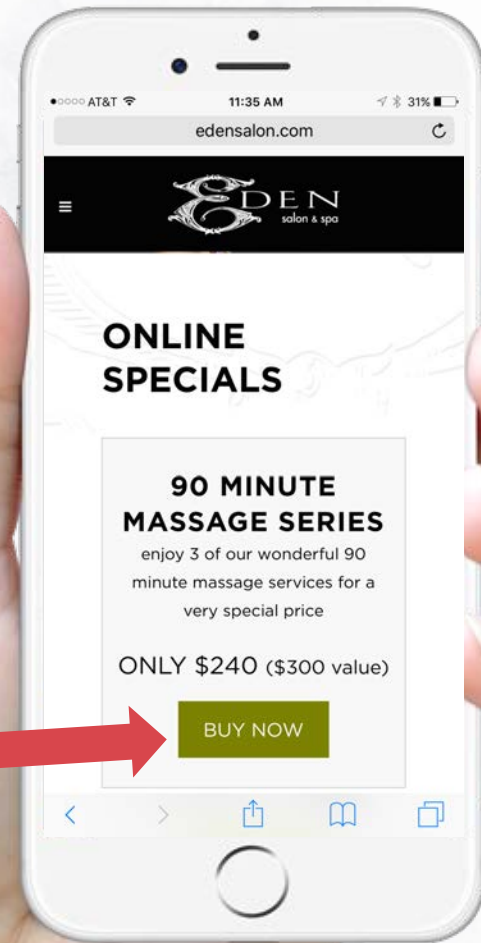
[Shop Now](#)

5 Likes 

[Like](#) [Comment](#) [Share](#)




Facebook Ad Campaign – “Click to Buy” Landing Page




Facebook Ad Campaign – “Click to Buy” Results: Sold over \$4,000 in 2 days



Facebook Ads – Click to Buy Campaign: Group-Off

 **Aqua the Day Spa** Like Page
Sponsored (demo) · 🌐

Buy \$300 of Massage and Body Treatments for \$169.



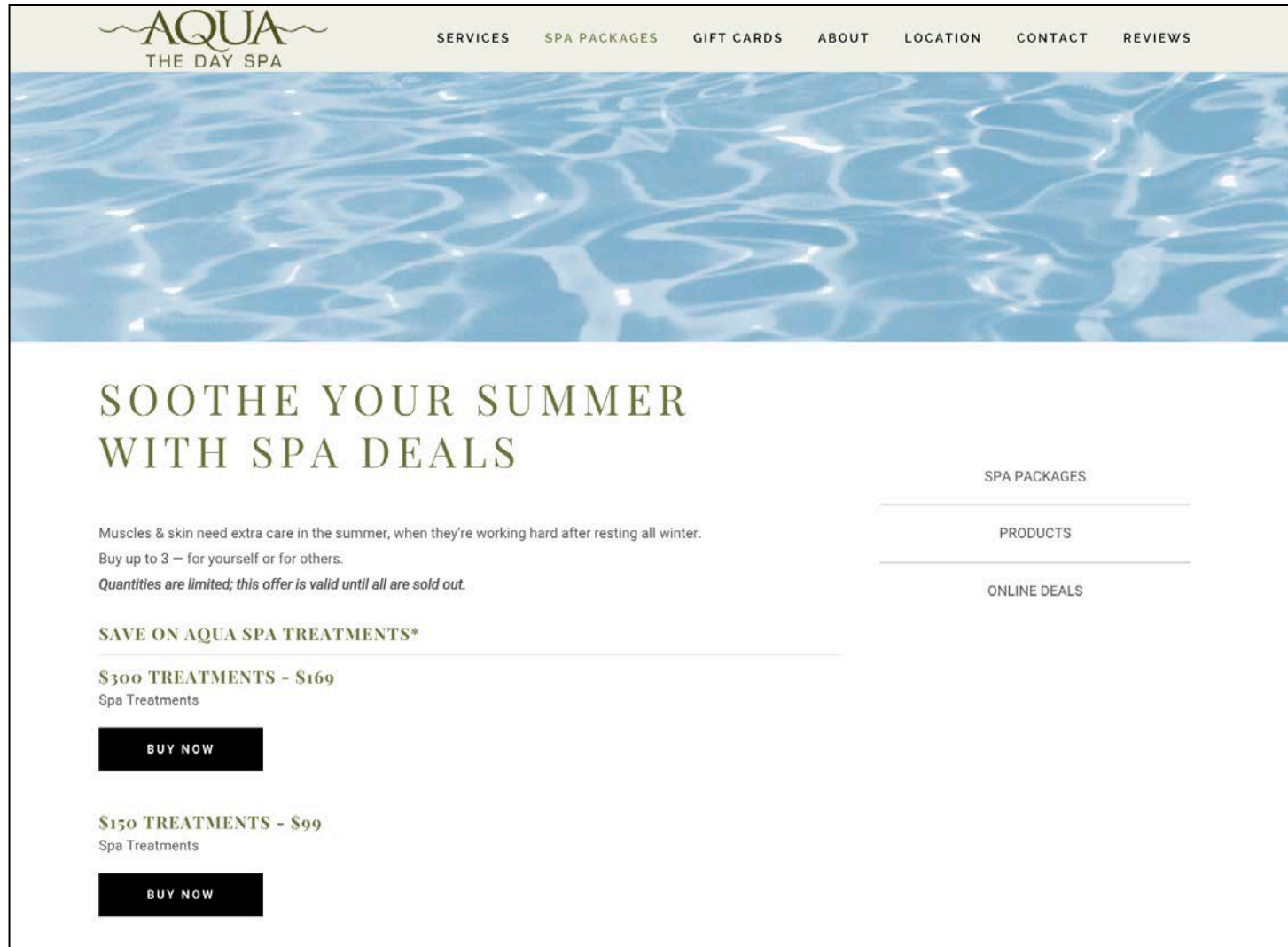
Instant Deals, Save 40%+

AQUATHEDAYSPA.COM Shop Now

174 Likes 21 Comments 18 Shares AQUA

Like Comment Share

Facebook Ads – Click to Buy Campaign: Group-Off



The screenshot shows the Aqua The Day Spa website. At the top, there is a navigation menu with links for SERVICES, SPA PACKAGES, GIFT CARDS, ABOUT, LOCATION, CONTACT, and REVIEWS. The main header features the Aqua The Day Spa logo and a background image of water ripples. The main content area is titled "SOOTHE YOUR SUMMER WITH SPA DEALS". Below the title, there is a paragraph of text: "Muscles & skin need extra care in the summer, when they're working hard after resting all winter. Buy up to 3 – for yourself or for others. Quantities are limited; this offer is valid until all are sold out." To the right of this text, there are three horizontal lines with labels: SPA PACKAGES, PRODUCTS, and ONLINE DEALS. Below the text, there are two promotional offers. The first offer is "\$300 TREATMENTS - \$169 Spa Treatments" with a "BUY NOW" button. The second offer is "\$150 TREATMENTS - \$99 Spa Treatments" with a "BUY NOW" button.

AQUA
THE DAY SPA

SERVICES SPA PACKAGES GIFT CARDS ABOUT LOCATION CONTACT REVIEWS

SOOTHE YOUR SUMMER WITH SPA DEALS

Muscles & skin need extra care in the summer, when they're working hard after resting all winter.
Buy up to 3 – for yourself or for others.
Quantities are limited; this offer is valid until all are sold out.

SPA PACKAGES

PRODUCTS

ONLINE DEALS

SAVE ON AQUA SPA TREATMENTS*

\$300 TREATMENTS - \$169
Spa Treatments

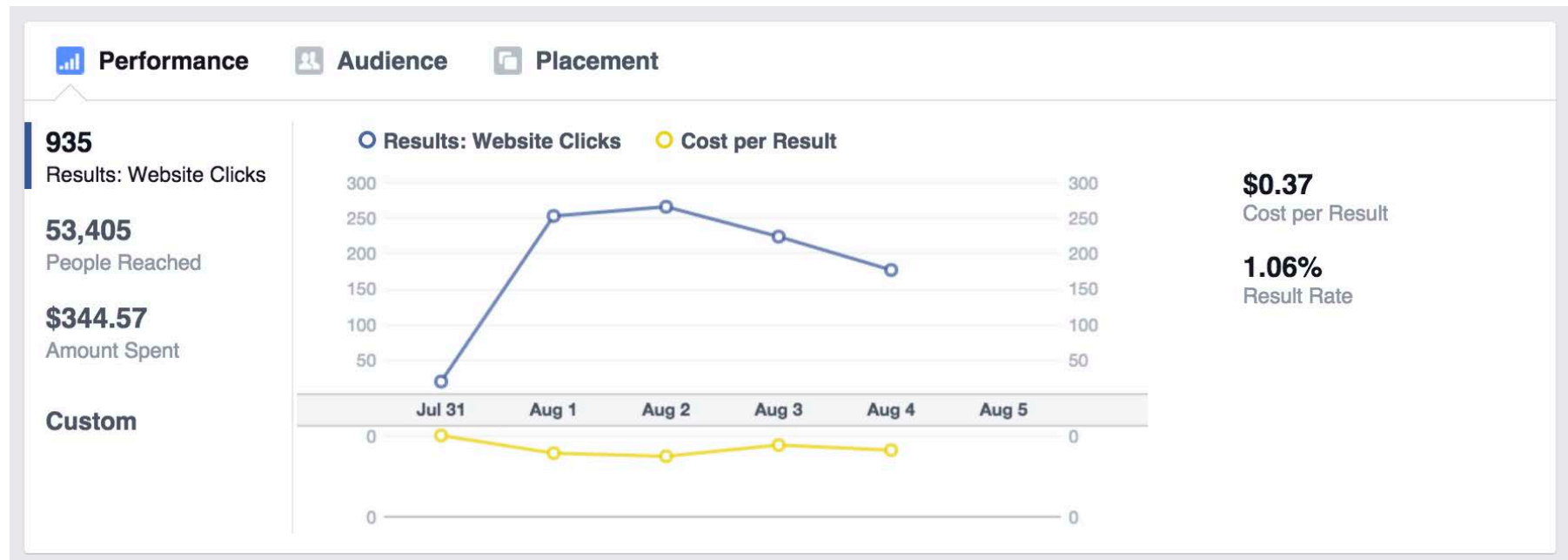
BUY NOW

\$150 TREATMENTS - \$99
Spa Treatments


BUY NOW

Facebook Ads – Click to Buy Campaign: Group-Off

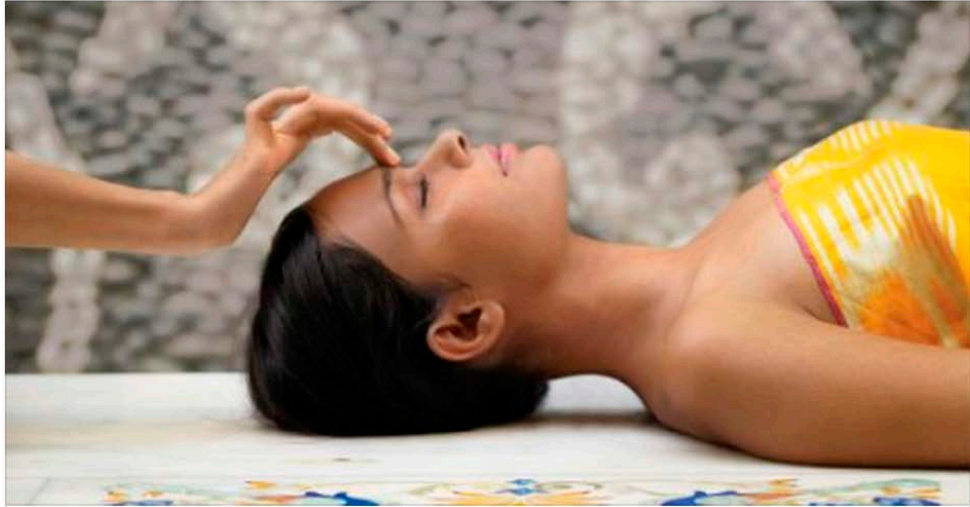
Sold over \$9,000 in 4 days



Facebook Ads – Click to Buy Campaign, Mother's Day

 **Adora Salon Aveda**
Sponsored (demo) · 🌐

Save nearly 50% on Gift Cards, instantly, from one of AVEDA's top salons, limited time.



Mother's Day Deals

WWW.ADORASALON.COM [Shop Now](#)

3 Likes 1 Comment

👍 Like 💬 Comment ➦ Share

Facebook Ads – Click to Buy Campaign, Mother's Day

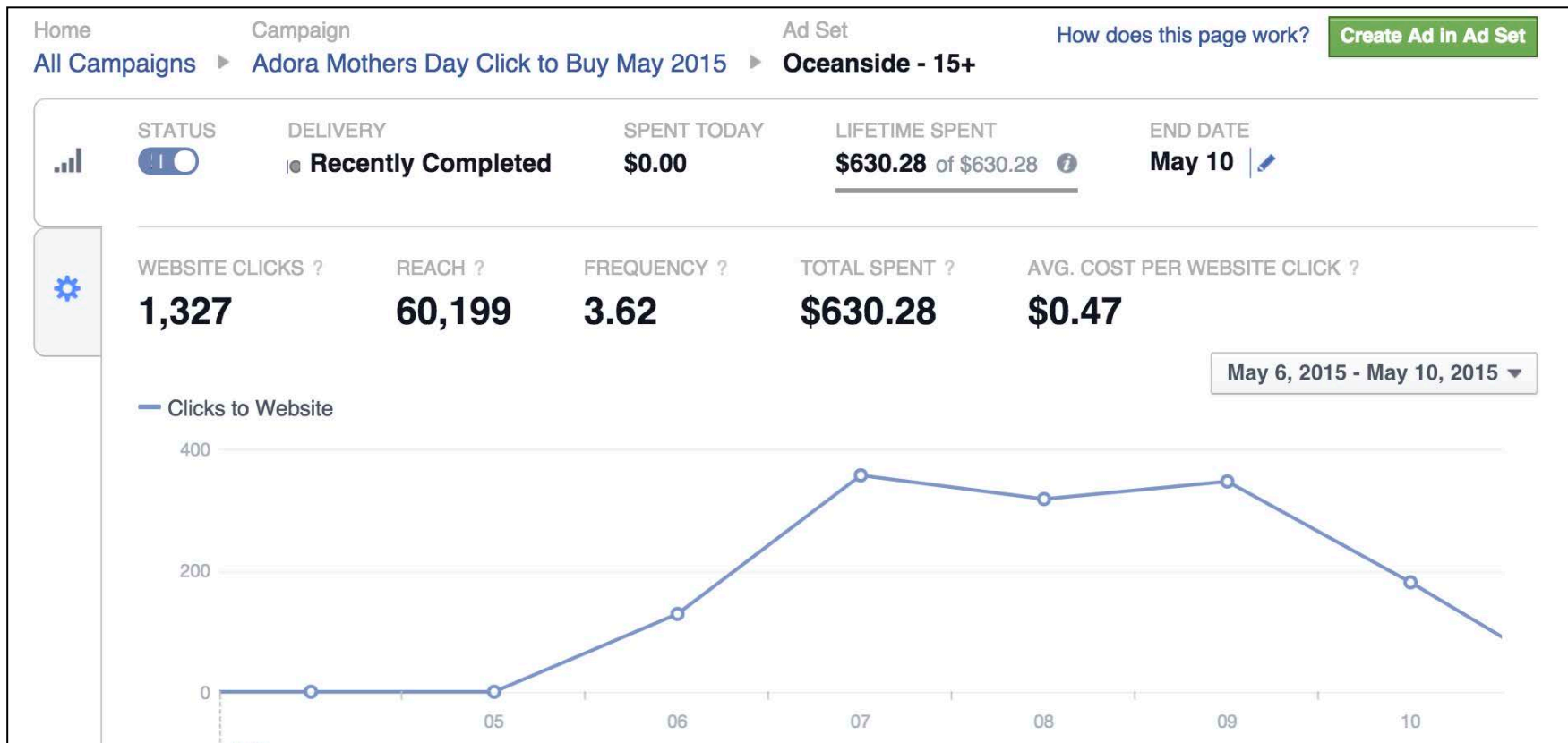
The screenshot displays the Adora Salon website with a dark purple header. The logo 'Adora salon' is on the left, and contact information '760.724.9652' and 'AVEDA' are on the right. A navigation menu includes 'services', 'specials', 'location', 'about', 'shop', 'contact us', 'adora studio', and 'careers'. A large banner features a woman with a mohawk hairstyle and the text 'special offers'. Below the banner are four gift certificate offers in brown boxes with white dashed borders:

<p>\$100 Gift Certificate ONLY \$60</p> <p>\$100 Gift Certificate for only \$60</p> <p>BUY NOW</p>	<p>\$70 Gift Certificate ONLY \$40</p> <p>\$70 Gift Certificate for only \$40</p> <p>BUY NOW</p>
<p>\$50 Gift Certificate ONLY \$30</p> <p>\$50 Gift Certificate for only \$30</p> <p>BUY NOW</p>	<p>\$25 Gift Certificate ONLY \$15</p> <p>\$25 Gift Certificate for only \$15</p> <p>BUY NOW</p>

To the right of the gift certificates are three smaller promotional tiles: 'new client offers' with a woman's face, 'be a hair model' with a woman's face, and 'gift cards' with a gift icon and a woman's face.

Facebook Ads – Click to Buy Campaign, Mother's Day

Sold \$14,700 in 5 days



How to Create a Facebook Ad Campaign

The screenshot shows the Facebook page for Paris Parker Salons and Spas. The page features a cover photo with a woman's face and text that reads: "THANK YOU FOR VOTING OUR MANDEVILLE LOCATION BEST HAIR SALON". Below this, it lists winners: "VOTING DON PAUL LEBLANC BEST HAIR STYLIST" and "VOTING CHRISTIE FOSTER BEST HAIR COLORIST". The page name is "Paris Parker Salons and Spas" with the tagline "Spa, Beauty & Personal Care". A "Promote" button is visible in the top right corner of the cover photo area, with a red arrow pointing to its dropdown menu. The dropdown menu is titled "What do you want to do?" and contains three options: "Promote Your Website" (Get more people to visit your website.), "Promote Your Local Business" (Connect with more people in your local area.), and "Promote Your Page" (Connect more people with your Page.). Below the dropdown is a "Go to Ads Manager" button. The left sidebar shows page statistics: 9,306 likes (+26 this week), 921 visits (+66 this week), and 16,611 post reach this week. It also features a "Promote Local Business" button. The main content area shows a status post asking "What have you been up to?", a section for "30 Scheduled Posts", and a sponsored post for "The Trajectory of You as Told by Your Jeans" from MANREPELLER.COM. The right sidebar shows a year selector (2014-2009) and a "See Your Ad Here" section with a "Boost Post" button.

CAMPAIGN: Choose your objective

[Help: Choosing an Objective](#) [Use Existing Campaign](#)














What's your marketing objective?

Auction ⓘ

Bid to reach your audience for the lowest possible price

Reach and Frequency ⓘ

Pay a fixed price to predictably reach your brand's audience

Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 Raise attendance at your event	 Get people to claim your offer
 Increase brand awareness	 Get video views	 Promote a product catalog
	 Collect leads for your business	



CAMPAIGN: Choose your objective

[Help: Choosing an Objective](#) [Use Existing Campaign](#)














What's your marketing objective?

Auction ⓘ

Bid to reach your audience for the lowest possible price

Reach and Frequency ⓘ

Pay a fixed price to predictably reach your brand's audience

Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 Raise attendance at your event	 Get people to claim your offer
 Increase brand awareness	 Get video views	 Promote a product catalog
	 Collect leads for your business	





TRY SOMETHING NEW



\$20 GIFT FOR A NEW EXPERIENCE

New to Paris Parker or interested in trying a new service? Download our \$20 gift and book an appointment today!

[DOWNLOAD NOW](#)

*Valid at Paris Parker Salon and Spa locations for local guests. Gift good for your first time experiencing a new service, with

AD SET: Define your audience, budget and schedule

NEW AUDIENCE ▾

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▾

Locations ⓘ

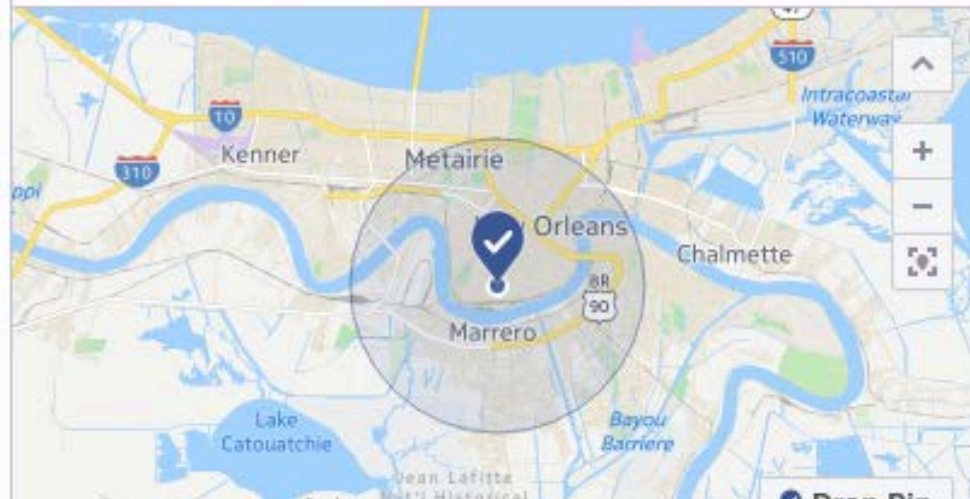
Everyone in this location ▾

United States

📍 4900 Prytania St, New Orleans, Louisiana, United

States + 5mi ▾

📍 Include ▾ | Add locations



Targeting

Who do you want your ads to reach?

Custom Audiences ⓘ Choose a Custom Audience | **Browse**
Create New Custom Audience...

Locations ⓘ San Diego

- ✓ **Everyone in this location**
- People who live in this location
- People recently in this location
- People traveling in this location

Age ⓘ

Gender ⓘ

Languages ⓘ Enter a language...

Relationship Status ⓘ Choose relationship statuses | **Browse** ×

Employers ⓘ **Google** × ×
Add the name of an employer...

Life Events ⓘ Choose life events | **Browse** ×

More Demographics ▾



AD SET: Define your audience, budget and schedule

Languages ⓘ Enter a language...


Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Loyola University New	
Loyola University New Orleans	Interests
Loyola University New Orleans	Schools
Loyola University New Orleans	Employers
Loyola University New Orleans College of Law	Interests
New job	Demographics
New Moms	Demographics
New relationship	Demographics
New	Behaviors

Connections ⓘ

Placements
Show your ads to the right people

Audience Definition



Your audience is selective or broad.

Audience Details

57,550 people

Interests > Additional Interests > Loyola University New Orleans

Description: People who have expressed an interest in or like pages related to *Loyola University New Orleans*

[Report this as inappropriate](#)



AD SET: Define your audience, budget and schedule

Languages ⓘ Enter a language...


Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Loyola University New	
Loyola University New Orleans	Interests
Loyola University New Orleans	Schools
Loyola University New Orleans	Employers
Loyola University New Orleans College of Law	Interests
New job	Demographics
New Moms	Demographics
New relationship	Demographics
New	Behaviors

Connections ⓘ

Placements
Show your ads to the right people

Audience Definition



Your audience is selective or broad.

Audience Details

57,550 people

Interests > Additional Interests > Loyola University New Orleans

Description: People who have expressed an interest in or like pages related to *Loyola University New Orleans*

[Report this as inappropriate](#)



Search Facebook Kathleen Home 2

Who do you want your ads to reach? Help: Choose Your Audience

Custom Audiences ? Choose a Custom Audience Browse

Create New Custom Audience...

Locations ? United States
All United States
 Add a country, state/province, city, ZIP or address

Everyone in this location ▼

Age ? 18 ▼ - 65+ ▼

Gender ? All Men Women

Languages ? Enter a language...

More Demographics ▼

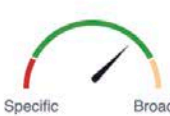
- Relationship > Interested In
- Education > Relationship Status
- Work >
- Financial >
- Home >
- Ethnic Affinity Browse
- Generation
- Parents >
- Politics (US)
- Life Events

Interests ? Suggestions | Browse

Behaviors ? Browse

Connections ? type ▼

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 174,000,000 people



Targeting

The screenshot shows the Facebook targeting interface. On the left, there are several targeting categories: Languages, Relationship Status, Employers (with 'Google' selected), Life Events (with a red arrow pointing to the 'Friends of' dropdown), Interests, Behaviors, and Connections. On the right, the 'Audience Definition' panel shows a gauge indicating the audience is 'too specific' and provides 'Audience Details' including location (San Jose, CA), interests (GQ, Esquire, Men's Health), employers (Google), and age (18-65+). The potential reach is noted as 'Fewer than 1000 people'.

Languages

Relationship Status [Browse](#) ×

Employers **Google** ×

Life Events [Browse](#) ×

- Friends of
 - Friends of Anniversary within 30 Days +
 - Friends of Newly Engaged +
 - Friends of Newlywed +
 - Friends of Recently Moved +
 - Friends of Upcoming Birthday +
 - Long distance relationship +

Interests [Browse](#)

Behaviors [Browse](#)

Connections

Audience Definition

Your audience is too specific for your ads to be shown. Try making it broader.

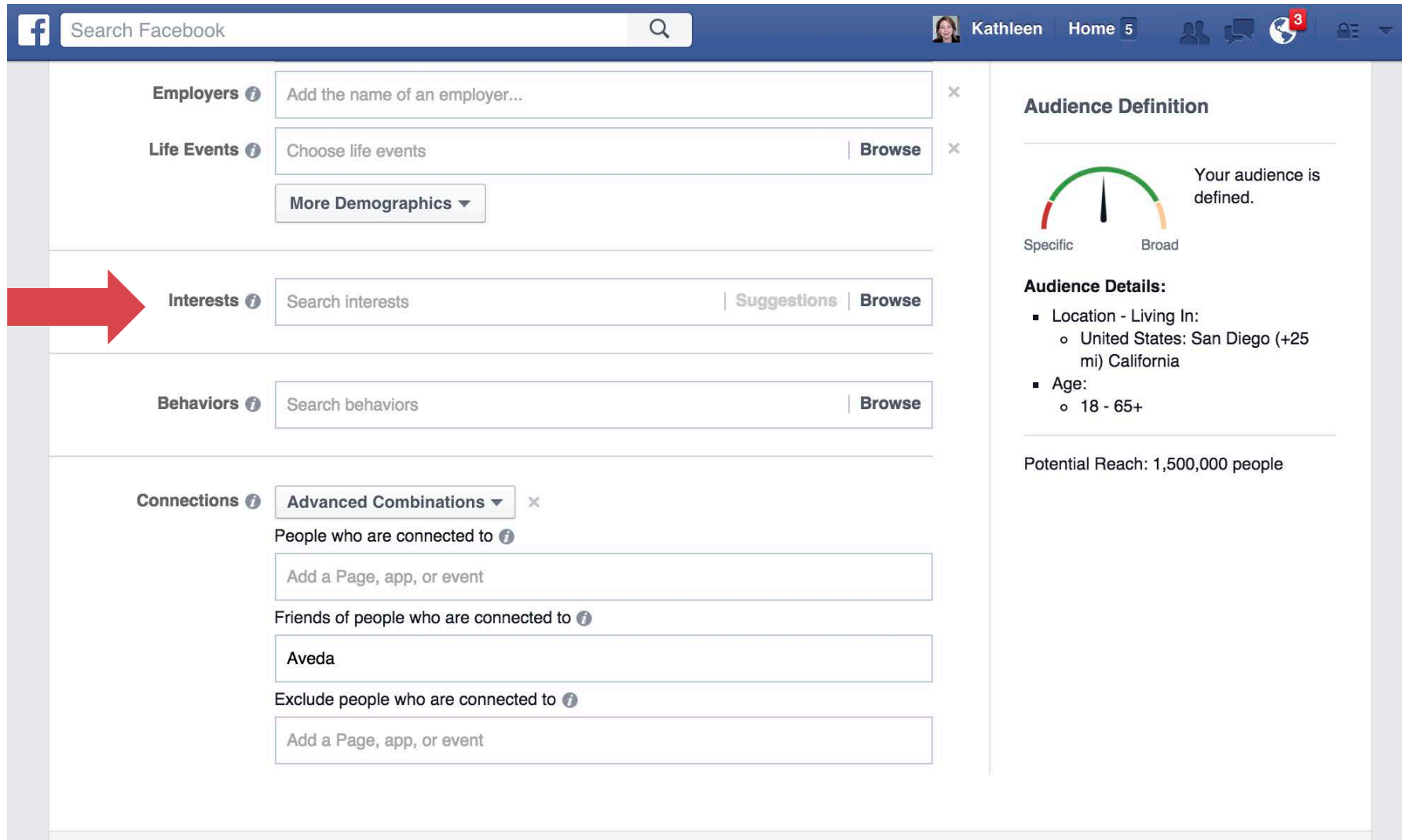
Audience Details:

- Location:
 - United States: San Jose (+50 mi) California
- Interests:
 - GQ, Esquire (magazine) or Men's Health (magazine)
- Employers:
 - Google
- Age:
 - 18 - 65+

Potential Reach: Fewer than 1000 people



Targeting



The screenshot shows the Facebook targeting interface. At the top, there is a search bar with the text "Search Facebook" and a magnifying glass icon. To the right of the search bar, the user's name "Kathleen" is displayed, along with navigation icons for "Home" (with a "5" notification), a group of people, a speech bubble, a globe with a "3" notification, and a lock icon.

The main targeting area is divided into several sections:

- Employers:** A text input field with the placeholder "Add the name of an employer..." and a close button (x).
- Life Events:** A text input field with the placeholder "Choose life events" and a "Browse" button. Below it is a "More Demographics" dropdown menu.
- Interests:** A text input field with the placeholder "Search interests" and "Suggestions" and "Browse" buttons. A large red arrow points to this section.
- Behaviors:** A text input field with the placeholder "Search behaviors" and a "Browse" button.
- Connections:** A section with a dropdown menu set to "Advanced Combinations" and a close button (x). It includes three sub-sections:
 - People who are connected to:** A text input field with the placeholder "Add a Page, app, or event".
 - Friends of people who are connected to:** A text input field containing the text "Aveda".
 - Exclude people who are connected to:** A text input field with the placeholder "Add a Page, app, or event".

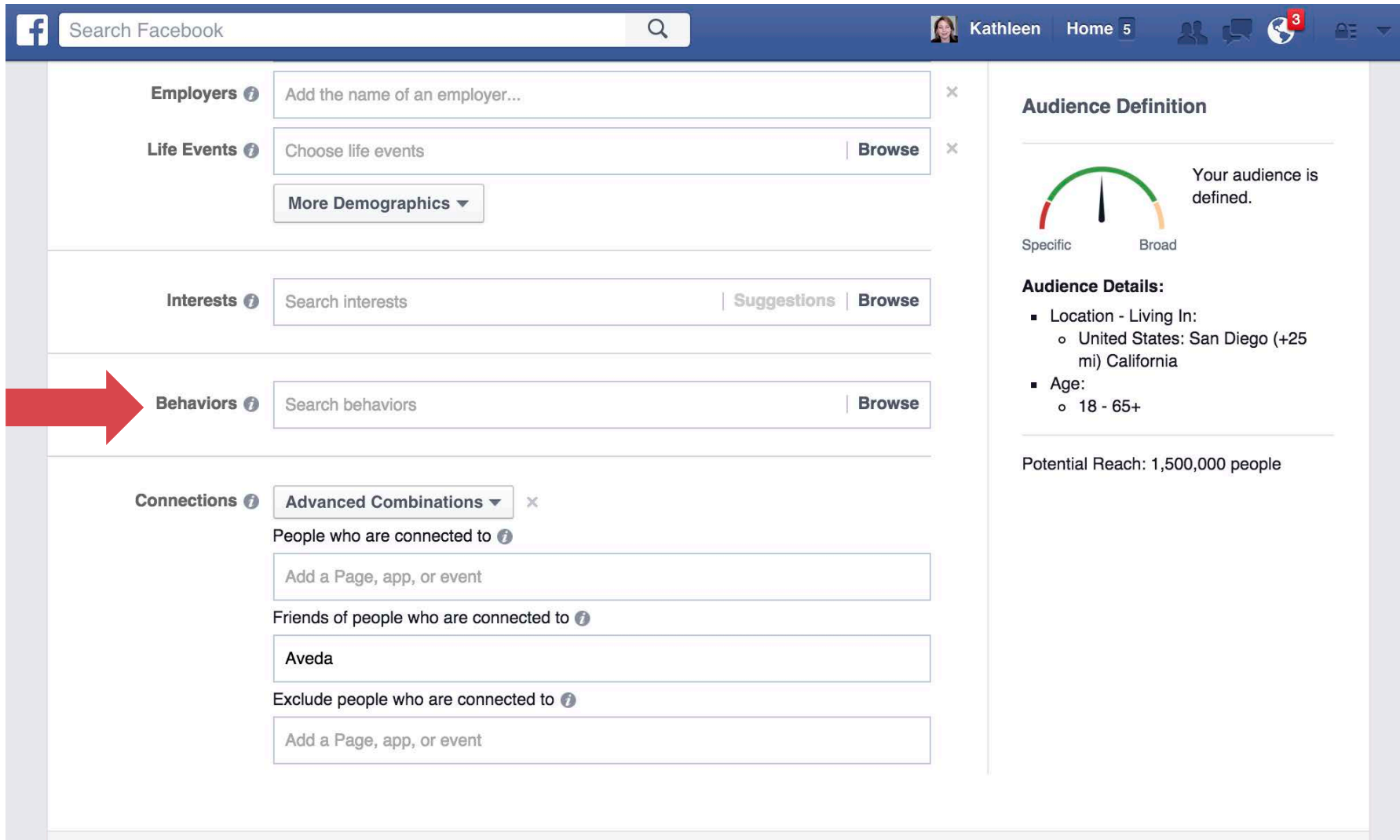
On the right side, the **Audience Definition** panel is visible. It features a gauge with a needle pointing towards the "Broad" end, with "Specific" on the left and "Broad" on the right. The text "Your audience is defined." is displayed next to the gauge. Below the gauge, the **Audience Details:** section lists the following information:

- Location - Living In:
 - United States: San Diego (+25 mi) California
- Age:
 - 18 - 65+

At the bottom of the panel, it states "Potential Reach: 1,500,000 people".



Targeting



The screenshot shows the Facebook targeting interface. At the top, there is a search bar with the text "Search Facebook" and a magnifying glass icon. To the right of the search bar, the user's name "Kathleen" is displayed, along with navigation icons for "Home" (with a "5" notification), a group of people, a speech bubble, a globe with a "3" notification, and a lock icon.

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- Interests:** A text input field with the placeholder "Search interests" and "Suggestions" and "Browse" buttons.
- Behaviors:** A text input field with the placeholder "Search behaviors" and a "Browse" button. A large red arrow points to this section from the left.
- Connections:** A section with an "Advanced Combinations" dropdown and a close button (x). It contains three sub-sections:
 - People who are connected to:** A text input field with the placeholder "Add a Page, app, or event".
 - Friends of people who are connected to:** A text input field containing the text "Aveda".
 - Exclude people who are connected to:** A text input field with the placeholder "Add a Page, app, or event".

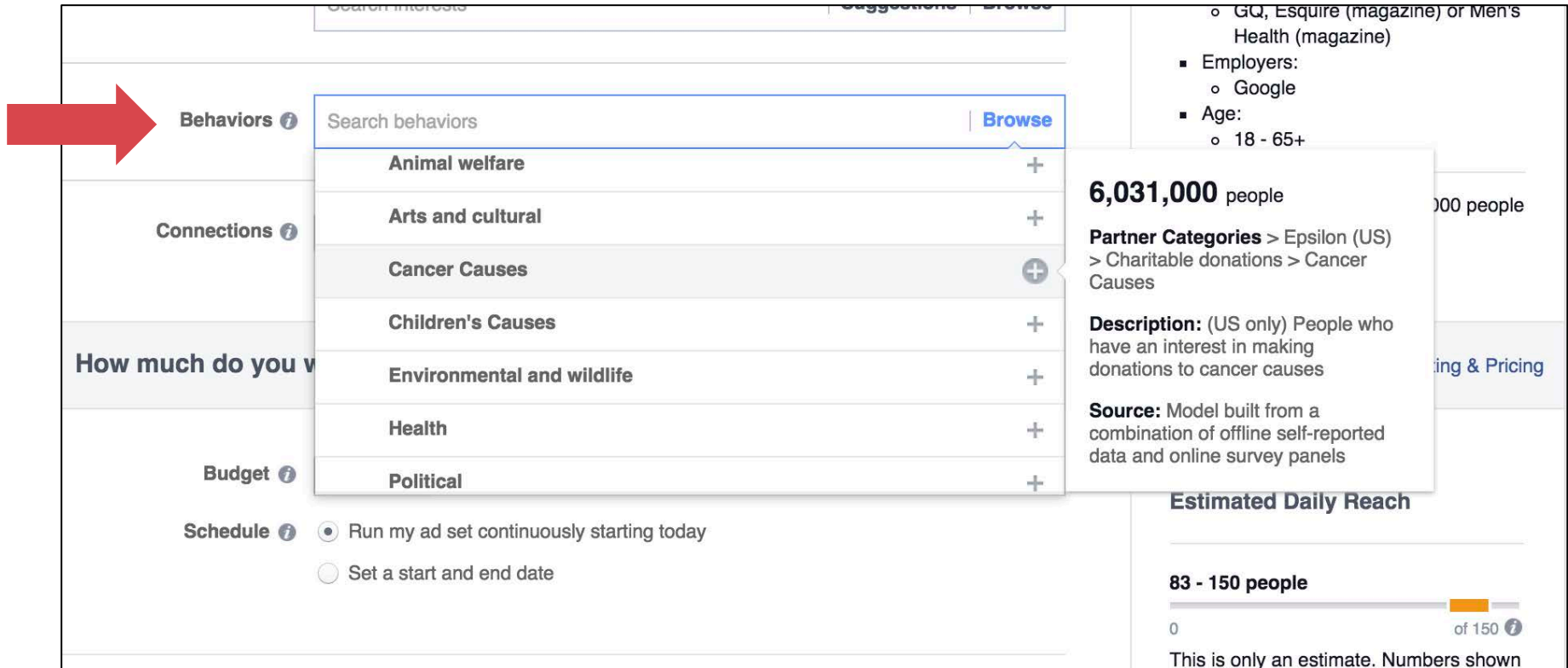
On the right side of the interface, there is an **Audience Definition** section. It features a gauge with a needle pointing towards the "Broad" end, with "Specific" on the left and "Broad" on the right. The text "Your audience is defined." is displayed next to the gauge. Below this is the **Audience Details:** section, which lists the following information:

- Location - Living In:**
 - United States: San Diego (+25 mi) California
- Age:**
 - 18 - 65+

At the bottom of the Audience Definition section, it states "Potential Reach: 1,500,000 people".



Targeting



The screenshot shows the Facebook targeting interface. A red arrow points to the **Behaviors** section. A dropdown menu is open, listing various behavior categories with plus signs to expand them:

- Search behaviors
- Animal welfare
- Arts and cultural
- Cancer Causes
- Children's Causes
- Environmental and wildlife
- Health
- Political

Other targeting options visible include:

- Connections**
- How much do you want to spend?**
- Budget**
- Schedule**
 - Run my ad set continuously starting today
 - Set a start and end date

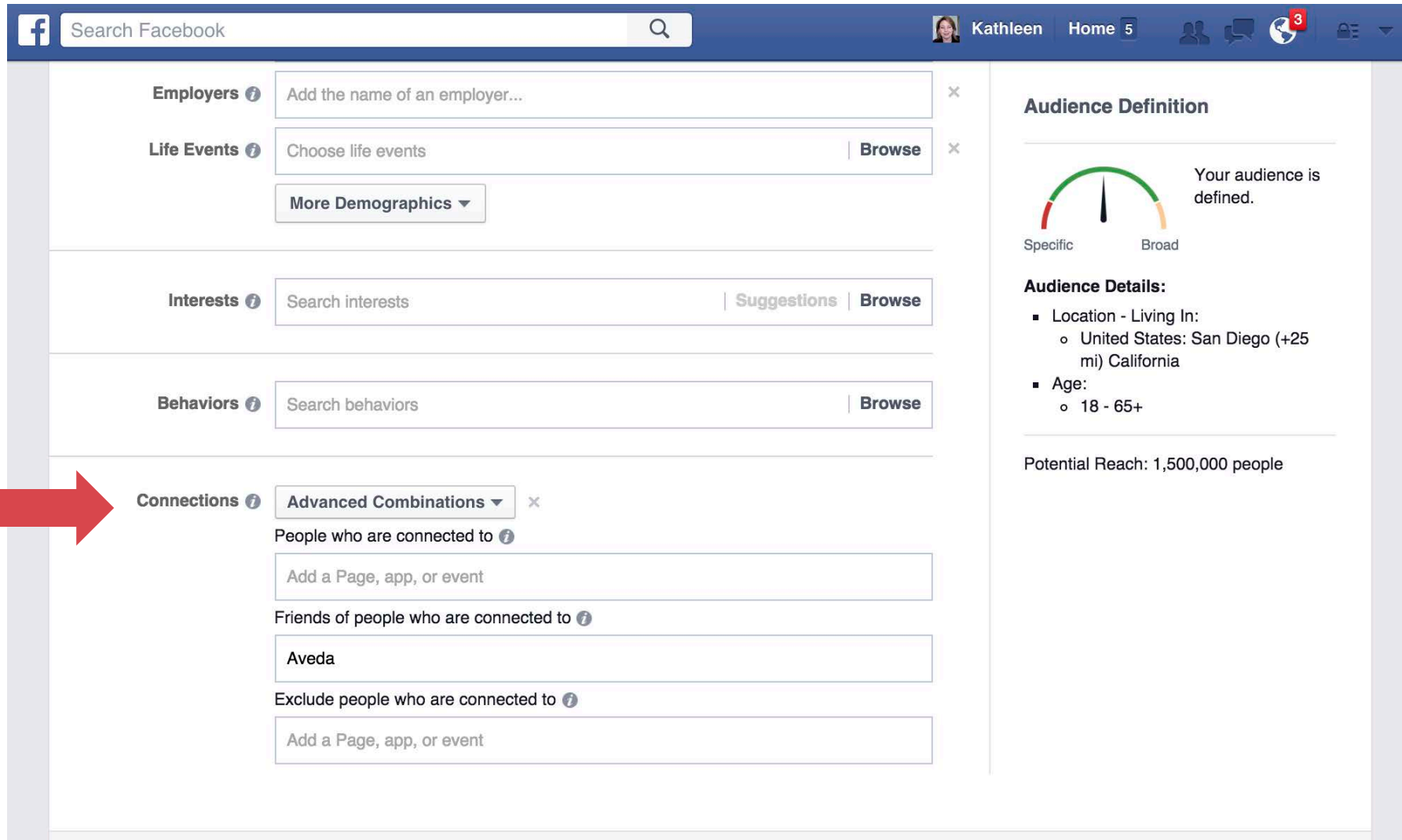
On the right side, a tooltip for the **Cancer Causes** behavior provides the following details:

- 6,031,000** people
- Partner Categories** > Epsilon (US) > Charitable donations > Cancer Causes
- Description:** (US only) People who have an interest in making donations to cancer causes
- Source:** Model built from a combination of offline self-reported data and online survey panels

Below the tooltip, the **Estimated Daily Reach** is shown as a range of **83 - 150 people** on a scale from 0 to 150.



Targeting



The screenshot shows the Facebook targeting interface. On the left, there are several targeting categories: Employers, Life Events, Interests, Behaviors, and Connections. A red arrow points to the 'Connections' section. The 'Connections' section is expanded to show 'Advanced Combinations'. Under this, there are three options: 'People who are connected to', 'Friends of people who are connected to', and 'Exclude people who are connected to'. The 'Friends of people who are connected to' option is selected, and 'Aveda' is entered in the text box below it. On the right side of the interface, there is an 'Audience Definition' section with a gauge showing the audience is defined. Below this is the 'Audience Details' section, which lists 'Location - Living In: United States: San Diego (+25 mi) California' and 'Age: 18 - 65+'. At the bottom of the right panel, it states 'Potential Reach: 1,500,000 people'.

Search Facebook

Kathleen Home 5

Employers Add the name of an employer...

Life Events Choose life events **Browse**

More Demographics ▾

Interests Search interests **Suggestions** **Browse**

Behaviors Search behaviors **Browse**

Connections **Advanced Combinations** ▾ **x**

People who are connected to

Add a Page, app, or event

Friends of people who are connected to

Aveda

Exclude people who are connected to

Add a Page, app, or event

Audience Definition

Your audience is defined.

Specific Broad

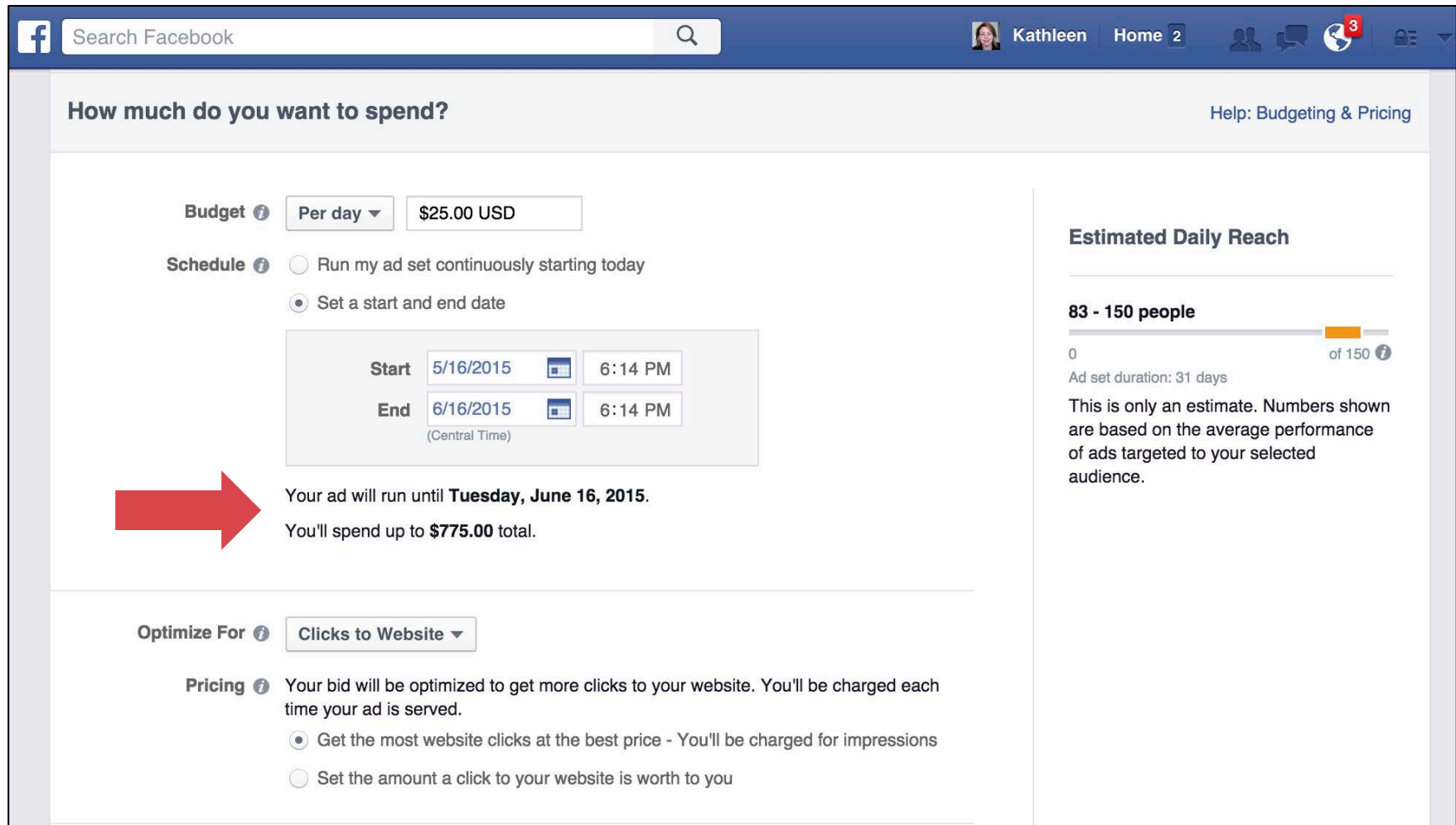
Audience Details:

- Location - Living In:
 - United States: San Diego (+25 mi) California
- Age:
 - 18 - 65+

Potential Reach: 1,500,000 people



Pricing



The screenshot shows the Facebook Ads Manager interface for setting a budget and schedule. The main heading is "How much do you want to spend?".

Budget: Per day, \$25.00 USD

Schedule: Run my ad set continuously starting today
 Set a start and end date

Start: 5/16/2015 6:14 PM
End: 6/16/2015 6:14 PM (Central Time)

Summary: Your ad will run until **Tuesday, June 16, 2015**. You'll spend up to **\$775.00** total.

Estimated Daily Reach: 83 - 150 people (0 of 150). Ad set duration: 31 days. This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Optimize For: Clicks to Website

Pricing: Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.
 Get the most website clicks at the best price - You'll be charged for impressions
 Set the amount a click to your website is worth to you

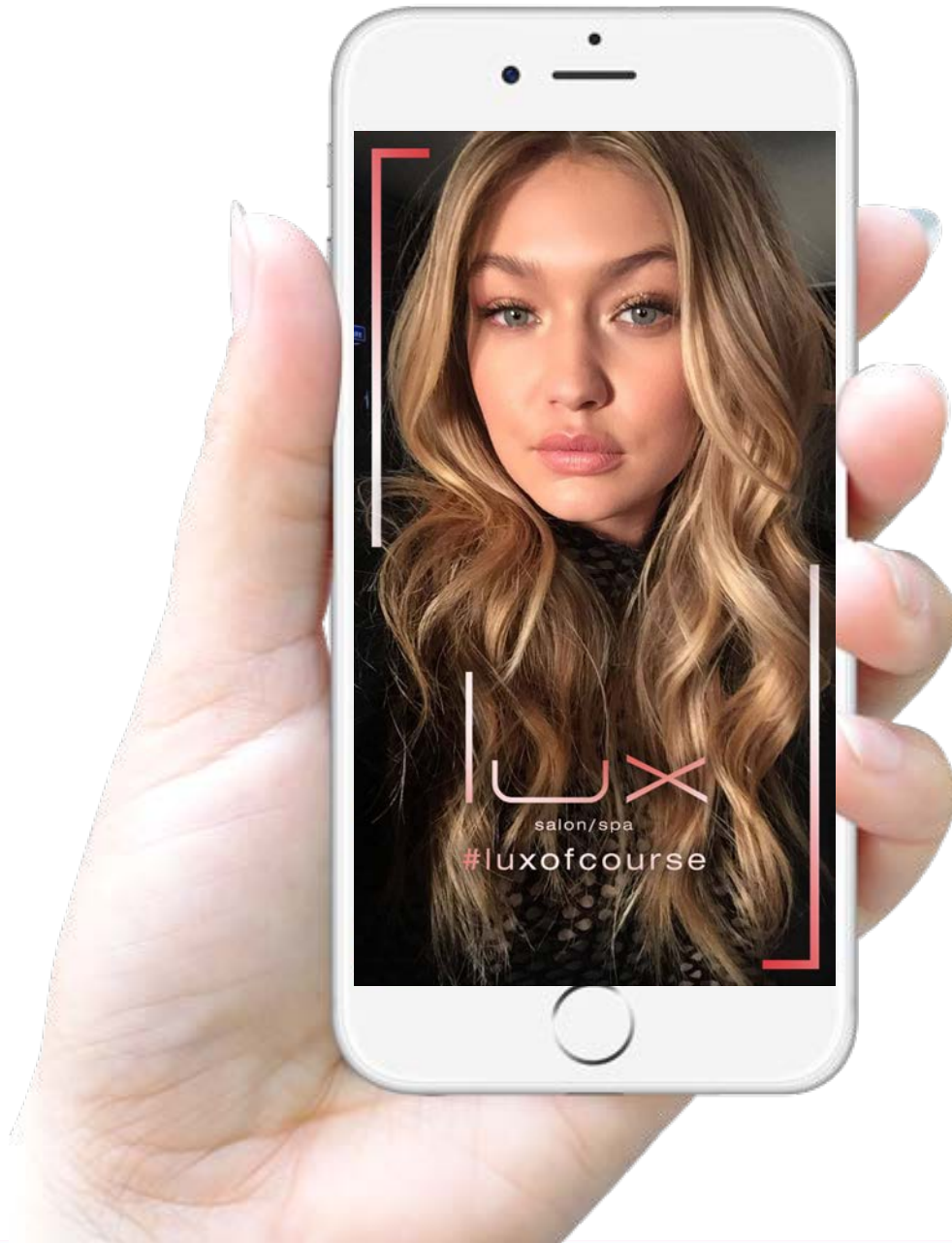




Snapchat



Snapchat -Geofilter



ONLINE

REPUTATION

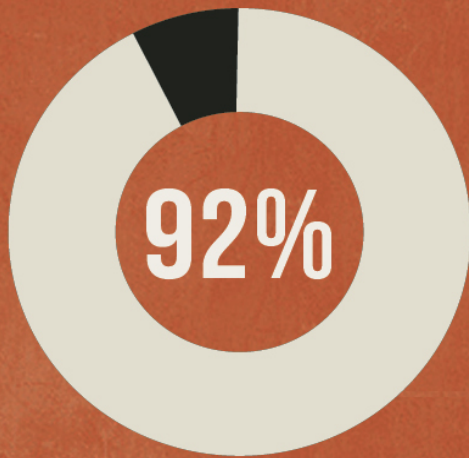
MANAGEMENT



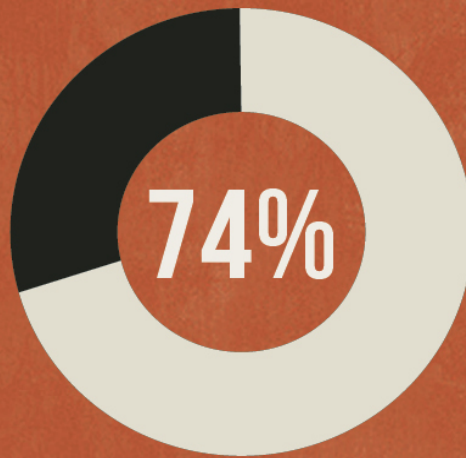
MARKETING & SOCIAL MEDIA WITH KATHLEEN TURPEL



AVEDA
BUSINESS COLLEGE



Users read online reviews before selecting a business
(e-tailing group)



Users say they will not select a business with a poor reputation
(Harris Interactive)



1 “star” difference in reviews results in 5%-9% change in revenue
(Harvard Business Review)



“I love review sites.”

- said no business owner ever.



**Improves Search Rankings.
Attracts New Clients.
Attracts Great Staff.**



GOOGLE paris parker salons

Web Maps News Shopping Images More Search tools

About 397,000 results (0.55 seconds)

Home | Paris Parker Aveda Salons and Spas: New Orleans ...
parisparker.com/
 Paris Parker Salons and Spas are Aveda concept salons with locations in New Orleans, Baton Rouge, Hammond and Mandeville. We offer full Aveda salon ...

Tiffany & Co., 333 Canal St, New Orleans, LA 70130
 (504) 568-1124

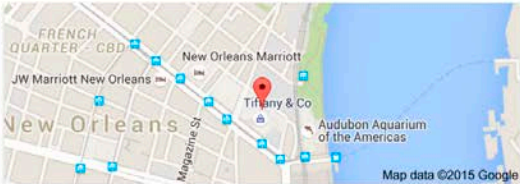
<p>Locations Paris Parker Locations. To buy gift cards for any of our Paris Parker ...</p> <p>Magazine Paris Parker Magazine. 5434 Magazine Street New Orleans ...</p> <p>Prytania Paris Parker Prytania. 4900 Prytania St. New Orleans, LA ...</p> <p>More results from parisparker.com »</p>	<p>Canal Place Canal Retail_2; Canal Chairs_3; Canal ... Paris Parker Canal ...</p> <p>Lakeside Mall Lakeside Shampoo_2; Lakeside Chairs_3 ... Paris Parker ...</p> <p>Careers Careers at Paris Parker. Our Values. Openness · The ...</p>
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Paris Parker Aveda Salon & Spa - New Orleans - Yelp
www.yelp.com > Beauty & Spas > Day Spas > Yelp
 ★★★★★ Rating: 4.5 - 59 reviews - Price range: \$\$
 59 reviews of Paris Parker Aveda Salon & Spa "Great salon! Staff is super friendly and I was taken for my appointment right on time. Michelle did an awesome ..."

Paris Parker Salon & Spas - Mandeville - Yelp
www.yelp.com > Beauty & Spas > Day Spas > Yelp
 ★★★★★ Rating: 4 - 5 reviews - Price range: \$\$
 5 reviews of Paris Parker Salon & Spas "I see Lauren Canal at this salon. She is an amazing stylist! My mother has seen her for years, my sister also. I have 4 ..."

Paris Parker Aveda Salons and Spas: New Orleans, Baton ...
www.paris-parker.com/
 Paris Parker Salons and Spas are Aveda concept salons with locations in New Orleans, Baton Rouge, Hammond and Mandeville. We offer full Aveda salon ...

Paris Parker Salons and Spas - Facebook
<https://www.facebook.com/ParisParkerSalonsSpas/>
 Paris Parker Salons and Spas. 9417 likes · 16 talking about this · 1343 were here.
 Thank You for Voting Us Best Salon, Best Massage and Best Facial by ...



Paris Parker Aveda Salon & Spa ★

4.4 ★★★★★ 9 Google reviews
Day Spa

Located in: Tiffany & Co.
Address: 333 Canal St, New Orleans, LA 70130
Phone: (504) 568-1124
Hours: Open today · 9:30 AM – 7:00 PM

Reviews Write a review

- "I went t this salon because I just moved here and I was told **aveda** was good."
- "I would recommend it to anyone for cut, color or spa services."
- "Her personality is warm and the **conversation** was great."

[View all Google reviews](#)


Book an appointment ⓘ

I am making an appointment for

Intuit.com Continue booking

Are you the business owner? Feedback





**Word
Of
Mouth**
on Steroids

CLAIM. ■





Search for (e.g. taco, cheap dinner, Max's)

Near (Address, Neighborhood, City, State or Zip)

New Orleans, LA

Search

Welcome About Me Write a Review Find Friends Messaging Talk Events

Member Search

Act Now *No Contracts!* **\$29.99/mo** each for 12 mos when bundled **LEARN MORE** Charter Restrictions apply Or call 1-866-300-1736

Paris Parker Salon

★★★★☆ 2 reviews

Category: Hair Salons [Edit]

Tulane University
Lavin-Bernick Center, 1st Fl
New Orleans, LA 70118

(504) 866-4224
<http://tulane.edu/studentaffairs/t...>

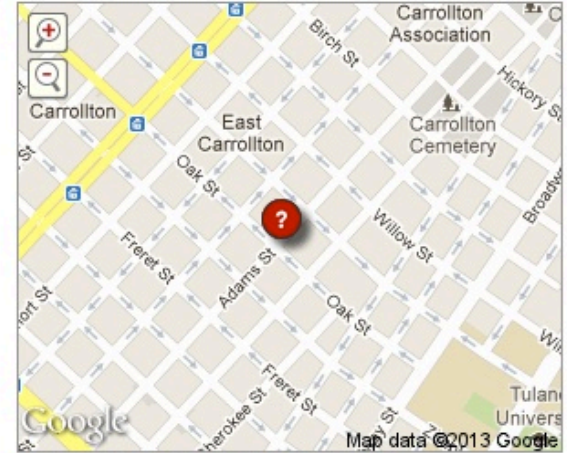
Edit Business Info **Work Here? Unlock This Business Page**

First to Review Kelley M.

- Send to Friend
- Bookmark
- Send to Phone
- Write a Review



Add Photos





[Kenneth's Studio for Hair](#)

kennethsstudio.com
★★★★★ 12 Yelp reviews

[John Jay Salons](#)

www.johnjaybeauty.com
★★★★★ 12 Yelp reviews

[Steven Sobel Salon](#)

www.stevensobel.com

[Salon Diversions](#)

salondiversions.com
★★★★★ 31 Yelp reviews

[New Orleans Finest Hair Salon](#)

Bing Local

[The Retreat Salon](#)

theretreatneworleans.net
★★★★★ 22 Yelp reviews

[Salon D'Malta](#)

www.salondmalta.com
★★★★★ 8 Yelp reviews

[Salon Du Beau Monde](#)

salonbeaumonde.com
★★★★★ 8 Yelp reviews

[Lasalle Hair Salon](#)

Bing Local
★★★★★ 1 Yelp review

- 2 2100 Saint Charles Ave
New Orleans, LA
(504) 528-8585
- 3 7600 Saint Charles Ave
New Orleans, LA
(504) 866-2782
- 4 7818 Maple St
New Orleans, LA
(504) 866-1593
- 5 838 Royal St
New Orleans, LA
(504) 299-0040
- 6 2196 N Broad St
New Orleans, LA
(504) 875-4697
- 7 801 S Carrollton Ave
New Orleans, LA
(504) 866-7724
- 8 1233 Decatur St
New Orleans, LA
(504) 565-5555
- 9 810 Saint Charles Ave
New Orleans, LA
(504) 568-0050
- 10 5014 Prytania St
New Orleans, LA
(504) 899-6306



Road - Bird's eye

World • United States • LA • Orleans Par. • New Orleans

Lasalle Hair Salon

Directions

Address: 5014 Prytania St, New Orleans, LA 70115
Phone: (504) 899-6306

Reviews ★★★★★ Yelp (1)

yelp

Recent • Favorable • Critical

★★★★★ Oct 28, 2009
A friend recommended this salon. I can't comment on the women's haircuts except that they look nice to me. I think that Bui does a great job cutting men's hair. He has that rare skill to cut ... [Full review](#)

[See all Yelp reviews](#)

Data from [Yelp](#) • [Foursquare](#)

[Feedback](#) • [Do you own this business?](#)





https://www.google.com/business/

Og Pinterest Welcome to MasterC Home Capital One Online Website Ideas Google News Google SalonBiz@ received Twitter / Home

Google My Business

Sign in or [Get on Google](#)

Overview Be found Connect with customers Manage easily FAQ

Get your business on Google for free

New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

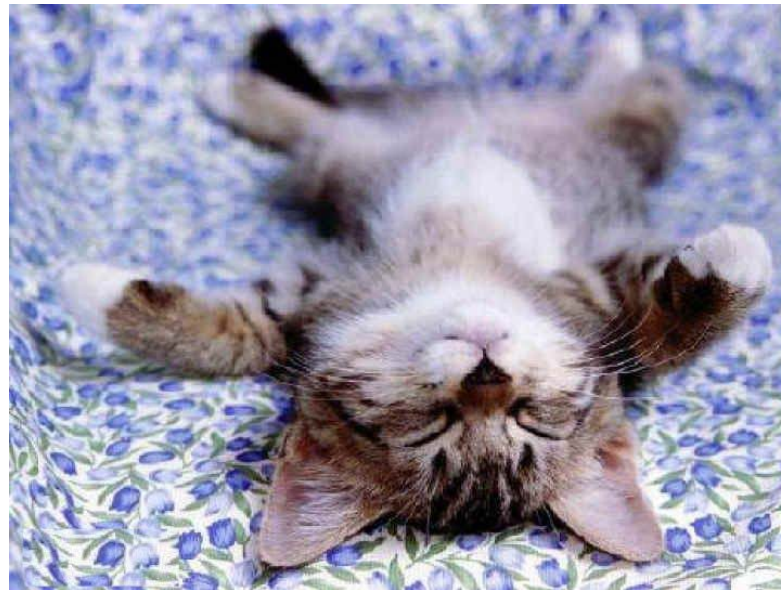
[Get on Google](#)

Dandelion Chocolate
 4.7 ★★★★★ 133 Google reviews
 5 - Chocolate Shop
 Small-batch chocolatier offering handmade candy bars & brownies, cocoa beans & educational classes.
 Address: 740 Valencia St, San Francisco, CA 94110
 Phone: (415) 349-0942
 Hours: Open today · 10:00 am – 9:00 pm
 Menu: viewmenu.com

Icons for Google+, Search, and Maps are shown below the device screens.



NAP



Consistent

NAP

Name, Address, Phone Number





Search for (e.g. taco, cheap dinner, Max's)

paris parker

Near (Address, Neighborhood, City, State or Zip)

New Orleans

Search

Welcome About Me Write a Review Find Friends Messaging Talk Events

Member Search



AT&T U-verse® TV + Internet + Wireless

\$94 /mo for 12 months with 1-yr term

Shop Now

Geographic and service restrictions apply



paris parker New Orleans, LA

1 to 10 of 15 - Results per page: 10

Hide Filters

Sort By

- » Best Match
- Highest Rated
- Most Reviewed

Neighborhoods

- Uptown
- Lower Garden District
- Audobon
- Central Business District
- ... More Neighborhoods »

Distance

- Bird's-eye View
- » Driving (5 mi.)
- Biking (2 mi.)
- Walking (1 mi.)
- Within 4 blocks

Features

- Open Now (4:09 pm)
- Accepts Credit Cards
- By Appointment Only
- Good for Kids
- ... More features »

Price

- \$\$\$\$
- \$\$\$
- \$\$
- \$


Category


- Day Spas
- Hair Salons
- Beauty & Spas


Yelp Ad




American Laser Skincare
 Categories: Laser Hair Removal, Skin Care, Weight Centers

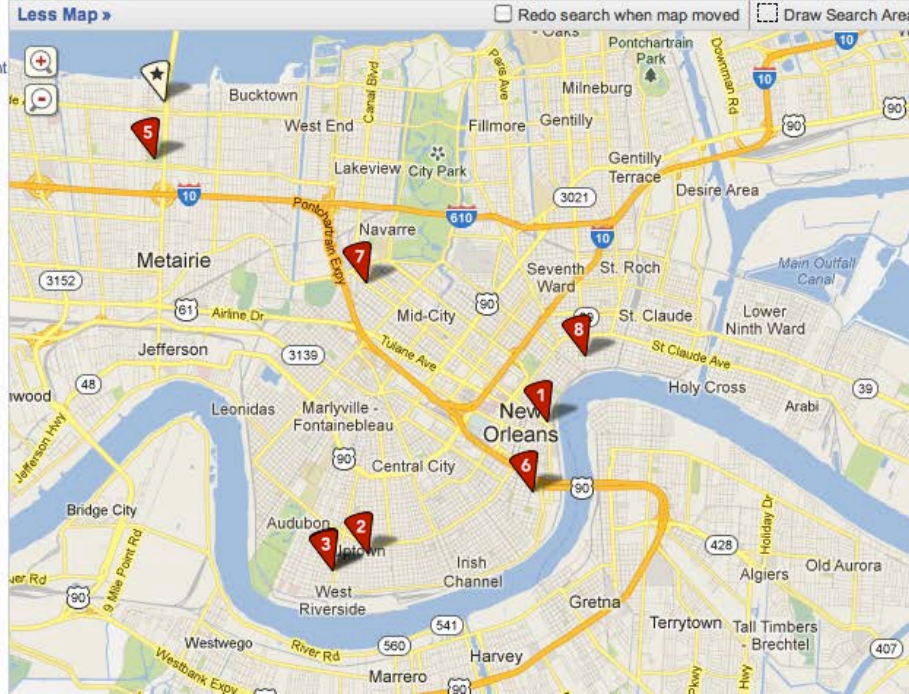
- 

1. Paris Parker Aveda Salon & Spa
 Categories: Day Spas, Hair Salons
 ★★★★★ 13 reviews
- 

2. Paris Parker Aveda Salon & Spa
 Categories: Day Spas, Hair Salons
 ★★★★★ 18 reviews
- 

3. Paris Parker Studio
 Categories: Hair Salons, Day Spas
 ★★★★★ 10 reviews
- 

4. Paris Parker Salon
 Category: Hair Salons
 ★★★★★ 2 reviews





Search for (e.g. taco, cheap dinner, Max's)

paris parker

Near (Address, Neighborhood, City, State or Zip)

New Orleans

Search

Welcome About Me Write a Review Find Friends Messaging Talk Events Member Search



AT&T U-verse® TV + Internet + Wireless

\$94 /mo for 12 months with 1-yr term

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Geographic and service restrictions apply



paris parker New Orleans, LA

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- Walking (1 mi.)
- Within 4 blocks

Features

- Open Now (4:09 pm)
- Accepts Credit Cards
- By Appointment Only
- Good for Kids
- ... More features »

Price

- \$\$\$\$
- \$\$\$
- \$\$
- \$

Category

- Day Spas
- Hair Salons
- Beauty & Spas

Yelp Ad



American Laser Skincare
Categories: Laser Hair Removal, Skin Care, Weight Centers



1. **Paris Parker Aveda Salon & Spa**
Categories: Day Spas, Hair Salons
★★★★★ 13 reviews



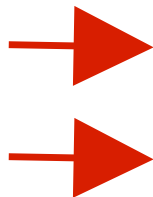
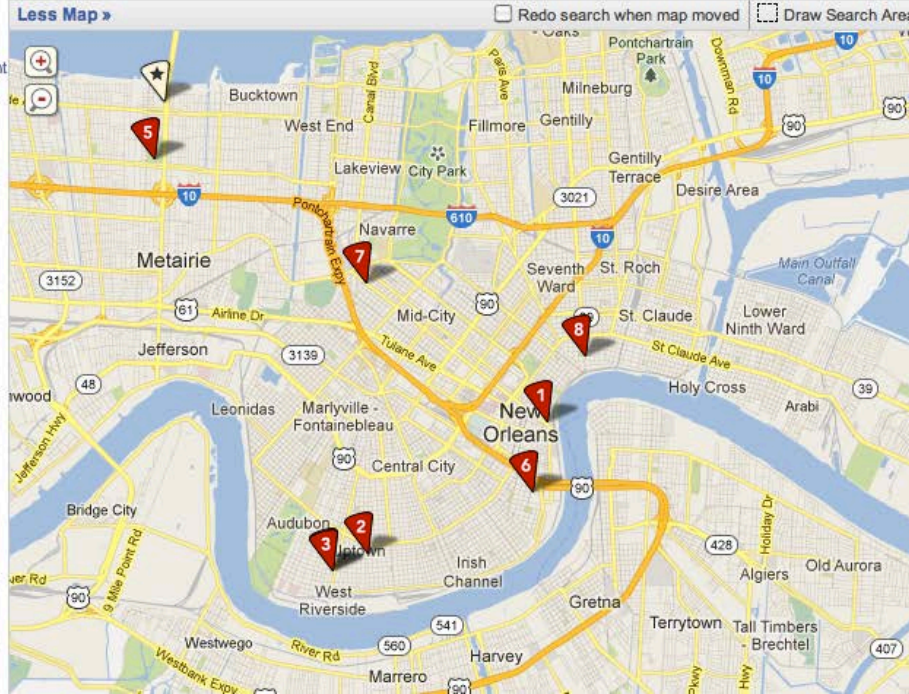
2. **Paris Parker Aveda Salon & Spa**
Categories: Day Spas, Hair Salons
★★★★★ 18 reviews



3. **Paris Parker Studio**
Categories: Hair Salons, Day Spas
★★★★★ 10 reviews



4. **Paris Parker Salon**
Category: Hair Salons
★★★★★ 2 reviews



CORRECT & CONSISTENT - NAP

The screenshot shows a Yelp business page for "Paris Parker Salon". The page includes a search bar at the top with "New Orleans, LA" entered. Below the search bar is a navigation menu with options like "Welcome", "About Me", "Write a Review", "Find Friends", "Messaging", "Talk", "Events", and "Member Search". A promotional banner for Charter is visible, offering "No Contracts! FREE HD + INTERNET + PHONE \$29.99/mo". The business listing for Paris Parker Salon shows a 2-star rating from 2 reviews, category "Hair Salons", and address "Tulane University, Lavin-Bernick Center, 1st Fl, New Orleans, LA 70118". The phone number is "(504) 866-4224" and the website is "http://tulane.edu/studentaffairs/t...". Annotations include orange arrows pointing to the star rating, the address, and the phone number, and another arrow pointing to a "Add Photos" button. A map on the right shows the location with a red question mark icon. At the bottom, there are buttons for "Send to Friend", "Bookmark", "Send to Phone", and "Write a Review".



BUSINESS DASHBOARD

SMALL BUSINESS SATURDAY
PREPARE FOR THE DAY WITH MARKETING MATERIALS [Click to Expand](#)

Progressions Salon Spa Store
 12211 Nebel St
 Rockville, MD 20852

Activity

- Yelp Ads
- Call to Action
- Business Information
- Reviews
- Photos
- Menu
- Messaging 1
- Check-in Offers
- Deals & Gift Certificates
- Billing
- Review Badges

Locations [View all](#)

Address, City, ZIP

Recent

- Paris Parker Aveda Salon & Spa**
4900 Prytania St
New Orleans, LA 70115
- Paris Parker Aveda Salon & Spa**
8349 Jefferson Hwy
Baton Rouge, LA 70809
- Paris Parker Salon & Spas**
4900 Hwy 22
Mandeville, LA 70471

Business visibility

Download the Yelp for Business Owners app

Read and respond to reviews and messages, and keep tabs on your business page. Enter your number and we'll send you a link to install the app.

We don't charge for this service. Standard messaging rates apply.

[Send Link](#) [Skip](#)

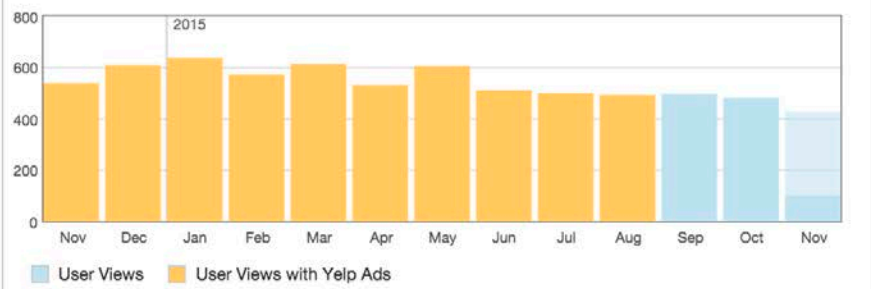
Activity

November 2014 - November 2015 Period: [30 days](#) [12 months](#) [24 months](#)

User Views ↑
6,682 + 18%

Customer Leads ↑
1,663

Revenue Estimate ↑
\$81,487



Activity Feed

- A woman in her 30s from Oxon Hill, MD **clicked on your website.**
Sunday, November 8, 2015 9:43 pm via Yelp iPhone app
- A Yelp user in San Jose, CA **clicked on your website.**
Sunday, November 8, 2015 8:50 pm via Yelp website
- A woman in her 20s from Rockville, MD **clicked on your**

About your audience:
November 2014 - November 2015

- 3,564 User Views (53%) came from mobile devices.
- Your business appeared in Yelp search results **100,160 times.**



BUSINESS DASHBOARD

SMALL BUSINESS SATURDAY
PREPARE FOR THE DAY WITH MARKETING MATERIALS [Click to Expand](#)

Progressions Salon Spa Store
 12211 Nebel St
 Rockville, MD 20852

Activity

- Yelp Ads
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Locations [View all](#)

Address, City, ZIP

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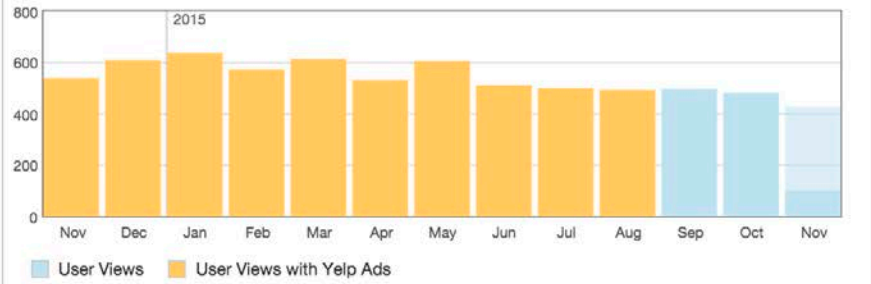
Read and respond to reviews and messages, and keep tabs on your business page. Enter your number and we'll send you a link to install the app.

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AUDIT QUARTERLY

Minimally



MARKETING & SOCIAL MEDIA WITH KATHLEEN TURPEL



AVEDA
BUSINESS COLLEGE

PEOPLE
HATE US
ON



www.yelp.com



RESPONDING to REVIEWS

★ ★ ★ ★ ★ 9/26/2012 • Previous review

I don't know why people rate this place five stars, this place certainly does not deserve it.

I read... [Read more](#)



Comment from [REDACTED]

Business Owner

9/27/2012 • Hi "Rosemary",

Thank you for your glowing review!

Let me start by saying that I do not appreciate you calling any member of my staff a BXXXX!! or RUDE.

We make it policy to make sure we don't hire anyone who fits that description and so far we have done a good job at it. We take pride in our great customer service, great haircuts, and the atmosphere we have created for our clients. At this point, I would normally offer an apology or a chance to correct your haircut, but YOU are not deserving of one or the other!

Thus far we have deserved every single review we have gotten, including some of the not so good ones, and we have done our best to correct all issues that have come up. YOU are just being hateful and unnecessarily rude! I will not dignify your review with anything else!

Goodbye and good riddance! [Read less](#)

How would you handle this in the salon?



TAKE A BREATH...



CONSUMERS ARE SAVVY.



Your Business

Spa Velia
401 W B St
Ste 180
San Diego, CA 92101

Activity
Business Information
Reviews
Photos
Messaging
Announcements
Check-in Offers
Deals & Gift Certificates **NEW**
Billing
Review Badges

Account Information
Support Center

Spa Velia ★★★★★ Rating Details [View Business on Yelp](#)

144 Reviews for Spa Velia

Sort by: Time | Rating | Comment


 **0**
2

Lanny B.
Chula Vista, CA

★★★★★ 3/2/2013

My husband gave me a Spa Velia gift card for Christmas, I was jumping for joy. I set up an appointment and when I arrived I was greeted courteously. They gave some Mimosa which I loved and their snack back was appropriate. Raymond did a great job on my facial. My only negative comment was when my foot was eaching after using their sleepers, other than that everything was delightful.

Comment from Dana S. of Spa Velia 3/5/2013 [Edit](#) [Remove](#)

 Thank you - we hope to see you back soon!

Live Blessed,
Dana Wilkerson
Principal
Spa Velia

You may message 5 more customers today.

[Send Private Message](#)

[Flag this review](#)

 **42**
36

★★★★★ 2/21/2013

I decided to check this place out after seeing an ad in our neighborhood coupon book. I didn't have high

 **47**
76

P. K.
San Diego, CA

★★★★★ 10/8/2012

I received a gift certificate from my in-laws for \$300.00 of services almost 2 years ago, and finally had the time to go this past weekend. Fortunately, there were no issues in Spa Velia honoring the gift certificate (which was actually purchased through a third-party website). The spa is located on the first level of an office building, across the street from the W Hotel downtown. Parking is inconvenience (as to be expected for downtown), but luckily I was able to find non-metered street parking that day. I would suggest going there on a Sunday (or a holiday), so you could find free street parking a little easier.

For less than \$200, I got an "island inspiration" body scrub, immediately followed by a deep tissue message, and a petite purifying facial treatment. The body scrub treatment was nothing special, but the message was great. Charlena got rid of all the knots and tension in my neck and shoulders. I've gotten facials a few times and am not a big fan of them, but Sarah was knowledgeable and made me feel at ease. The petite facial treatments are good and reasonably priced options, and my skin felt amazing afterwards.

Great customer service from the beginning to end of my experience. The staff constantly offers you champagne or mimosas, and they also have cucumber-infused water, hot tea, apples, trail mix, and cookies available in their guest lounge. The only reason I'm not giving this place 5 stars is because of the lack of parking, and the facilities are not as updated and spacious as other spas that I have been to (such as the spa at the Hard Rock Hotel). It may not be the best of the best, but for the reasonable prices and wonderful service, it's definitely one of my top choices for spa services.

You may message 5 more customers today, and your business may make up to 3 more public comments.

[Send Private Message](#)

[Add Public Comment](#)

[Flag this review](#)



RESPONDING to REVIEWS



M.D.
New Orleans, LA
0 friends
7 reviews

★ ★ ★ ★ ★ 3/23/2016

Utterly disappointed with the level of "service" I received from Paris Parker Canal Place last week. I've always gone to Aveda Salons (which is why I picked PP) and have never had a bad experience. I booked my appointment for an all over hair color online. I had to book the last appointment of the day, as I am a working individual....apparently that was the first mistake.

When I arrived at the salon I was greeted by an unmannerly receptionist who told me my stylist wasn't ready and to "just wait." I wasn't granted the opportunity to fill out the welcome sheet and pick my two freebies. I waited about 15-20 minutes after my appointment time before I was acknowledged by my stylist. I showed her a picture of how I wanted my hair colored and told her how my last stylist achieved the look. Without asking any questions, she went to the back and started mixing colors.

While she was coloring my hair, she noted that she would probably have to stay way past close because my hair was so long. Luckily for her, I was getting my hair colored so instead of providing the services I usually receive while my hair is processing (make up touch up, hand massage, etc.) she was able to do all of her closing side work. I think the most contradictory part of getting my hair done here is when she actually told me that Paris Parker Canal Place is known for its terrible customer service. Ironic right?

Once my hair was done processing, I received an ice cold hair wash. My stylist put some product in my hair and then left me sitting in the sink for 5 minutes while she ran around and did some more side work. I'm assuming she was letting the product process, but I have no idea. I was just left to sit uncomfortably in the sink with no explanation.

My hair color turned out fine. Not, exactly what I wanted, but how was she supposed to know what I wanted when she didn't ask a single question. The cherry on top was returning home and realizing that I had hair color ALL over my face. Most salons have a product that removes this from your face and most stylists notice it before you leave the salon, however, I was left scrubbing my face raw at home trying to get black hair dye off of my face.

All in all, I paid \$200 for a service that would have been more pleasant at Great Clips. I spoke to the manager on duty who graciously offered me a free manicure. No thanks. I will just take my business elsewhere and make sure anyone who asks does the same.



Comment from Kathleen T. of Paris Parker Salon & Spa
Business Manager

3/23/2016 • We are so sorry you had this experience. Our intention is to always care for the guest. At the end of your work day - our team had the opportunity to nurture and de-stress you. It seems this was an epic fail on our part. We are especially concerned that you did not receive the complimentary AVEDA rituals that are at the heart of our services. This is not the norm. We have reached out to you privately if you are willing to discuss this further. And thank you for letting us know about this. [Read less](#)



RESPONDING to REVIEWS

★ ★ ☆ ☆ ☆ 12/5/2014

Two and half stars. And mind you, this is more a review of the salon than the stylist. The young woman who cut my hair was amiable and capable---and she came to me highly recommended by a regular client--- but I got the distinct impression that this place was the "puppy mill" of haircuts if, like me, you're a middle-aged man. "He's a 40 year old guy, how hard can it be? Put a bowl over his head, get out the clippers, done." To the stylist's credit, she did an okay job, but sixty dollars---this includes tip---for twenty-five minutes is a bit excessive. No, she didn't butcher me. I blame more the pace and atmosphere of the salon. The stations are clustered so close together that I had to finagle my way through sideways. Everything is "Move, move, move, I have a five o' clock in ten minutes!" You can't scratch your ass without knocking someone on the underside of the jaw. All the stylists are wearing black, some kind of Orwellian nightmare. The company's mission statement is painted in pie-sized letters on several of the walls. I was reminded of the 1984 Apple Macintosh commercial. Underneath the odor of hair products there was a faint aroma of kale. The receptionist looked like she wanted to murder my dog for no reason. Yeah. So there you go.



Comment from Kathleen T. of Paris Parker Salon & Spa
Business Manager

12/5/2014 · I am so sorry you were not happy with your experience at our Prytania location. And thank you for taking the time to give your feedback. We are normally a very busy salon, and with this being our busiest time of year - we agree it may have felt too crowded for you. And, if you felt rushed in anyway - that should not have happened. Our goal is to give every guest time to breathe and relax - you should have received a stress-relieving hand treatment, a relaxing shampoo, and been offered some comforting tea or water. That does not seem to be what happened with you. If you are willing, please contact the manager at the Prytania location so we can get more details and hopefully improve our service. The manager is Tiffany Delaune and can be reached at tiffany.delaune@parispar...

A far as the Kale smell goes, I am not sure about that - we are an Aveda salon and Aveda is known (and usually loved) for its aroma. The ingredients are naturally derived - even the hair color. That also explains why our Aveda mission is posted many places - it's important to us.

Regarding price - our men's haircut prices range from \$30-\$100 - it all depends on the stylists experience and mastery level. If you think you might want to try us again - just let us know the price level you are comfortable with, or you can even book online - prices are clearly indicated for each stylist. Thanks again for giving us feedback, we'll do our best to improve what we do.

[Read less](#)



Tips to respond.

Keep it short.

Keep it real.

Be nice.

Thank them and be gracious.

Say you'll look into it.

Acknowledge the truth.

Say you can do better, and usually do.



Take it off line.



No Gift Certificates





Michelle G.
New Orleans, LA
4 friends
3 reviews

- [Share review](#)
- [Compliment](#)
- [Send message](#)
- [Follow Michelle G.](#)

★★★★★ 10/26/2015

Great salon! Staff is super friendly and I was taken for my appointment right on time. Michelle did an awesome job with my color. I had a brassy blonde ombré from several months ago and I wanted to bring it back to life. I asked for a very natural looking Blonde Bayalage. She adhered to my requests perfectly and did so in a very timely manner (I hate sitting in the chair for hours). She gave me the perfect shade of blonde for my skin color. The next day, someone even asked me if my hair was naturally that color. I'm from a small town and not used to paying big town prices for hair color; however, I think the price was very reasonable.

Elizabeth did my hair cut. I was only wanting to trim about 1.5 inches from my hair and that's exactly what I got. She freshened up my ends without taking off too much! The price for a haircut is also very reasonable.

Was this review ...?

- [Useful](#)
- [Funny](#)
- [Cool](#)

Report review





Michelle G.
New Orleans, LA
4 friends
3 reviews

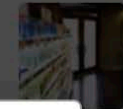
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This business is a Yelp advertiser.

 **Erin G.**
First to review

People also viewed



Paris Parker Aveda Salon & Spa

★★★★★ 35 reviews

I got my hair highlighted this weekend by Kayla, and she did a great job.

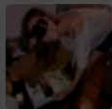
Twisted Hair Salon

★★★★★ 53 reviews

Nicole has been cutting/coloring my hair for a few years now.

Embodiment Salon and Spa

★★★★★ 75 reviews



Laura P.
New Orleans, LA
17 friends
114 reviews
Elite '15

I had was one of the best I've ever had, but cost \$50 instead of the \$25/30 I am used to.

Was this review helpful?

Report review ✕

Please refer to our [Content Guidelines](#) and [Terms of Service](#) and let us know why you think the content you've reported may violate these guidelines.

Why do you want to report this review?

- ✓ Select an option...
- It contains false information
- It was posted by someone affiliated with the business
- It was posted by a competitor or ex-employee
- It contains threats, lewdness or hate speech
- It doesn't describe a personal consumer experience
- It violates Yelp's privacy standards
- It contains promotional material
- It's for the wrong business



Why do some reviews disappear?

incredible for what you get with Quinn.

I also recently had a bit of a mix-up at the salon. I was able to write a calm email detailing what happened, and I received a prompt response with the service to fix the issue compt. I wanted to add that last part because I think that how a business handles its mistakes speaks just as highly about that business as how it handles its successes - we all know mistakes happen no matter what. Great salon, I highly recommend it.

Was this review ...?



Page 1 of 3

1 2 3 →

37 other reviews that are not currently recommended -





Missy W.
New Orleans, LA
31 friends
23 reviews



Hugs D.
Baton Rouge, LA
0 friends
1 review

WHY DO REVIEWS GET FILTERED?

- # of reviews
- # of connections
- traffic habits
- violation of terms of service

Filtered Reviews do not get averaged into your star rating.

Boston University Study Showed

GROUPON™

**Lowers Your
Star Rating**



Best way to combat

Negative Reviews

is to overwhelm them with

Positive Reviews



Prompt Positive **Reviews**

The screenshot shows the Demandforce website interface. At the top, the logo reads "Demandforce an infuit company." with links for "Request a Demo" and "Business Login". A navigation bar includes "Product", "Industries", "Multi-Location", "Partners", and "Support", along with a search bar for "Search Demandforce".

The main content area features a testimonial from "thomasm, San Francisco" with a 5-star rating. The testimonial text reads: "Thank you Restored my faith in dentists! Explained everything and was super sweet and fun! Thumbs way up! More reviews demandforce.com (338)".

Surrounding the testimonial are logos for various review platforms: Citysearch, facebook, city.com, Google, and insiderpages. To the right, the heading "Online Reputation" is followed by the text: "Build, maintain, and leverage your most valuable asset - a good online reputation." and a "Learn More" button.



THANK YOU EMAILS

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salons Aveda. spas

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New Orleans, LA 70115
(504) 891-8874 - www.parisparker.com

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for choosing Paris Parker®




your opinion means a lot to us and we'd love to hear about your Paris Parker® experience.

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\$25 gift for you, \$20 gift for them


[post a review »](#)

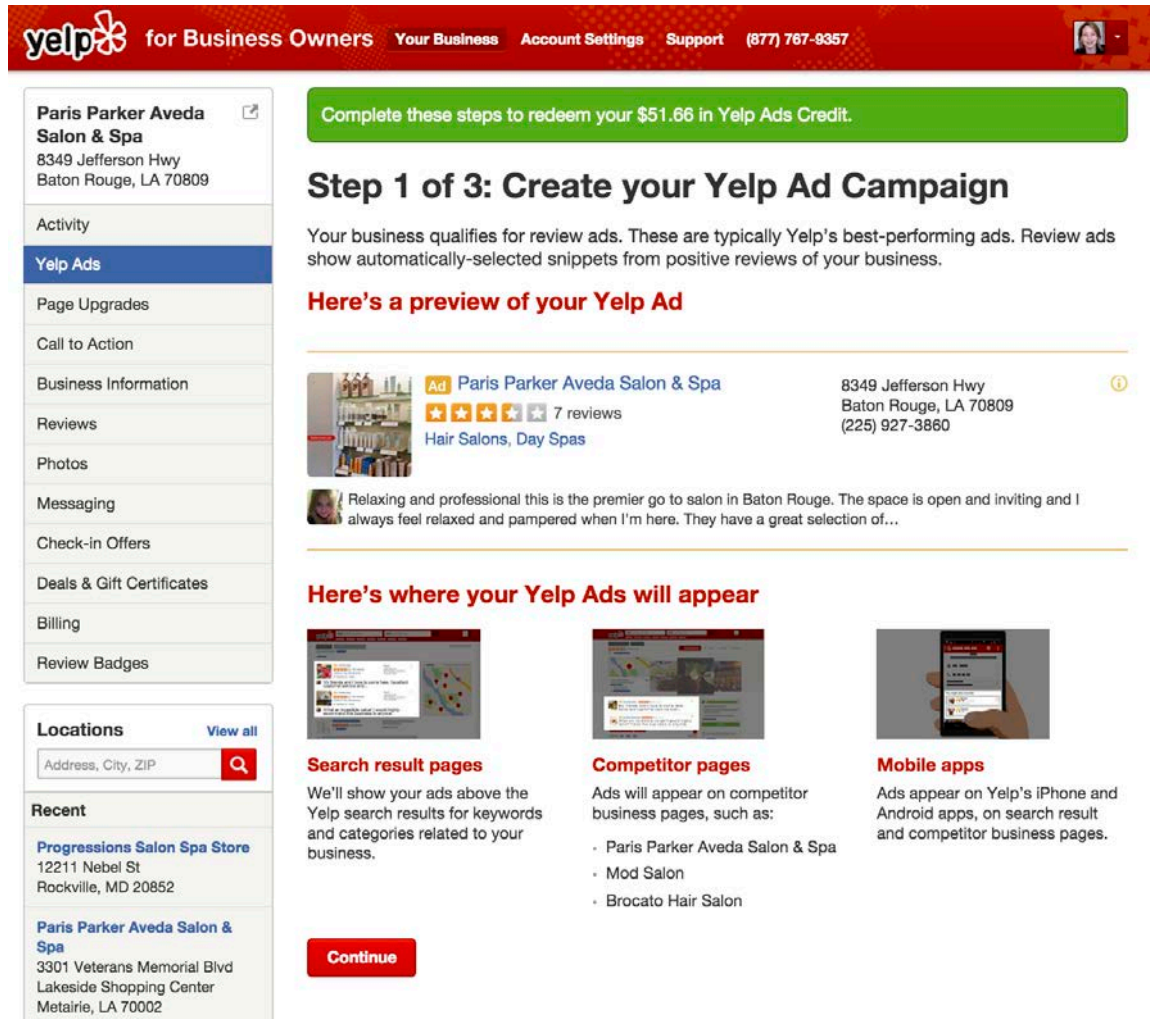
get social with us   

[refer a friend](#) [write a review](#) [update preferences](#) [request appointment](#)

Powered by Demandforce



Yelp Advertising



yelp for Business Owners [Your Business](#) [Account Settings](#) [Support](#) (877) 767-9357

Paris Parker Aveda Salon & Spa
8349 Jefferson Hwy
Baton Rouge, LA 70809

Activity
Yelp Ads
Page Upgrades
Call to Action
Business Information
Reviews
Photos
Messaging
Check-in Offers
Deals & Gift Certificates
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Locations [View all](#)
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Recent

Progressions Salon Spa Store
12211 Nebel St
Rockville, MD 20852

Paris Parker Aveda Salon & Spa
3301 Veterans Memorial Blvd
Lakeside Shopping Center
Metairie, LA 70002

Complete these steps to redeem your \$51.66 in Yelp Ads Credit.

Step 1 of 3: Create your Yelp Ad Campaign

Your business qualifies for review ads. These are typically Yelp's best-performing ads. Review ads show automatically-selected snippets from positive reviews of your business.

Here's a preview of your Yelp Ad

Ad Paris Parker Aveda Salon & Spa
8349 Jefferson Hwy
Baton Rouge, LA 70809
(225) 927-3860
7 reviews
Hair Salons, Day Spas

Relaxing and professional this is the premier go to salon in Baton Rouge. The space is open and inviting and I always feel relaxed and pampered when I'm here. They have a great selection of...

Here's where your Yelp Ads will appear

Search result pages
We'll show your ads above the Yelp search results for keywords and categories related to your business.


Competitor pages
Ads will appear on competitor business pages, such as:


- Paris Parker Aveda Salon & Spa
- Mod Salon
- Brocato Hair Salon

Mobile apps
Ads appear on Yelp's iPhone and Android apps, on search result and competitor business pages.

[Continue](#)

Yelp Advertising

yelp for Business Owners [Your Business](#) [Account Settings](#) [Support](#) (877) 767-9357 


Paris Parker Aveda Salon & Spa 
8349 Jefferson Hwy
Baton Rouge, LA 70809

Activity

Yelp Ads

Page Upgrades

Call to Action

Business Information 

Reviews

Photos

Messaging


Check-in Offers

Deals & Gift Certificates

Billing

Review Badges

Locations [View all](#)

Address, City, ZIP 

Recent

Complete these steps to redeem your \$51.66 in Yelp Ads Credit.

Step 2 of 3: Set Your Monthly Budget

- Up to \$250 about 90 clicks on your Yelp Ad
- Up to \$450 about 163 clicks on your Yelp Ad
- Typical in the "Hair Salons" category
- Up to \$700 about 253 clicks on your Yelp Ad
- Set your own budget**

Estimated cost per click is currently \$2.76, based on demand from businesses in your category and area. Cost per click may change over time based on demand.

Business page upgrades

- Enhanced profile** \$75 per month
Businesses that set up enhanced profile upgrades have a 38% increase in leads on average.
 - Choose the order of photos on your business page.
 - Remove competitor's ads from your business page.
 - Convert visitors into leads with a prominent Call to Action Button.



Continue


Frequently Asked Questions

- ▶ How does this work?
- ▶ How much does a click cost?
- ▶ How did you estimate the number of clicks on my Yelp Ad?
- ▶ How will I know if Yelp Ads works for my business?
- ▶ Will I always be billed the amount of my monthly budget?
- ▶ When will I be billed?
- ▶ Can I stop any time?



Yelp Advertising

 **for Business Owners** [Your Business](#) [Account Settings](#) [Support](#) (877) 767-9357 


Paris Parker Aveda Salon & Spa 
8349 Jefferson Hwy
Baton Rouge, LA 70809

Activity

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Call to Action


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[Continue](#)

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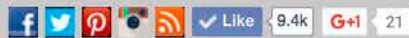


Now... **Leverage** **Your** **Reviews**



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-Elle Magazine





REVIEWS

- New Orleans**
- Prytania
- Canal Place
- Lakeside Mall
- Magazine
- Baton Rouge
- North Shore

PARIS PARKER PRYTANIA

4900 Prytania St. | New Orleans, LA 70115 | 504.891.8874
[map this location »](#)

96.7% of customers would refer friends and family to us. [Request Appointment](#)

anonymous
Great hair cut, very professional but relaxed environment.
Oct 11, 2015 - 29 days ago

711 reviews

- ★★★★★ 591 reviews
- ★★★★☆ 63 reviews
- ★★★☆☆ 21 reviews
- ★★☆☆☆ 9 reviews
- ★☆☆☆☆ 27 reviews

Sort Reviews by: [Date](#) or [Rating](#) Page: 1 [2](#) [3](#) [4](#) ... [71](#)

★★★★★ *paige ab, New Orleans*
My stylist Amanda is amazing and lovely. The Staff is always very helpful and knowledgeable. Very professional.
Oct 10, 2015
- 29 days ago

★★★★★ *victoriar, New Orleans*
Courtney is the best! I have been going to her for 7 years. She always gives me a great cut!
Oct 10, 2015
- 29 days ago

Live Review Feed



Birdeye: Aggregates and filters Reviews




Birdeye: Filters & Monitors

teddi club

online booking

print-a-gift



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press
policies
careers
wellness & fashion
community partners
blog







TEDDIE KOSSOF CLIENT REVIEWS



Teddie Kossow Salon Spa appreciates your feedback. Good or bad, we need to know how you feel about your experience.

[leave a review](#)

 **JIMMY P.**
Glenview, IL
Oct 05, 2014

★★★★★
TEDDIES IS FIRST CLASS FROM START TO THE FINISH !!Teddie and Alan & my stylist Cheryl are second to none along with the rest of the entire staff...Been going to Teddie's for 25 years and the serv... [read more](#)

 **CHERYL WONG**
Oct 02, 2014

★★★★☆
I have been getting my haircut here for over 15 years. Reasonable prices and every hair stylist has done a great job. For the last few years, my stylist has been Bianca. I highly recommend her. It's very easy to make an appointment using their online booking system.

 **COLETTE L**
Oct 02, 2014

★★★★★
John is the absolute best when it comes to highlights, always looks great. The haircuts , well if you don't pay top dollar for one of the top stylists then it's 50/50 as to how your hair will turn out, I've had some very bad cuts there (Cassandra is very good but expensive)

 **NYLE**
Oct 01, 2014

★★★★★
Always pleased w/ my hair stylist Betty!!

Share online.



Paris Parker Salons and Spas

Thank you for taking the time to give Garland kudos, Caroline! We think he is pretty special too.

"I love Garland Tullos!! He is the most amazing colorist. Besides his great talent, he's wonderful to be with. He's truly lovely." – Caroline E E



Share with Your Team.





43
36

Giovanissa D.
Glendale, CA

★★★★★ 2/21/2013

I decided to check this place out after seeing an add in our neighborhood coupon book. I didn't have high hopes, but I was having a nasty headache and needed some relief, and the price was decent, so I figured what the heck and went to try it out....and I'm so glad I did! This is my new favorite place to be pampered. The rooms are clean and comfortable, and the staff are friendly and really know their stuff. The price is also amazing. I cant wait to return back!

Was this review ...?

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)

Comment from Dana S. of Spa Velia 3/5/2013 [« Hide](#)



Fabulous, Thank you! Our talented therapists ARE the reason for our success! We can't wait to see you back soon! Check out our Facebook Page for Fan only specials!

Live Blissed,

Dana Wilkerson
Principal
Spa Velia



BLOGS



THE INFLUENCE OF BLOGGERS



66%
OF BLOG READERS

SAY A PROMOTION OR BRAND MENTION BY A BLOGGER INFLUENCES A PURCHASING DECISION








This is especially true for **18-34 year olds (81%)** and **moms (74%)**

62% of people frequently or occasionally follow their favorite content sites on Facebook, Twitter and other social media

Blogs: #1 Recommendation from Search Experts



Blog


423.894.1175       

Studio 59

an Aveda salon and spa

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Is Your Skin Dehydrated?

January 13th, 2014 by admin

Have the recent record low temperatures left your skin feeling dehydrated? To compensate for the cold weather, many of us increased the heat in our home and workplace. The dry heat has depleted any moisture that was in the air leaving our skin starving for moisture. Our Esthetician, Ashton Newman, has some tips for rehydrating our dry skin:

Shop for a humidifier. Room air humidifiers help to improve air quality and alleviate symptoms of dry air, such as sinus headaches, dry skin, sneezing and coughing. During the dry winter months, when forced air heating systems can severely dry out the air, humidifiers are an excellent way for you to add back essential moisture into the air. Dry air is often the source of many ailments, such as dry skin, itchy eyes, and cracked lips. Low humidity levels in your air can also dry out the mucous lining inside your nose and throat, causing sore scratchy throats, nose bleeds, and sinus infections. Adding a humidifier to a room can also help prevent colds and the spread of germs during the flu season.

Drink plenty of water! Think about how much moisture that you are losing due to environmental factors. Do your best to compensate for that moisture loss by drinking additional water. Start out the New Year right by opting for water instead of sodas. Also, keep a bottle of water by your desk at work, in the car, and on your bedside table at home so you will never be without.

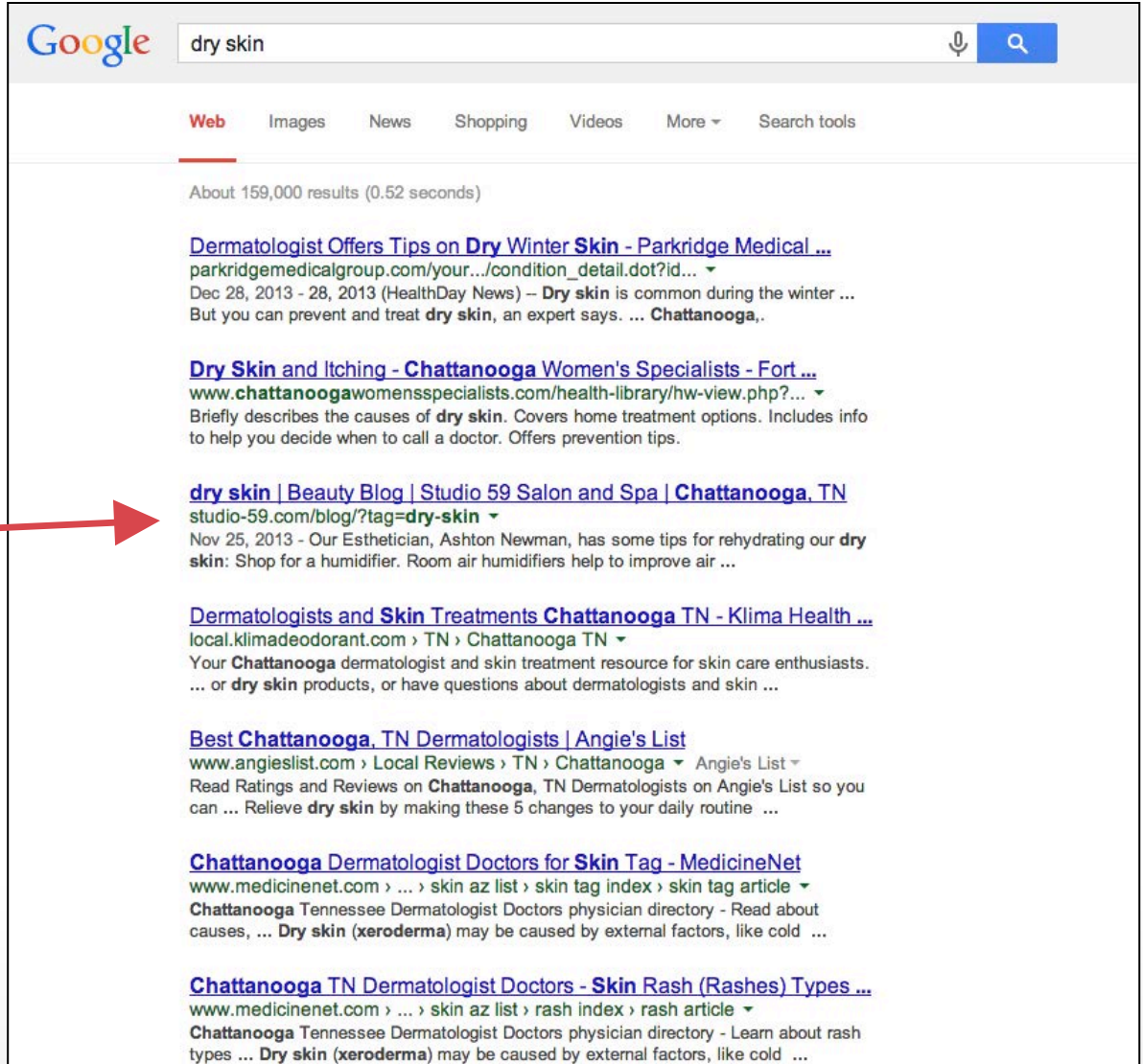
Recommended Aveda Products for Dehydrated Skin:

While in the shower or bath, exfoliate your skin with Aveda's Smoothing Body Polish. The polish will exfoliate your body with a blend of finely-ground walnut shells, kelp, aloe, lavender and herbal extracts. Polish away dead surface cells and skin-dulling debris to reveal smoother, softer skin beneath with this naturally derived exfoliant.

Before bed, massage Aveda's multi-use Beautifying Compositon into your skin and hair for deep nourishment. The Beautifying Oil containing organic soybean oil, organic olive oil and organic safflower oil seals in moisture after bathing. The conditioning oil is not only great for dry



Blog



Google search results for "dry skin". The search bar shows "dry skin" and the results page displays several links. A red arrow points to the third result: "dry skin | Beauty Blog | Studio 59 Salon and Spa | Chattanooga, TN".

Google search results for "dry skin".

Web Images News Shopping Videos More Search tools

About 159,000 results (0.52 seconds)

[Dermatologist Offers Tips on Dry Winter Skin - Parkridge Medical ...](#)
parkridgemedicalgroup.com/your.../condition_detail.dot?id...
Dec 28, 2013 - 28, 2013 (HealthDay News) – Dry skin is common during the winter ...
But you can prevent and treat dry skin, an expert says. ... Chattanooga,.

[Dry Skin and Itching - Chattanooga Women's Specialists - Fort ...](#)
www.chattanoogaawomensspecialists.com/health-library/hw-view.php?...
Briefly describes the causes of dry skin. Covers home treatment options. Includes info
to help you decide when to call a doctor. Offers prevention tips.

[dry skin | Beauty Blog | Studio 59 Salon and Spa | Chattanooga, TN](#)
studio-59.com/blog/?tag=dry-skin
Nov 25, 2013 - Our Esthetician, Ashton Newman, has some tips for rehydrating our dry
skin: Shop for a humidifier. Room air humidifiers help to improve air ...

[Dermatologists and Skin Treatments Chattanooga TN - Klima Health ...](#)
local.klimadeodorant.com > TN > Chattanooga TN
Your Chattanooga dermatologist and skin treatment resource for skin care enthusiasts.
... or dry skin products, or have questions about dermatologists and skin ...

[Best Chattanooga, TN Dermatologists | Angie's List](#)
www.angieslist.com > Local Reviews > TN > Chattanooga > Angie's List
Read Ratings and Reviews on Chattanooga, TN Dermatologists on Angie's List so you
can ... Relieve dry skin by making these 5 changes to your daily routine ...

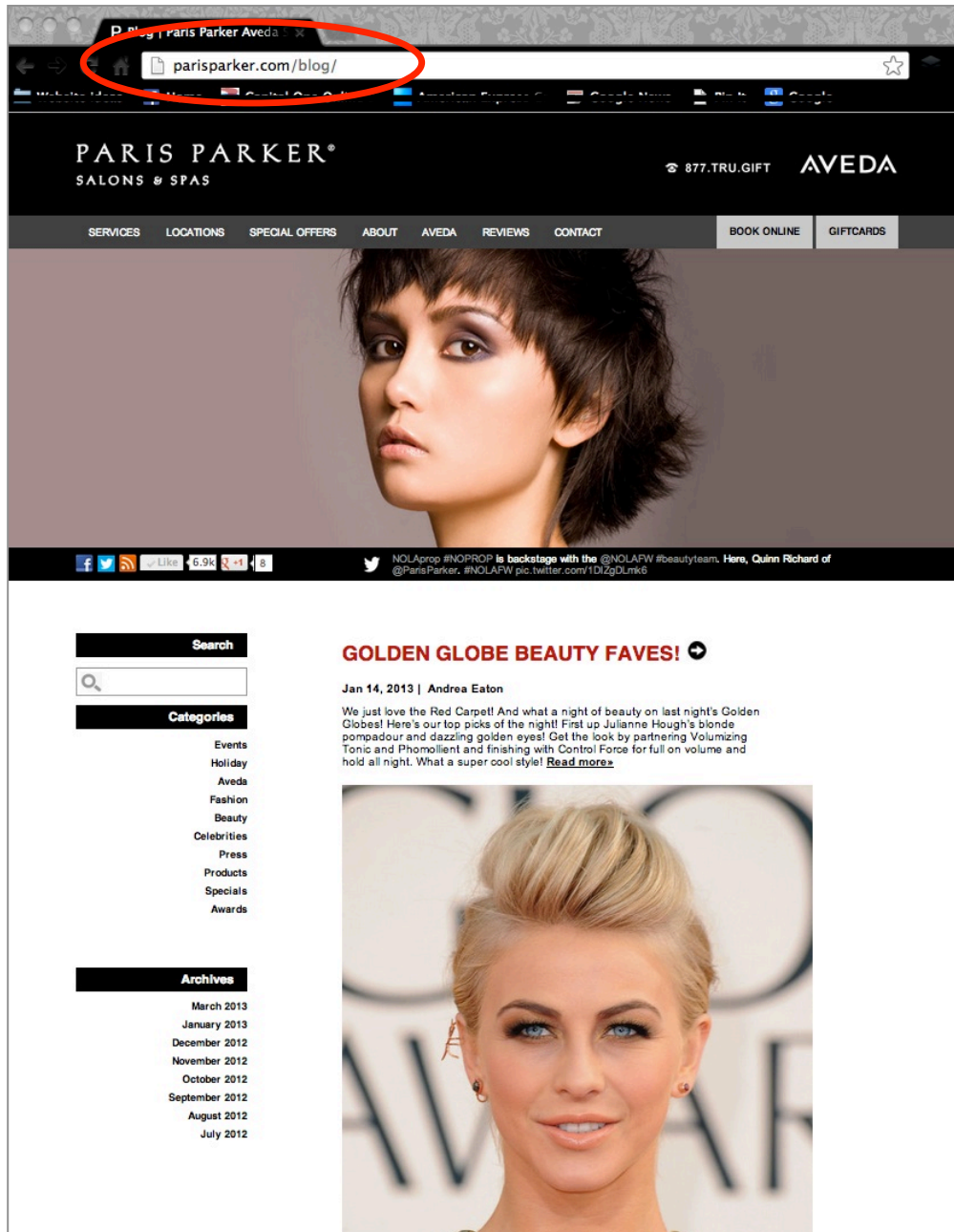
[Chattanooga Dermatologist Doctors for Skin Tag - MedicineNet](#)
www.medicinenet.com > ... > skin az list > skin tag index > skin tag article
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types ... Dry skin (xeroderma) may be caused by external factors, like cold ...



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integrated with your site.



BLOG

Write about

FAQs



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Answer Problems



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Use Keywords



BLOGGS

THE NEW PPR



Local Blogs

Emily Unkle

3.07.2014

MY FIRST TIME: SALON STYLE
UPDOS



photo by Jaime Smialek of Our Ampersand Photography

I BELIEVE THAT creative expression is good for the soul, particularly for the people that are wired to live and breath it. I'm one of those, and this is my creative space. Raised on a farm in the dreamy woods of North Georgia, I now live in a charming little neighborhood in Chattanooga, TN (via Spokane, WA). I married my first love (who is a bearded, cigar smoking stud),



Emily Unkle

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FASHION-*LuLu's Fashion Blogger Mixer in San Diego!*

Last weekend we were lucky enough to head to sunny San Diego to attend [BlogHer](#), a conference for bloggers that attracts over 3,000 attendees each year. We wanted to show some appreciation and love for our Lulu's girls attending the conference and also local fashion bloggers, so we decided to throw a party! Using the beautiful [Hard Rock Hotel's](#) rooftop bar, [Float](#), as our venue, we partied the day away in San Diego's historic Gaslamp District. Take a look below for some highlights!

nubry BODY · LIFESTYLE · SAN DIEGO ABOUT ·

helping gals become prettier, healthier, more stylish babes

6 Ways To Get Healthy Skin That's Beautiful And Youthful

LOVE MOMMY MOMMY JET SET

FALLING IN LOVE WITH A NEW MAN
5 AWESOME MOTHER'S DAY IDEAS THAT DON'T INCLUDE
DIY GIFT: HOW TO MAKE A MOTHER'S DAY SURVIVAL KIT
THINKING ABOUT PLANNING A EUROTRIP??

IN love WITH SAN DIEGO

HOME about travels why i love SAN DIEGO

MAY 19, 2013

EAST VILLAGE TAVERN AND BOWL + GIVEAWAY!

about me

NATASHA CONTRERAS
SAN DIEGO, CA, UNITED STATES

"The pleasant sensation of going back to a place where you have never been before..."

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grab my button!

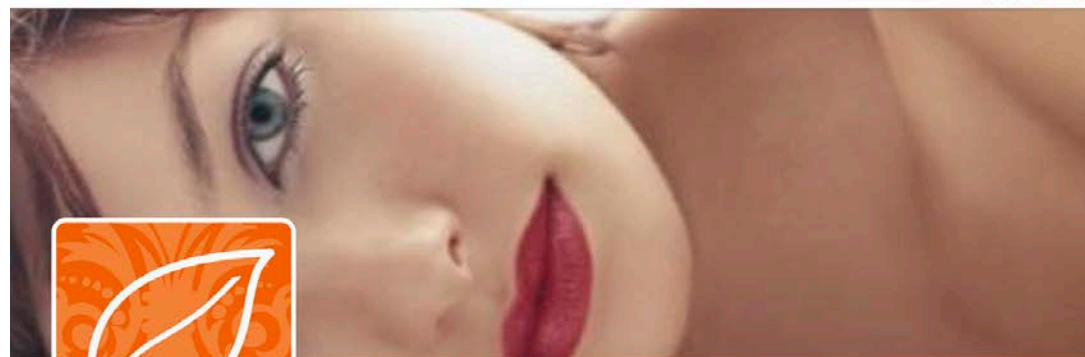
san diego moms blog

Passionate about our community and the moms who live here



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TWEETS 7,629 FOLLOWING 5,545 FOLLOWERS 5,279 FAVORITES 104

Following

Pure Aveda Salonspa

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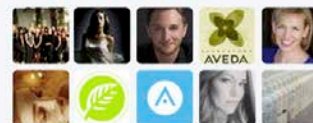
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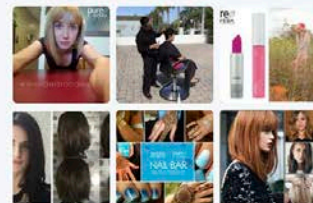
visitpure.com

Joined March 2009

87 Followers you know



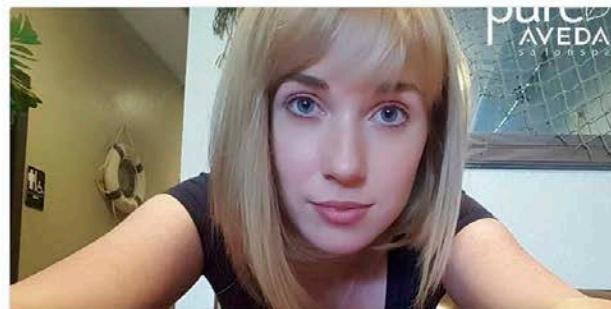
461 Photos and videos



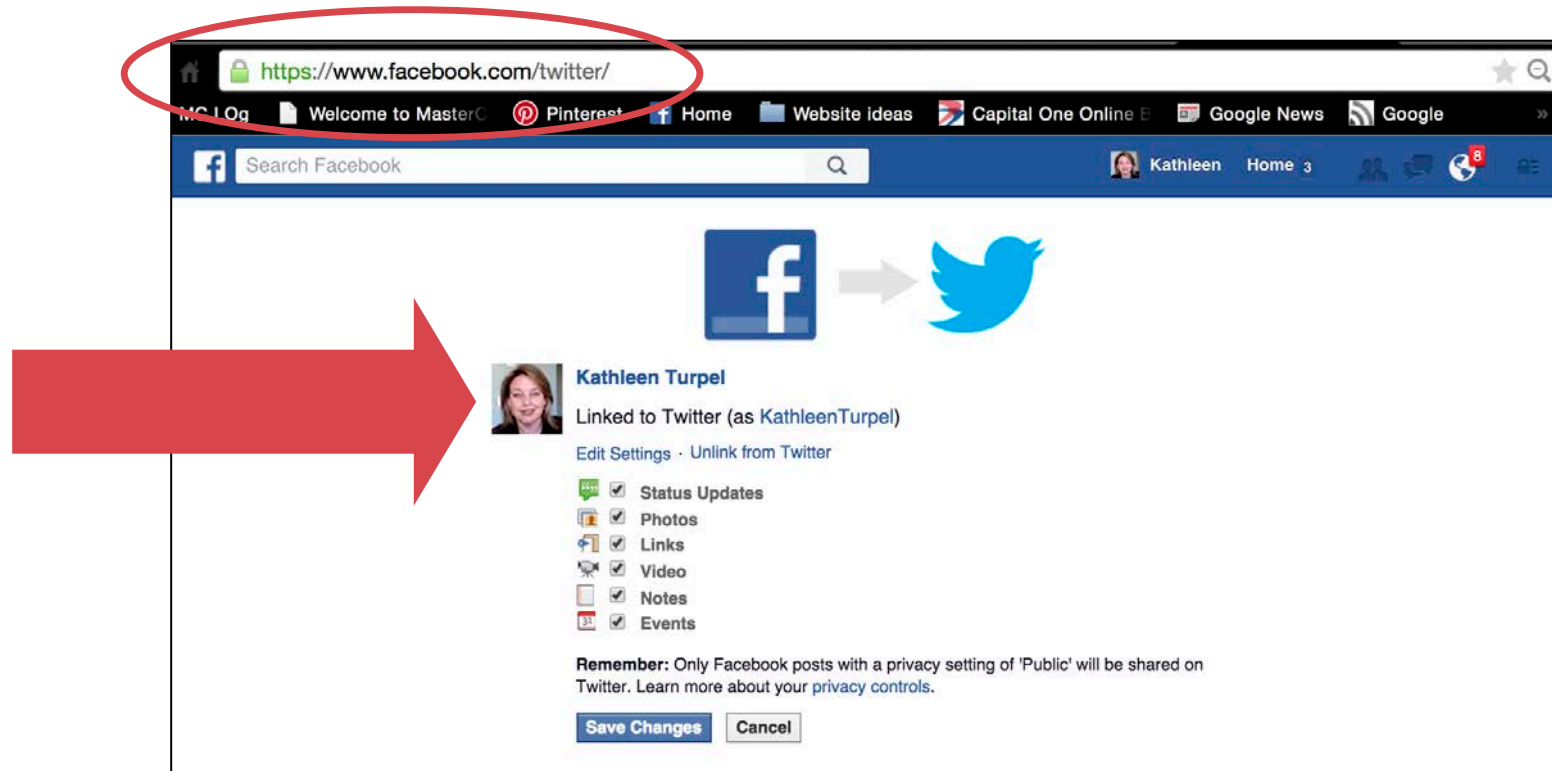
Tweets Tweets & replies Photos & videos

Pure Aveda Salonspa retweeted Jennifer Lee @jeneralee · May 9 Haircut and new lippgloss. @PureAveda has officially made me ready for summer!

Pure Aveda Salonspa @PureAveda · May 12 Blonde is having a moment this season... blonde ambition... blonde inspiration. #AvedaBlonde #PureAveda #Aveda



Link to Twitter



Make sure you are logged in as your salon.





Pinterest

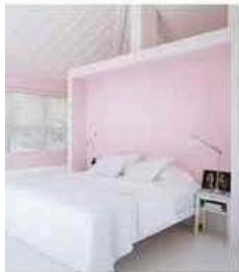


chocolate mousse cake
1 repin

Pinned by [Lindsey T](#) onto [Belly Delights](#)

niieeeeees

Pinned by [Lindsey T](#) onto [Belly Delights](#)



ctly pink

Pinned by [Lia](#) onto [Bedrooms](#)



as me want to move to LA. Love shoes, and the turquoise and red too.

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mint pop

Repinning by [Lia](#) onto [Kitchens](#)



Essie's Secret Stash

Pinned by [Lia](#) onto [Nail colors](#)



Turquoise bike
1 repin

Pinned by [Lia](#)



Tangerine peach & papaya

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Peanut Butter Hearts - One charming Party
1 repin

Repinning by [Lindsey T](#) onto [Belly Delights](#)



love it.
1 repin

Repinning by [Lindsey T](#) onto [My City PARIS](#)



via Ruby Press
1 repin

Repinning by [Lia](#) onto [Bedrooms](#)



Purple and pink

Pinned by [Lia](#) onto [Living room](#)



bonjour.

Repinning by [Lindsey T](#) onto [Fun](#)



Pretty sugar cookies

Pinned by [Lia](#) onto [Sweets](#)

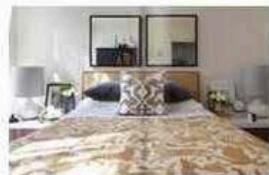


Pretty red party dress

Pinned by [Lia](#) onto [Dresses](#)



Repinning by [Melanie Blodgett](#) onto [Fashion make over](#)



Grey lamps, simple headboard



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+ Kathleen 2

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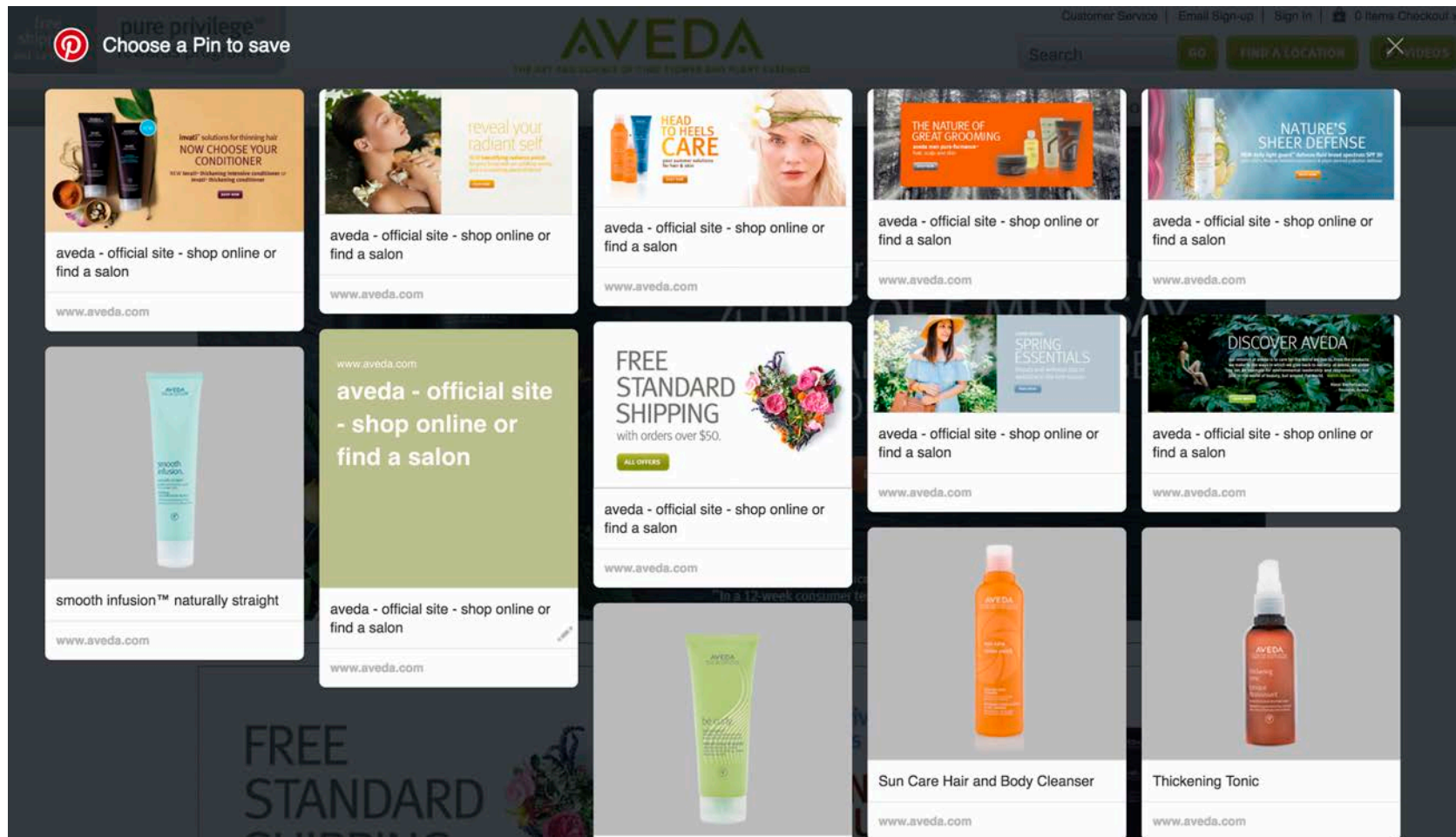
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<p>inspire.STYLE: straight 21 Pins Unfollow</p>	<p>inspire.STYLE: men 73 Pins Unfollow</p>	<p>inspire.COLOR 61 Pins Unfollow</p>	<p>inspire.COLOR: reds 68 Pins Unfollow</p>	<p>inspire.COLOR: brunettes 50 Pins Unfollow</p>	<p>inspire.COLOR: blondes 70 Pins Unfollow</p>



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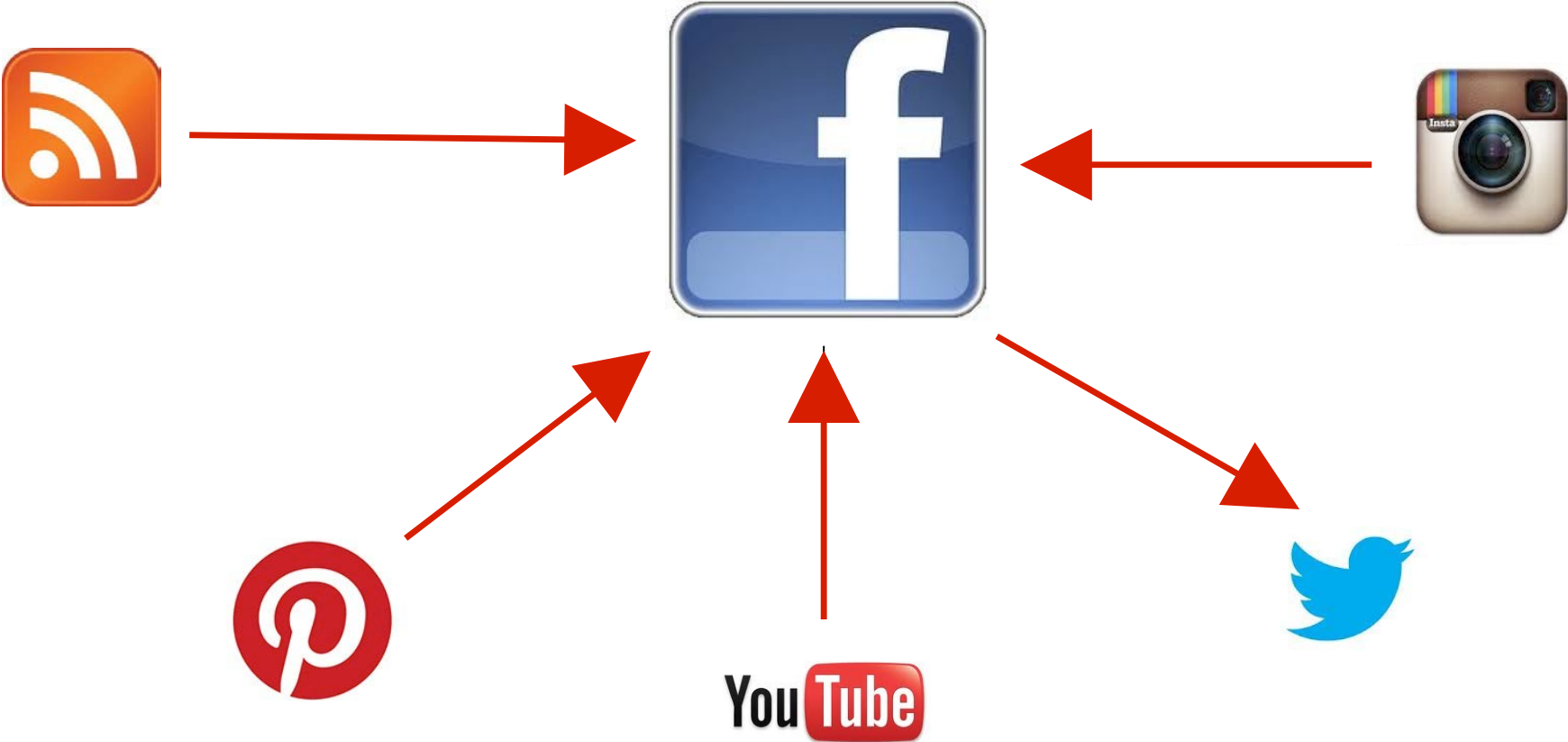
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The Biggest Barrier



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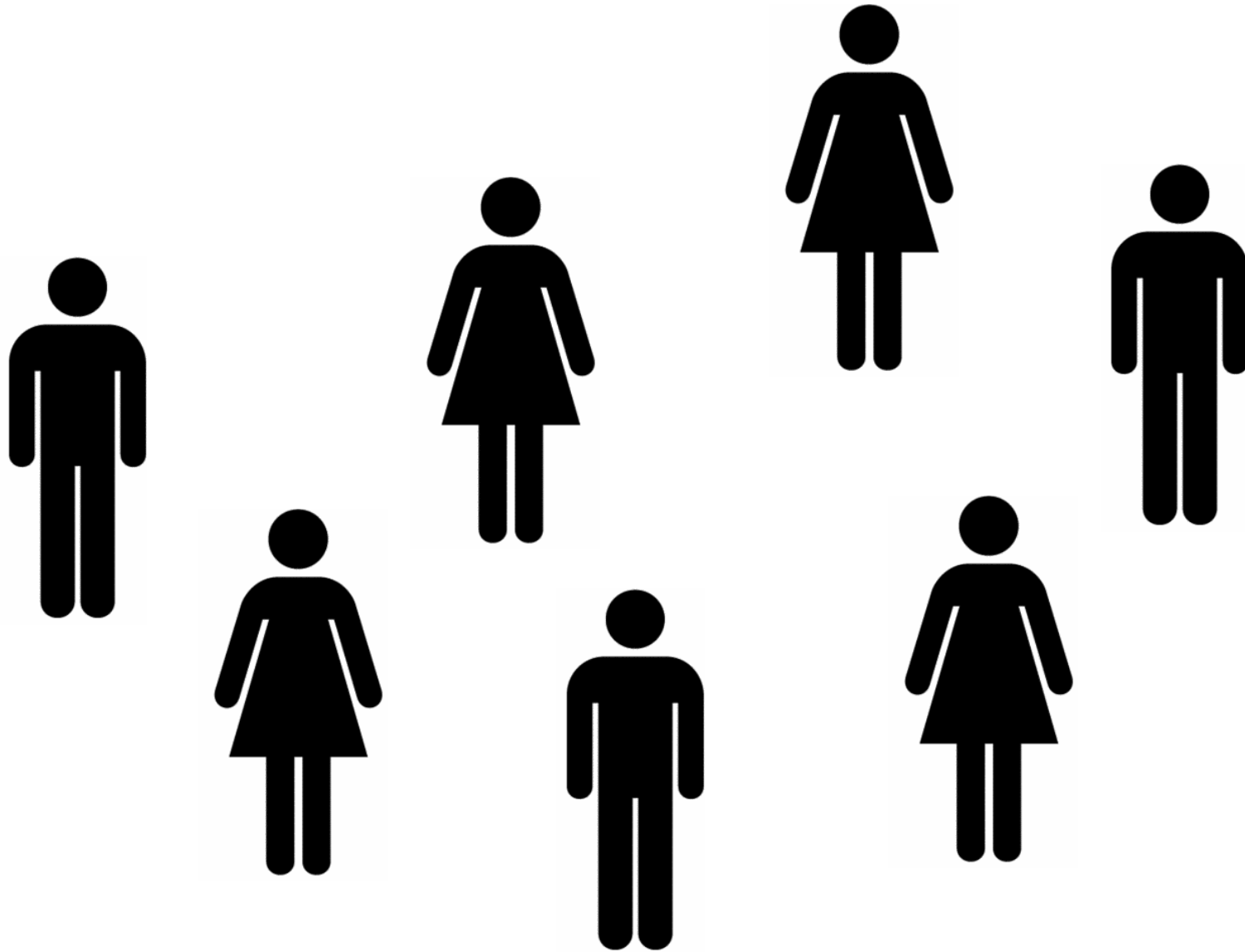


**You are not
Alone.
Create a
Team.**



Collaborate with your team.





Monday



Tuesday



Wednesday



Thursday



Friday



Saturday



Sunday



Create a Facebook Group For Your Team

The screenshot shows a Facebook group page for 'Scott J Team Page', a Secret Group with 104 members (103 new). The page features a cover photo of a woman with red hair and a purple ruffled collar. The navigation bar includes 'Discussion', 'Members', 'Events', 'Photos', and 'Files'. Below the navigation bar are options to 'Write Post', 'Add Photo / Video', and 'Ask Question'. A search bar is located on the right side of the navigation bar. The main content area shows a post by Kathleen Turpel from May 11 at 7:29am, asking if anyone has clients that are bloggers. The post has been liked by Jose Victor Lopez and Margie Marcano. Below the post, there is a link to 'The Champagne Diet' by Michelle Calabrese. The right sidebar contains sections for 'MEMBERS', 'DESCRIPTION', 'TAGS', 'CREATE NEW GROUPS', 'RECENT GROUP PHOTOS', and 'SUGGESTED GROUPS'.

CHOOSE TO BE
EXTRAORDINARY

Scott J Team Page
Secret Group

Joined ▾ Add People Notifications ...

Discussion Members Events Photos Files Search this group

Write Post Add Photo / Video Ask Question

Write something...

Add information about your group.

RECENT ACTIVITY

Kathleen Turpel
May 11 at 7:29am · New Orleans, LA · Edited

Do any of you have clients that are bloggers?
We want to make sure we follow them and share their articles. If you can comment with their name, and a link to their blog that would be awesome... Thank you!

Like · Comment

Jose Victor Lopez and Margie Marcano like this. Seen by 32

Michelle Calabrese Cara Alwill Leyba
thechampagnediet.blogspot.com

The Champagne Diet
THECHAMPAGNEDIET.BLOGSPOT.COM | ...

May 11 at 10:04am · Unlike · 1 · Remove Preview

Kathleen Turpel Thanks, Michelle! Wow - she's beautiful!!! Anyone else have a client that blogs?
May 14 at 6:25am · Edited · Like

Scott Buchanan Jennifer covington ? Tanya ?
May 14 at 11:02am · Like

Write a comment...

MEMBERS 104 members (103 new)
Add People to Group

Invite by Email

DESCRIPTION Edit
The private group for Scott J team members to communicate, collaborate, congratulate & share your work.

TAGS: Edit
What is this group about?

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates. **Create Group**

RECENT GROUP PHOTOS See All

SUGGESTED GROUPS See All
Naturally - Crunchy Betty
11,512 members
Join

More How & Why



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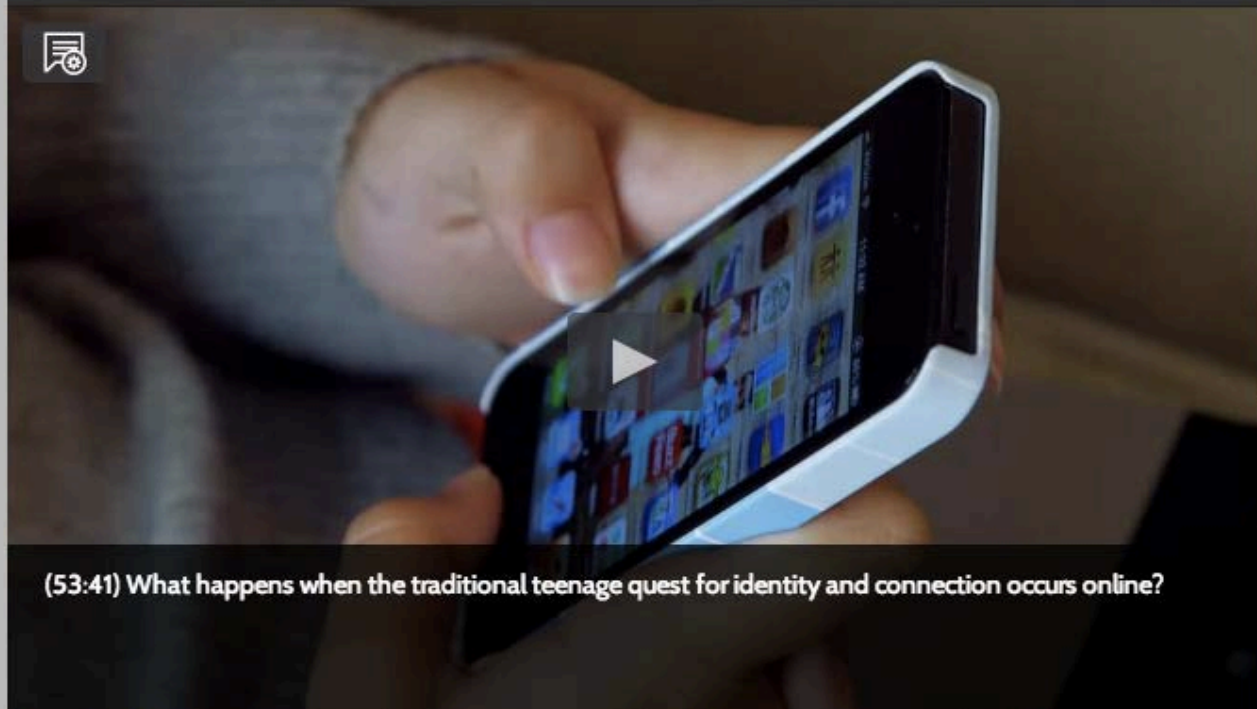
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Feb 18, 2014



(53:41) What happens when the traditional teenage quest for identity and connection occurs online?

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