

the
TOP



marketing programs

2.50%

MARKETING BUDGET



AVEDA
BUSINESS COLLEGE

ROI

RETURN ON INVESTMENT



IMAGINAL
MARKETING GROUP®



AVEDA
BUSINESS COLLEGE

1

REFERRAL
cards

AVEDA
CONCEPT
BENEFITS
ELIGIBLE

referral program

#1 NEW CLIENT DRIVER



15% RETURN

Give 100 Cards Out,
Get 15 New Clients Back



referral program

THE WAY IT WORKS



refer a friend and get a
\$25 GIFT
for aveda products

ROAR
BEAUTY PARLOR

1924 SOUTH 67TH ST.
OMAHA, NEBRASKA 68106
402.551.7627 (ROAR)
ROARBEAUTYPARLOR.COM

receive a
\$25 GIFT
for aveda products

Just fill out this card to the right and give it to a friend.

They'll get a **\$20 GIFT** and you'll receive a **\$25 GIFT** once they come in. Life is beautiful!

FINE PRINT:
We'll send your gift voucher as soon as your friend redeems their \$20 gift. Your friend must redeem their card at time of service. We'll send you an email to let you know, so please provide a valid email address. \$25 gift is valid at ROAR Beauty Parlor only. Thanks for telling your friend about us. We'll make sure they're happy!

AVEDA

for a friend
\$20 GIFT
toward your new service

REFERRED BY: _____

EMAIL ADDRESS: _____

MY SERVICE WAS WITH: _____

THE DETAILS, PLEASE READ:
You've received this because someone you know thinks you'll love us. Make an appointment and we'll make sure you love your look! Your \$20 gift is valid toward a new service valued at \$40 or more. Valid on services not received in the last six months with select service providers. Services and products can be combined to reach your \$40 minimum. Please present this card at checkout. Sorry, not valid with other offers or discounts.
No cash value.
CODE: REFER20

AVEDA

KEY POINTS

- \$20 for New Client is the Sweet Spot (\$10 works half as well)
- Loyal Guest Receives More
- Easy to Measure and Manage





Use \$25 Reward to
Introduce Guests to

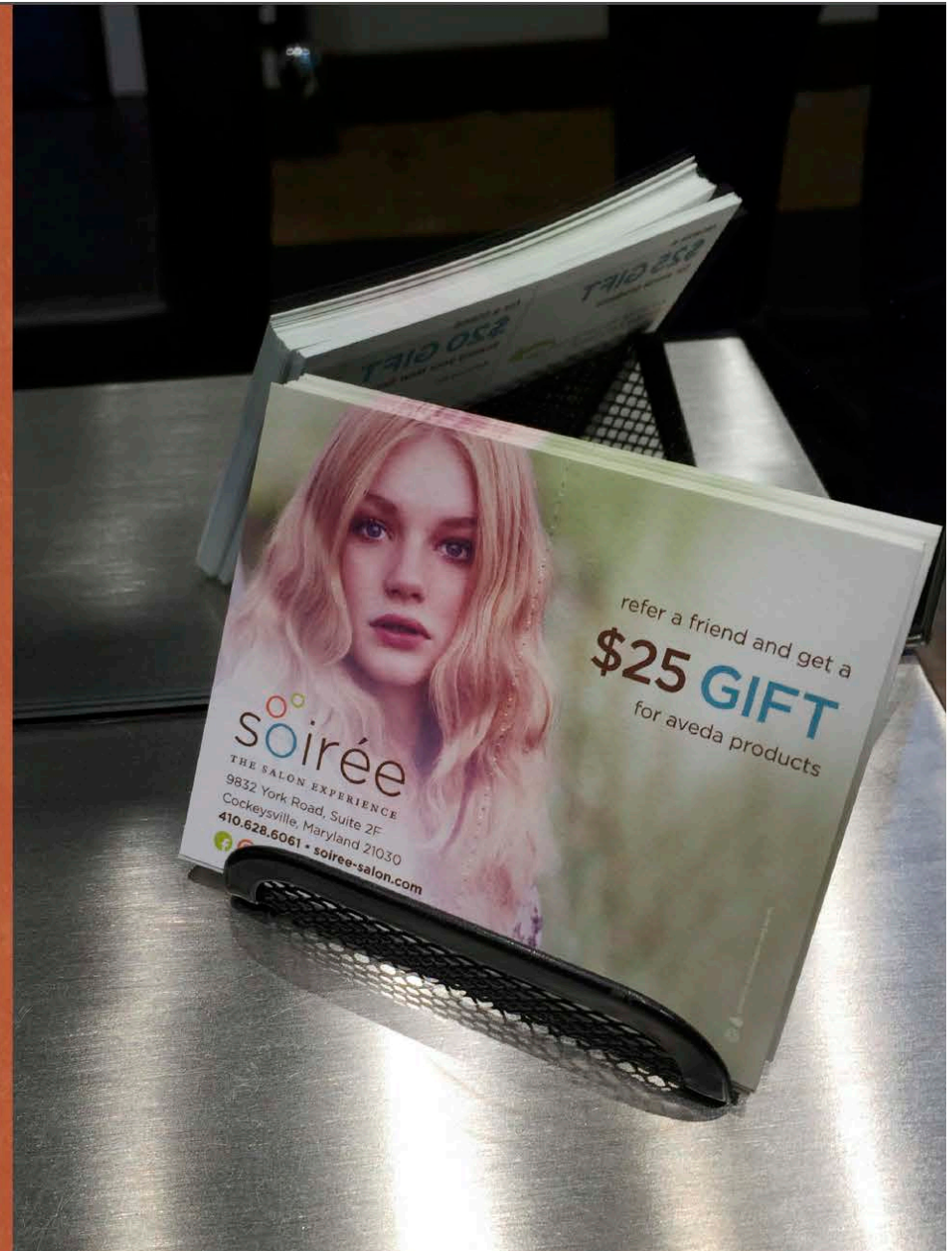
NEW PRODUCT LINES



AVEDA
BUSINESS COLLEGE

Distribute cards:

AUTHENTIC *conversations*





im IMAGINAL
MARKETING GROUP®



AVEDA
BUSINESS COLLEGE

AND...




AVEDA
BUSINESS COLLEGE

Distribute cards:
AT THE FRONT DESK
EVERY GUEST
every visit



AVEDA
BUSINESS COLLEGE

Distribute cards:
AT THE FRONT DESK
EVERY GUEST
every visit



**DOUBLE
RESULTS**



AVEDAMEANSBUSINESS.COM

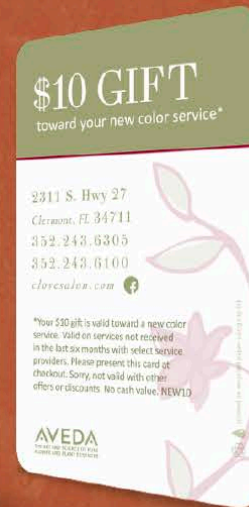
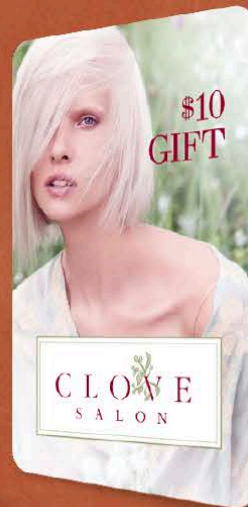
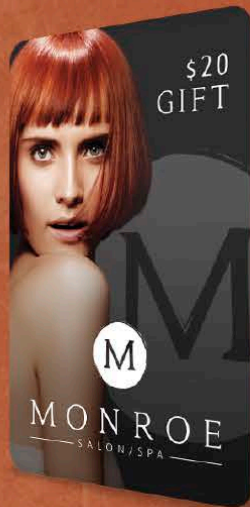


AVEDA
BUSINESS COLLEGE

NEW CLIENT

recruitment cards

Great for New Stylists
and Networking



NEW CLIENT *recruitment cards*

5% - 10% redemption

1000 Cards = 100 New Guests



SWAG BAG DONATIONS



Front

Inside







REBOOKING

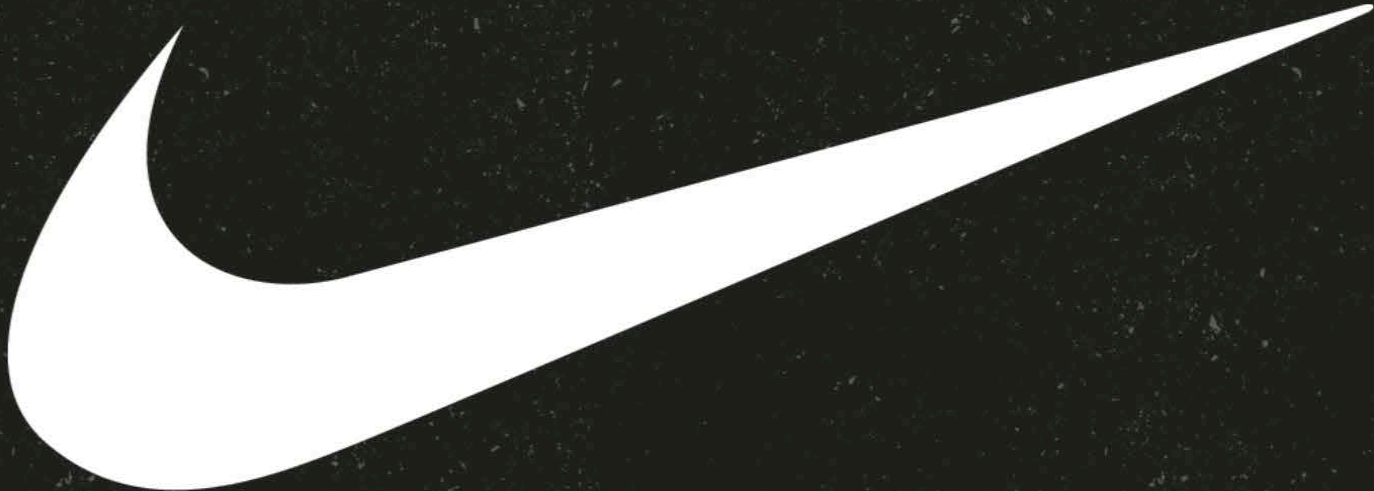




im IMAGINAL
MARKETING GROUP®



AVEDA
BUSINESS COLLEGE



JUST DO IT



im IMAGINAL
MARKETING GROUP®



AVEDA
BUSINESS COLLEGE

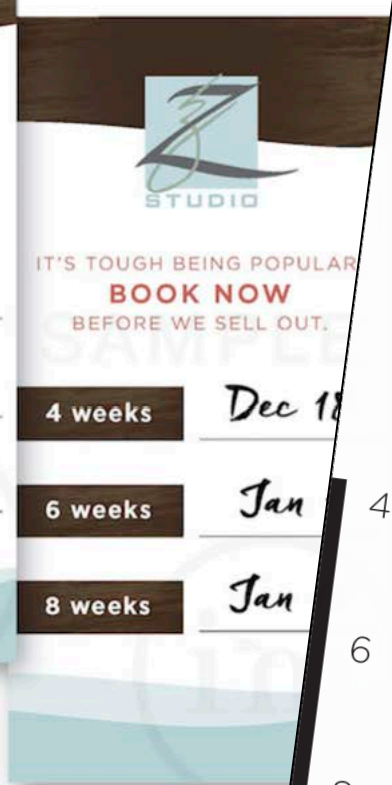
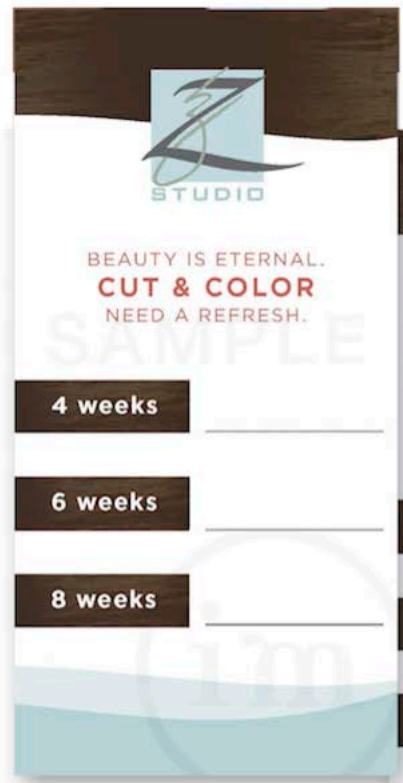


25 Clings \$90



Pre-Booking Mirror Card





Pre-Booking Mirror Card



H²O | SALON

WHAT WE'RE WEARING TODAY

4 weeks	Eye Color	Opal
6 weeks	Lip Color	Sheer Tara
8 weeks	Aroma	Chakra 1

PARISPARKER

IT'S TOUGH BEING POPULAR.

BOOK NOW
BEFORE WE SELL OUT.

WEEKS _____

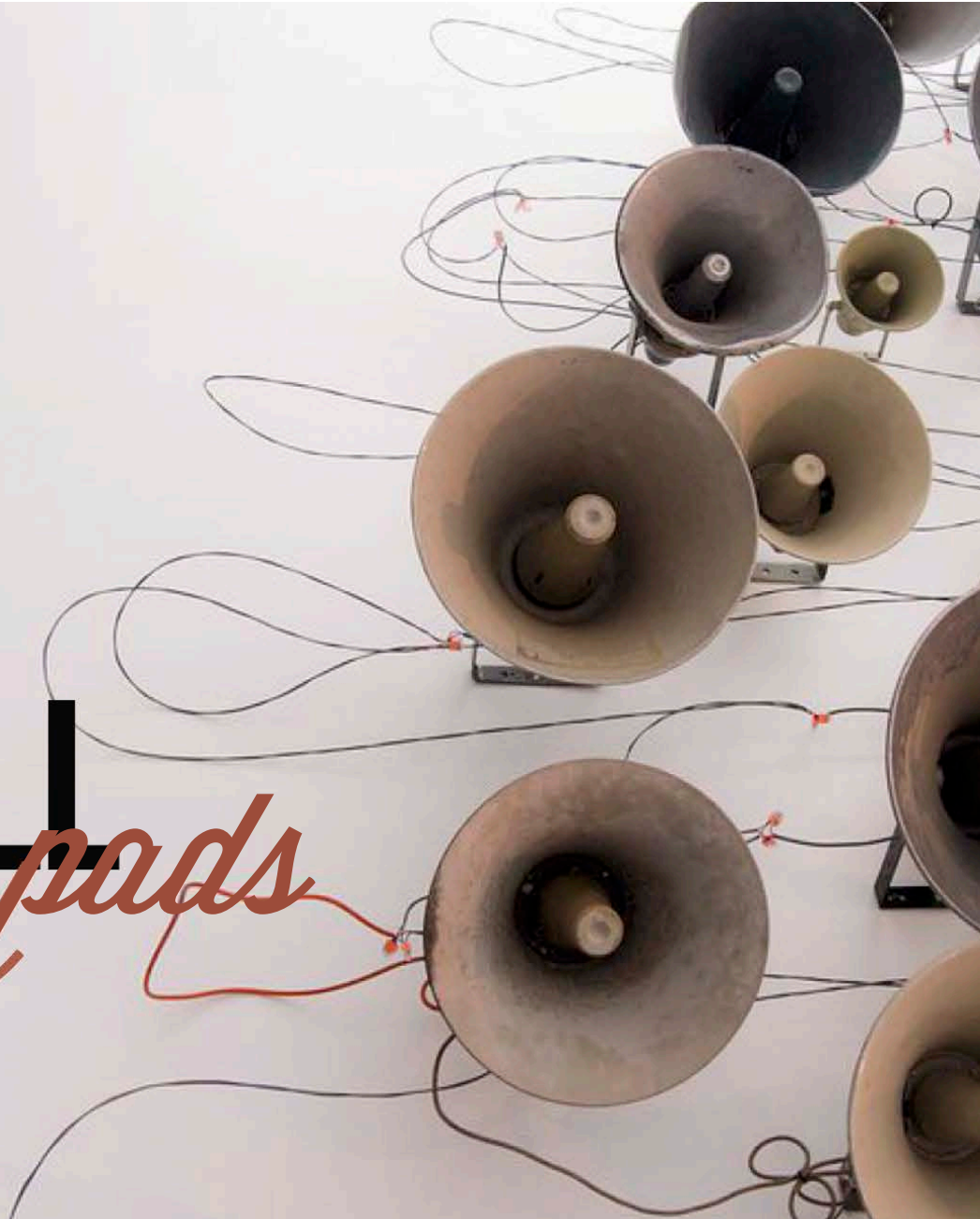
WEEKS _____

WEEKS _____

**AVEDA
CONCEPT
BENEFITS
ELIGIBLE**

Pre-Booking Mirror C





CROSS-SELL *and upsell* pads





UP-GRADE PAD

- Helps Improve Database Accuracy
- Increases Average Tickets
- Ensures Aveda Rituals are Performed
- Increases Pure Privilege Enrollments
- Increases Retail Sales

SALON BLONDE®

LET'S MAKE THE MOST OF YOUR VISIT

1 Update your info:
NAME _____
EMAIL _____
PHONE # _____
HOW WOULD YOU LIKE TO BE CONTACTED? email phone

2 Select your complimentary Aveda experiences:
As part of your service, you will receive two of the following services, complimentary:

<input type="checkbox"/> Stress-Relieving Scalp and Shoulders Ritual	<input type="checkbox"/> Skin Care Ritual
<input type="checkbox"/> Stress-Relieving Hand Ritual	<input type="checkbox"/> Hair Styling Ritual
<input type="checkbox"/> Face Color Finishing Touch	<input type="checkbox"/> Pure-Fume™ Application

Not sure which ritual you'd like to experience? Ask our front desk for a recommendation.

Plus enjoy your choice of: coffee Aveda Comforting Tea water

3 Want to add on a service to make the most of your time here? Just check below!

<input type="checkbox"/> Brow Maintenance \$15+ or Design \$25 <i>For your most important feature</i>	<input type="checkbox"/> Gloss or Blonde Finish \$20 <i>Add some luster to your locks</i>
<input type="checkbox"/> Custom Aveda Pure-Fume™ \$20 <i>Create your signature scent</i>	<input type="checkbox"/> Makeup Application \$35+ <i>Going somewhere?</i>
<input type="checkbox"/> Conditioning Treatment \$25 <i>Your hair never felt this good</i> <i>Add on services subject to availability.</i>	<input type="checkbox"/> 30 min Facial \$35+ <i>Great skin—need we say more?</i>

4 Are you receiving Pure Privilege™ rewards points?
 Yes, I'm looking forward to redeeming toward products, treatments and gifts!
 No, tell me more!

AVEDA
FOR THE ART OF CLEAN BEAUTY





UP-GRADE PAD results

- Over \$10,000 in Add-on Services in 6 Weeks
- 3x New Memberships
- Sold Out of SKUs



SALON BLONDE®

LET'S MAKE THE MOST OF YOUR VISIT

1 Update your info:
NAME _____
EMAIL _____
PHONE # _____
HOW WOULD YOU LIKE TO BE CONTACTED? email phone

2 Select your complimentary Aveda experiences:
As part of your service, you will receive two of the following services, complimentary:
 Stress-Relieving Scalp and Shoulders Ritual Skin Care Ritual
 Stress-Relieving Hand Ritual Hair Styling Ritual
 Face Color Finishing Touch Pure-Fume™ Application
Not sure which ritual you'd like to experience? Ask our front desk for a recommendation.

Plus enjoy your choice of: coffee Aveda Comforting Tea water

3 Want to add on a service to make the most of your time here?
Just check below!
 Brow Maintenance \$15+ or Design \$25
For your most important feature Gloss or Blonde Finish
Add some luster to your hair
 Custom Aveda Pure-Fume™ \$20
Create your signature scent Makeup Application
Going somewhere
 Conditioning Treatment \$25
Your hair never felt this good
Add on services subject to availability. 30 min Facial \$35
Great skin—need it!

4 Are you receiving Pure Privilege™ rewards points?
 Yes, I'm looking forward to redeeming toward products, treatments and gifts!
 No, tell me more!

AVEDA CONCEPT BENEFITS ELIGIBLE



COLOR

campaign



\$375 (includes first send)

936.321.4111

f @

SKYRÖKH salon

SERVICES ABOUT LOCATION AVEDA REQUEST APPOINTMENT

HAIR COLOR THAT LOVES YOU BACK

- amazing grey coverage
- fade-resistant formulas
- improves damaged hair
- infuses shine

AVEDA

\$25 GIFT TO TRY AVEDA COLOR

Meet with one of our color experts, discover the shades best for you and receive a color recommendation with a maintenance and budget plan.

DOWNLOAD YOUR GIFT

CALL - 936.321.4111



\$375 (includes first send)



936.321.4111
f @

SKYRÖKH salon

SERVICES ABOUT LOCATION AVEDA REQUEST APPOINTMENT

HAIR COLOR THAT LOVES YOU BACK

- amazing grey coverage
- fade-resistant formulas
- improves damaged hair
- infuses shine

\$25 GIFT
TO TRY AVEDA

Meet with one of our color experts, discover the shades best for you, and receive a color recommendation with a maintenance and budget plan.

DOWNLOAD YOUR GIFT

CALL - 936.321.4111



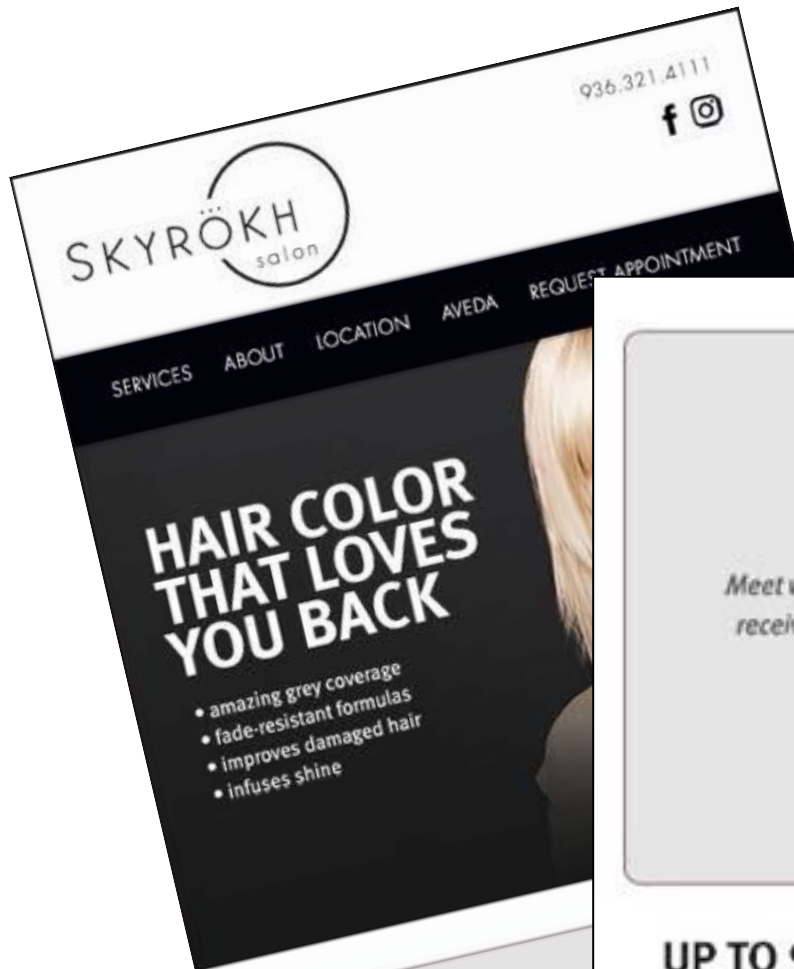
HAIR COLOR THAT LOVES YOU BACK

- amazing grey coverage
- fade-resistant formulas
- improves damaged hair
- infuses shine

AVEDA



\$375 (includes first send)



**\$25 GIFT
TO TRY AVEDA COLOR**

Meet with one of our color experts, discover the shades best for you and receive a color recommendation with a maintenance and budget plan.

DOWNLOAD YOUR GIFT

OR CALL - 936.321.4111

UP TO 99% NATURALLY DERIVED

Aveda's Full Spectrum™ Color Collection, up to 99% naturally derived from plants, non-petroleum minerals or water. Learn more at aveda.com



\$375 (includes first send)

936.321.4111
f @

SKYRÖKH salon

SERVICES ABOUT LOCATION AVEDA

HAIR COLOR THAT LOVES YOU BACK

- amazing grey coverage
- fade-resistant formulas
- improves damaged hair
- infuses shine

\$250
TO TRY AVEDA COLOR


Meet with one of our color experts, discover the shades best for you and receive a color recommendation with a maintenance and budget plan.

DOWNLOAD YOUR GIFT

CALL - 936.321.4111

LEARN HOW AVEDA COLOR CAN HELP YOU


GO BLONDE



"You can sit down with a stylist and a cup of tea, and talk about your hair hopes and dreams... I had been blonde before, so..." [READ MORE »](#)

from nylon.com

REPAIR DAMAGE



"After a year and a half of bleach and dye abuse to my poor, mousy brown locks, I didn't pass the strand test. Yes, my hair broke off. Luckily..." [READ MORE »](#)

from nylon.com

**AVEDA
CONCEPT
BENEFITS
ELIGIBLE**





**\$25 GIFT
FOR AVEDA COLOR**

Up to 99% naturally derived*
amazing grey coverage • improves damaged hair
fade-resistant formulas • infuses shine

**\$25 GIFT
FOR AVEDA COLOR**

Up to 99% naturally derived*
amazing grey coverage • improves damaged hair
fade-resistant formulas • infuses shine

**AVEDA
CONCEPT
BENEFITS
ELIGIBLE**



im **IMAGINAL**
MARKETING GROUP®

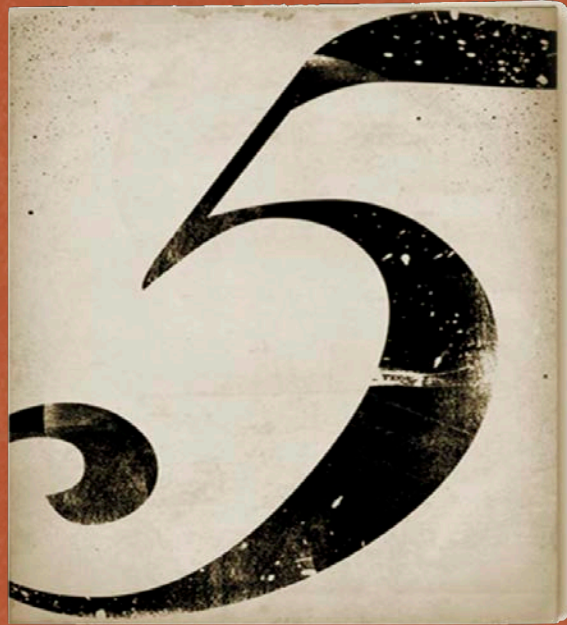


**AVEDA
BUSINESS COLLEGE**









effective
WEBSITE



70%

NEW VISITORS



AVEDA
BUSINESS COLLEGE

WEBSITE STATS

VISITORS ON SITE FOR LESS THAN 4 MINUTES

MOST VIEWED PAGES

- HOME PAGE
- LOCATION/HOURS
- SPECIAL OFFERS
- MENU



JUUT THE ORIGINAL AVEDA SALON
SALON SPA

[BOOK ONLINE](#) [GIFT CARDS](#) [CALL US](#)

[SERVICES](#) [ABOUT](#) [AVEDA](#) [LOCATIONS](#) [PRESS](#) [CONTACT](#)

BE MORE BEAUTIFUL

[SERVICES](#)

SALON OF THE YEAR
Salon Today Magazine, 2018

[LOCATIONS](#)



[OUR ARTISTS](#)

[REVIEWS](#)



AVEDA
THE ART AND SCIENCE OF PURE
PLANT AND FLIGHT ESSENCE



MacBook Air



im **IMAGINAL**
MARKETING GROUP®



AVEDA
BUSINESS COLLEGE

SERVICES

CONTACT

JUUT
SALON SPA

NEW GUEST OFFERINGS

GET DETAILS »

OF THE YEAR
Beginning 2014

LOCATIONS »

A TOP EMPLOYER
SERVING AMAZING GUESTS

LEARN MORE »

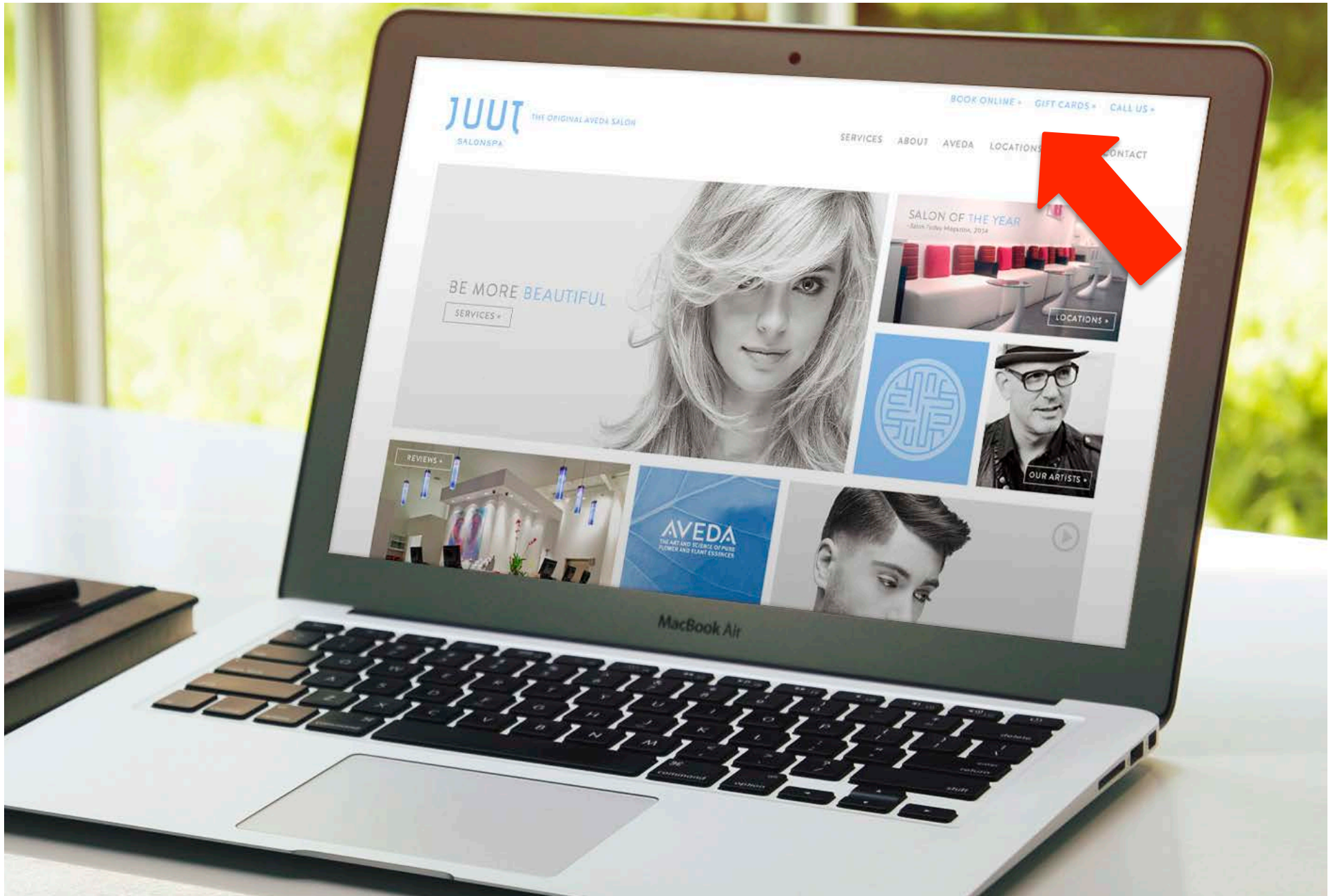


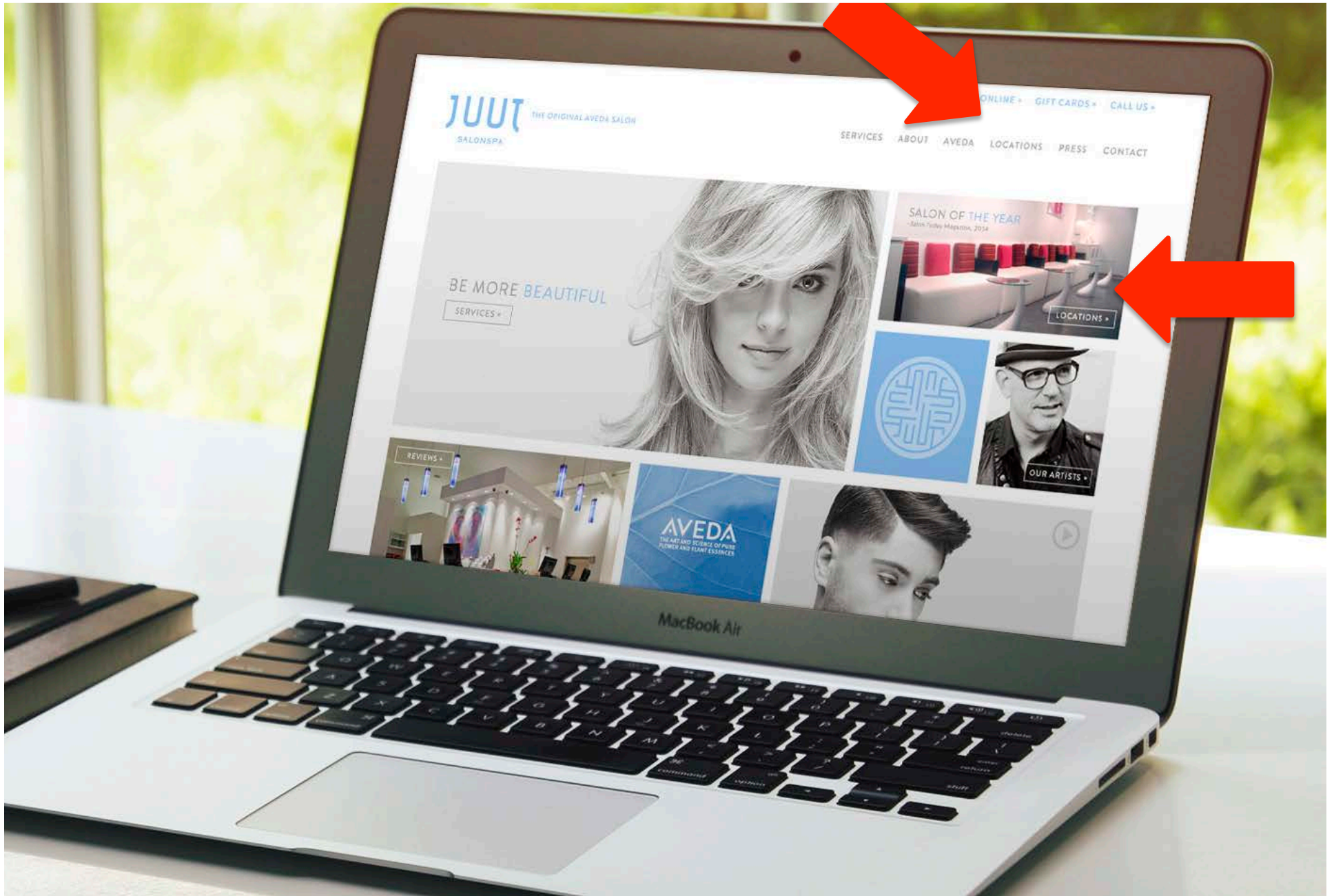
OUR ARTISTS »

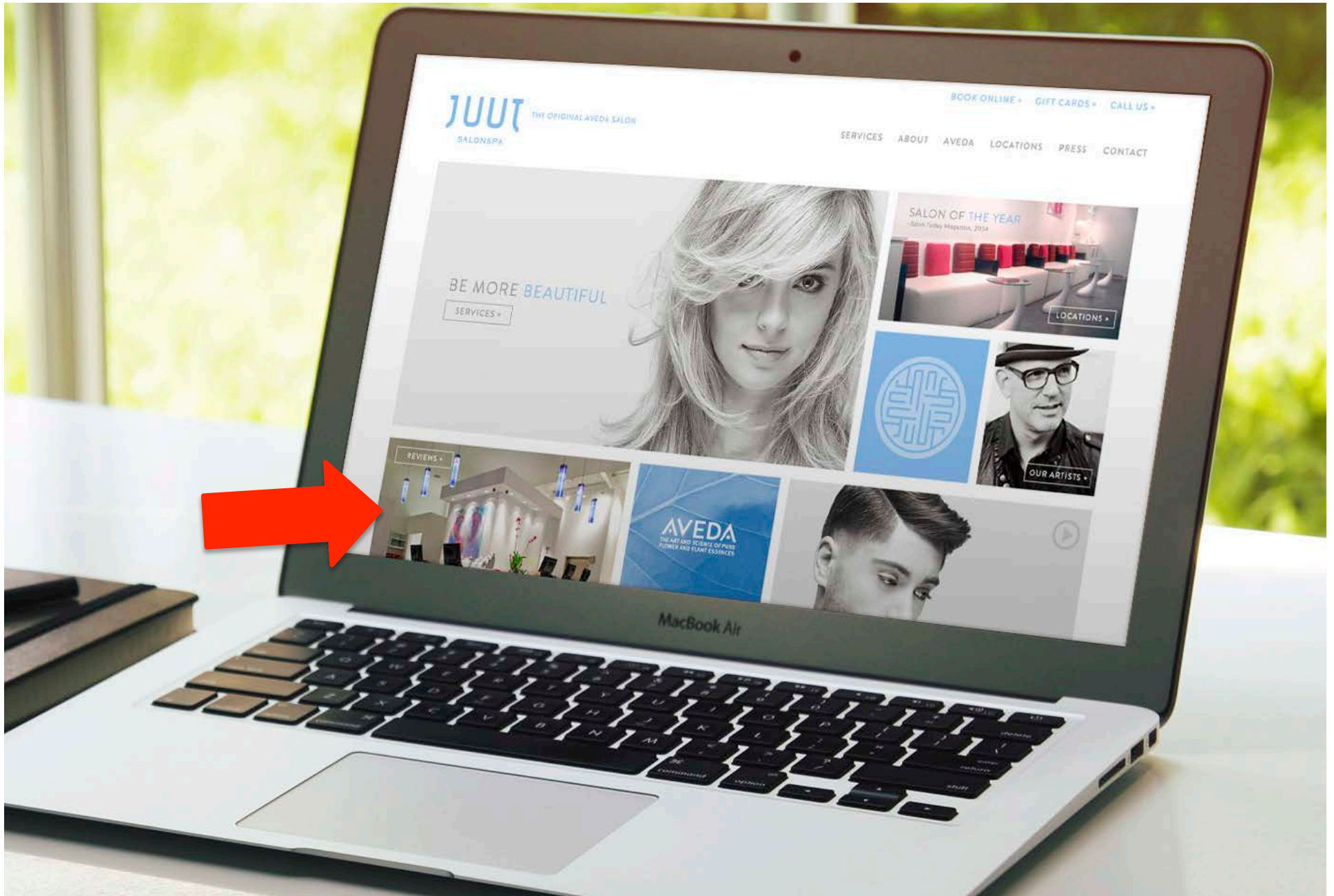
REVIEWS »

AVEDA
THE ART AND SCIENCE OF PURE
FLOWER AND PLANT ESSENCES









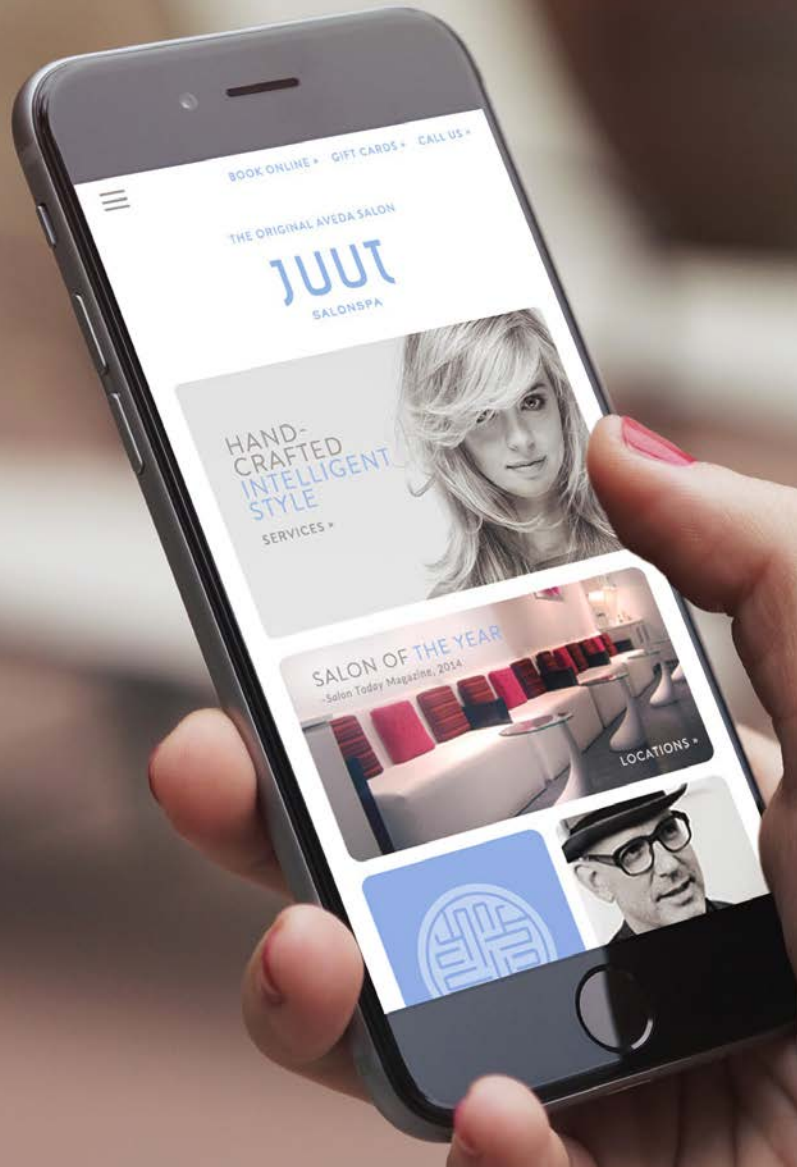
65%




ON MOBILE










AVEDA
BUSINESS COLLEGE

MOBILE OPTIMIZED WEB SITES



← → ↻ 🏠 <https://www.google.com/webmasters/tools/mobile-friendly/> ★    ☰

 Apps  MC LOG  Welcome to MasterC  Pinterest  Home >>  Other Bookmarks

 Google Developers

Mobile Guide Get Started Documentation ▾ Mobile-Friendly Test

Mobile-Friendly Test

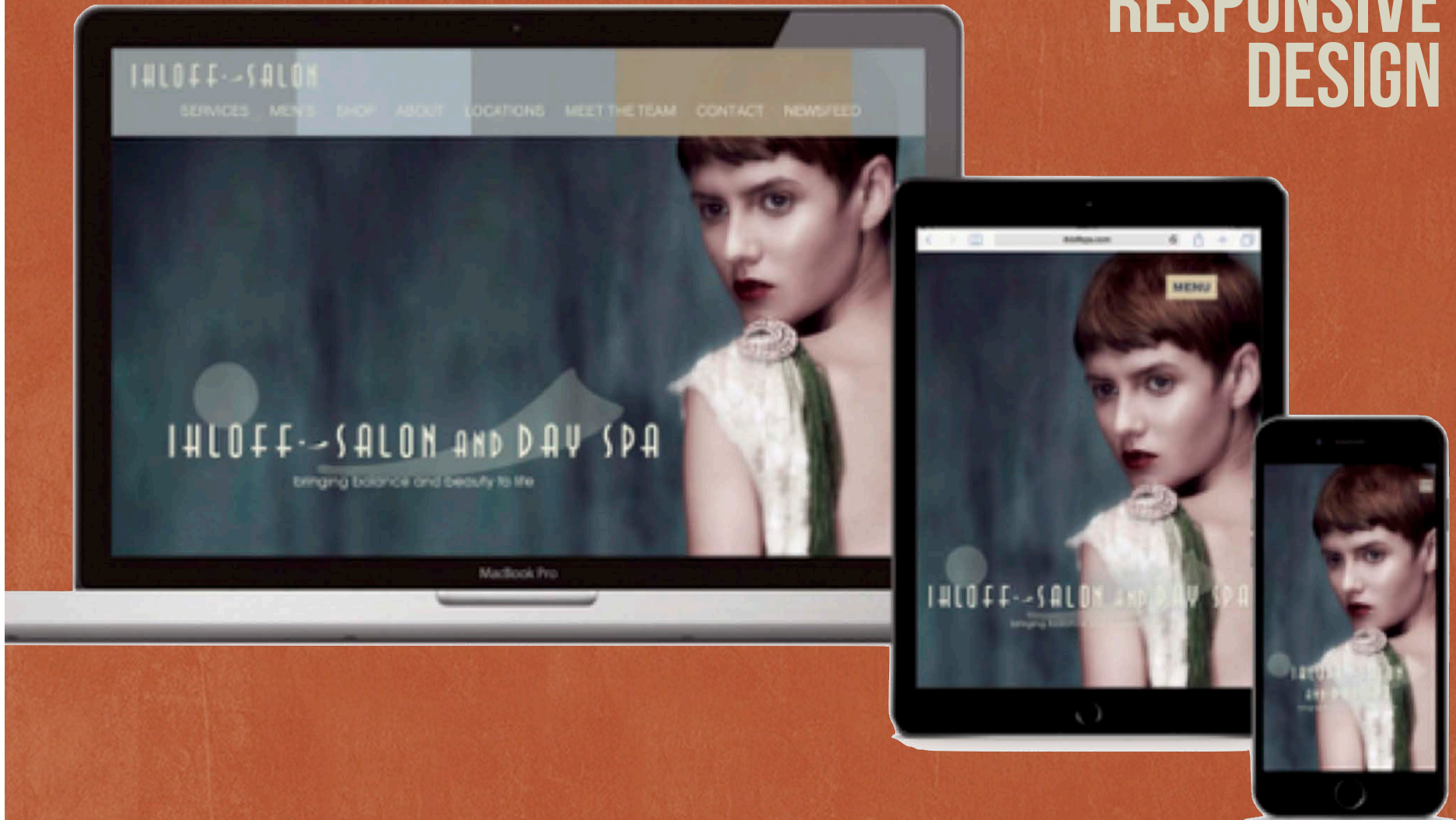
ANALYZE

This test will analyze a URL and report if the page has a mobile-friendly design.

Learn more about the mobile-friendly criteria and how it may affect Google's search results by reading our [blog post](#).




RESPONSIVE DESIGN



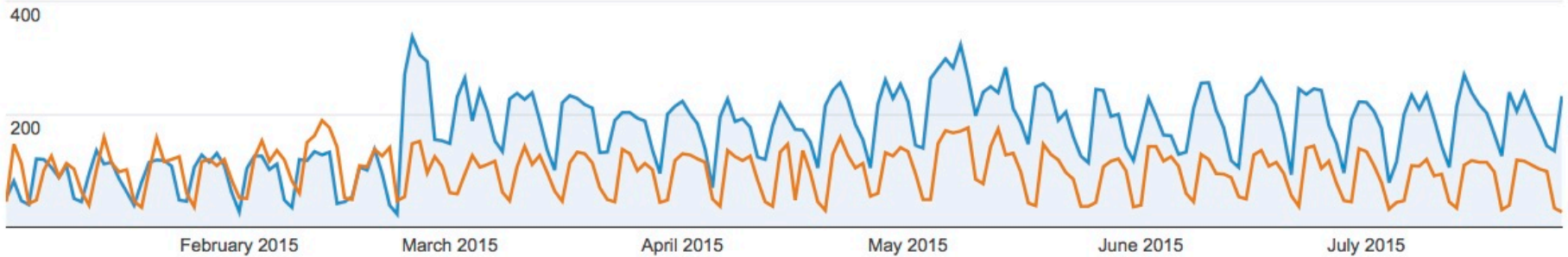
Audience Overview

Jan 1, 2015 - Jul 27, 2015
Compare to: Jan 1, 2014 - Jul 27, 2014


All Sessions
 +0.00%

Overview

Jan 1, 2015 - Jul 27, 2015: ● Sessions
Jan 1, 2014 - Jul 27, 2014: ● Sessions



Sessions

72.10%

35,287 vs 20,504



Users

53.44%

24,159 vs 15,745



Pageviews

81.77%

153,192 vs 84,280



Pages / Session

5.62%

4.34 vs 4.11



Avg. Session Duration

-1.91%

00:03:06 vs 00:03:10



Bounce Rate

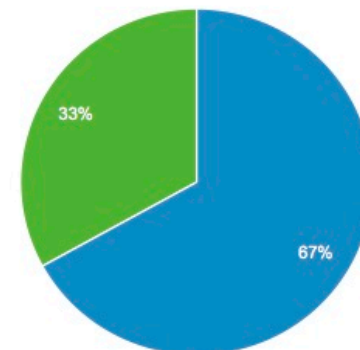
28.36%

30.39% vs 23.67%



■ New Visitor ■ Returning Visitor

Jan 1, 2015 - Jul 27, 2015



Jan 1, 2014 - Jul 27, 2014

Audience Overview

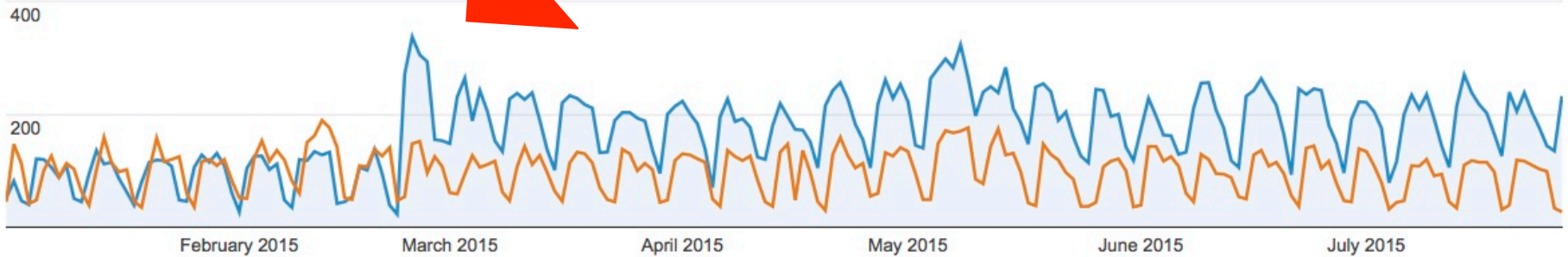
Jan 1, 2015 - Jul 27, 2015
Compare to: Jan 1, 2014 - Jul 27, 2014

All Sessions
+0.00%

This is when the responsive site launched. See the spike in traffic?

Overview

Jan 1, 2015 - Jul 27, 2015: Sessions
Jan 1, 2014 - Jul 27, 2014: Sessions



Sessions

72.10%

35,287 vs 20,504



Users

53.44%

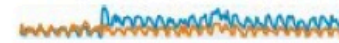
24,159 vs 15,745



Pageviews

81.77%

153,192 vs 84,280



Pages / Session

5.62%

4.34 vs 4.11



Avg. Session Duration

-1.91%

00:03:06 vs 00:03:10



Bounce Rate

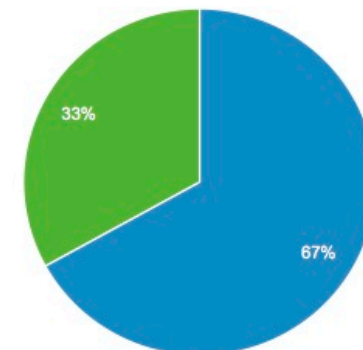
28.36%

30.39% vs 23.67%



New Visitor Returning Visitor

Jan 1, 2015 - Jul 27, 2015



Jan 1, 2014 - Jul 27, 2014



SEO

*search engine
optimization*

SEO

*search engine
optimization*



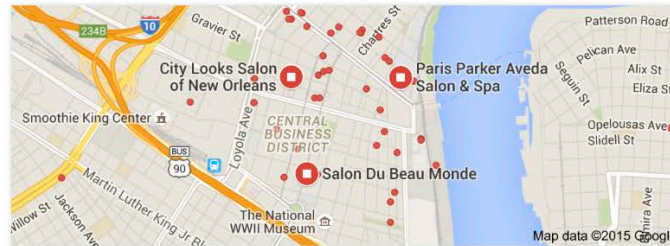


best salons in new orleans



Web Maps Shopping News Images More Search tools

About 551,000 results (0.48 seconds)



Paris Parker Aveda Salon & Spa

4.4 ★★★★★ (9) · Day Spa
333 Canal St · (504) 568-1124
Opens at 12:00 PM



Website



Directions

Salon Du Beau Monde

4.4 ★★★★★ (7) · Beauty Salon
810 St Charles Ave · (504) 568-0050
Closed today



Website



Directions

City Looks Salon of New Orleans

1 review · Beauty Salon
337 Baronne St #100 · (504) 524-6297
Closed today



Website



Directions

More places

The Best 10 Hair Salons in New Orleans, LA - Yelp

www.yelp.com/search?cflt=hair&find_loc=New+Orleans%2C+LA · Yelp
Top Hair Salons in New Orleans, LA Maison De Cheveux, Stardust Salon, Biba Isla Salon, Rocket Science Beauty Bar, Salon M, Salon Capri, Paris Parker ...

Hair Salons in New Orleans - Yelp

www.yelp.com/c/new-orleans/hair · Yelp
The Best Hair Salons in New Orleans on Yelp. Read about places like: Maison De Cheveux, Embodiment Salon and Spa, Rocket Science Beauty Bar, Buff ...

Stardust Salon - 100 Photos - Hair Salons - Lower Garden ...

www.yelp.com > Beauty & Spas > Hair Salons · Yelp
★★★★★ Rating: 4.5 - 95 reviews - Price range: \$\$
Haircut By Paul Williams Stardust Salon - New Orleans, LA, United States. worked some magic and I can honestly say this was the best haircut I've ever had .



Ad Preview and Diagnosis

With the Ad Preview and Diagnosis tool, you can search for your ad just like you would

[Preview](#) [Sign in to view diagnosis information](#)

☰ Additional options

Domain ▾

Language ▾

Location **New Orleans, Louisiana, United States** [Edit](#)

Device **Desktop or laptop computer** [Edit](#)

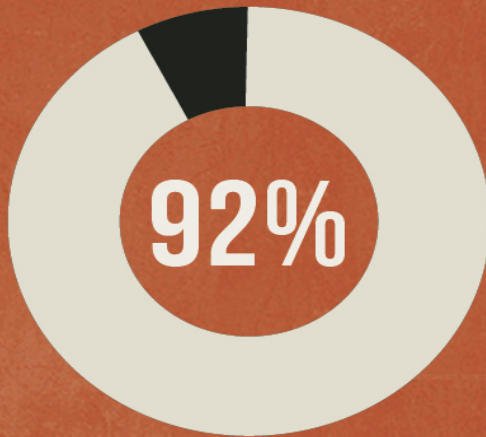


- 
1. Is your site Search Engine Friendly?
 2. Blog (once a month - minimum)
 3. Active Social Presence
 4. Claim Your Review Site Listings
 5. Get Positive Reviews
 6. Inbound Links (Aveda.com)



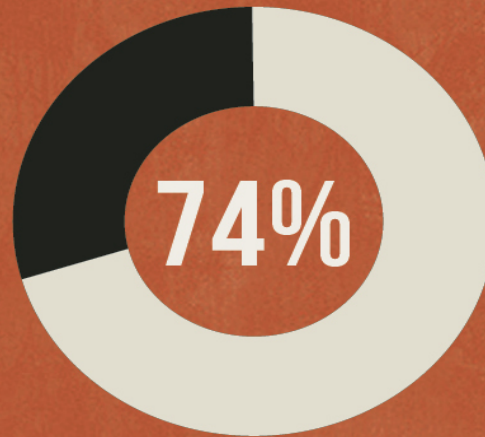
REVIEWS





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)



facebook® *instagram*



im IMAGINAL
MARKETING GROUP®



**AVEDA
BUSINESS COLLEGE**

25-50

NEW GUESTS PER MONTH



PLAN

and measure




BUDGETS

HELP YOU MAKE

BETTER

CHOICES



FY 2010-2011		May		
	Details	IM	Vendor	Details
ADVERTISING	Newspaper			
	Magazine		\$0.00	
	Radio		\$0.00	
	Television			
	Travel Guides			
	Billboards			
	Media Buying/ Calls	\$170.00	\$0.00	
SOCIAL MEDIA	Facebook Ads	\$500.00	\$500.00	
SALES TOOLS	Brochures	qty 5000	\$1,020.00	\$4,949.00
	8.5 x 11 Inserts	2500 of 12	\$1,020.00	\$3,476.00
	Folded Take Away Inserts			
	Other Collateral			
	Business Cards			8 boxes
PR	Traditional			
	Online			
	Press Kits	\$425.00	\$0.00	central, qty 75
E-COMMUNICATIONS	targeted e-card for launches/ events			
WEB/ SEO	Google Adwords		\$850.00	\$5,000.00

WEEKLY REPORTS

	NCR Card	Referral- New	Referral Reward	Facebook
Jan 2- Jan 8				
Jacob St.	1	7	2	4
Harbor Ave	3	5	1	7
So. Gate	0	3	0	n/a
Monthly Total	4	15	3	11



PRINT CODES ON COLLATERAL

\$20 GIFT to experience
any new service.*

3500 East 12th Ave • Denver, CO 80206
303.399.9156 • www.berenicesdenver.com 

***TRY A NEW SERVICE!**

Your \$20 gift is valid toward a new service valued at \$40 or more. Valid on services not received in the last six months with select service providers. Services and products can be combined to reach your \$40 minimum. Please present this card at checkout. Sorry, not valid with other offers or discounts. No cash value. CODE: NEW20

AVEDA



printed on recycled paper using soy ink.



ROI

return on investment

Goal is at least 6x ROI
Earn \$6 for every \$1 you spend



Value of a New Client

\$646 Annual Value of Loyal Client
= \$87 avg. check per person X 7.5 visits a year

New RETAINED Clients
= # of New Clients X 50% Retention Rate x \$646



New Client Recruitment Card:
\$325 for 2,500 cards

125 New Clients (5% return)

X

50% Retention Rate

= 62.5 New Clients



62.5 New Clients x \$646 Value of New Clients = \$40,375

133X ROI



10

DO GREAT
WORK



1. Referral and New Client Cards
2. Pre-booking
3. Upgrades and Cross-selling
4. Color Campaign
5. Effective Website
6. SEO – search rankings
7. Reviews
8. Social
9. Measurements

thank
YOU



AVEDA
BUSINESS COLLEGE