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# TOP 10 MARKETING BEST PRACTICES

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**2.5%**

**MARKETING BUDGET**



# ROI

**RETURN ON INVESTMENT**









**#1**

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# Referral Programs

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# Referral Programs

## Be My Guest Referral

48% redemption

67% retention

## Growth in 3 months

Productivity:

Before: 30%

After: 78%



# Referral Program

## Be My Guest Referral

**48%** redemption

**67%** retention

## Growth in 3 months

Productivity:

Before: **30%**



# Referral Programs

- 12 - 40+ New Clients per month
- Easy to Manage
- Promoted at Station and/or Front Desk

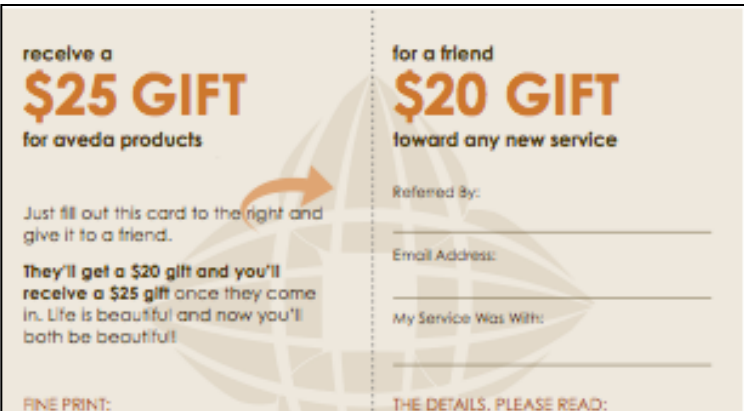
<p>receive a <b>\$25 GIFT</b> for aveda products</p> <p>Just fill out this card to the right and give it to a friend.</p> <p><b>They'll get a \$20 gift and you'll receive a \$25 gift</b> once they come in. Life is beautiful and now you'll both be beautiful!</p> <p><small>FINE PRINT:</small></p>	<p>for a friend <b>\$20 GIFT</b> toward any new service</p> <p>Referred By: _____</p> <p>Email Address: _____</p> <p>My Service Was With: _____</p> <p><small>THE DETAILS, PLEASE READ:</small></p>
---	---



use someone you know  
an appointment and  
your look! \$20 gift is valid  
tion and Spa service  
d in the last six months.  
Th select service providers,  
booking and present card  
valid with any other offers  
ie. CODE: REFER20

# Referral Programs

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use someone you know  
on appointment and  
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This select service providers,  
booking and present card  
valid with any other offers  
see CODE: REFER20





refer a friend and receive a  
**\$25 GIFT**  
for aveda products

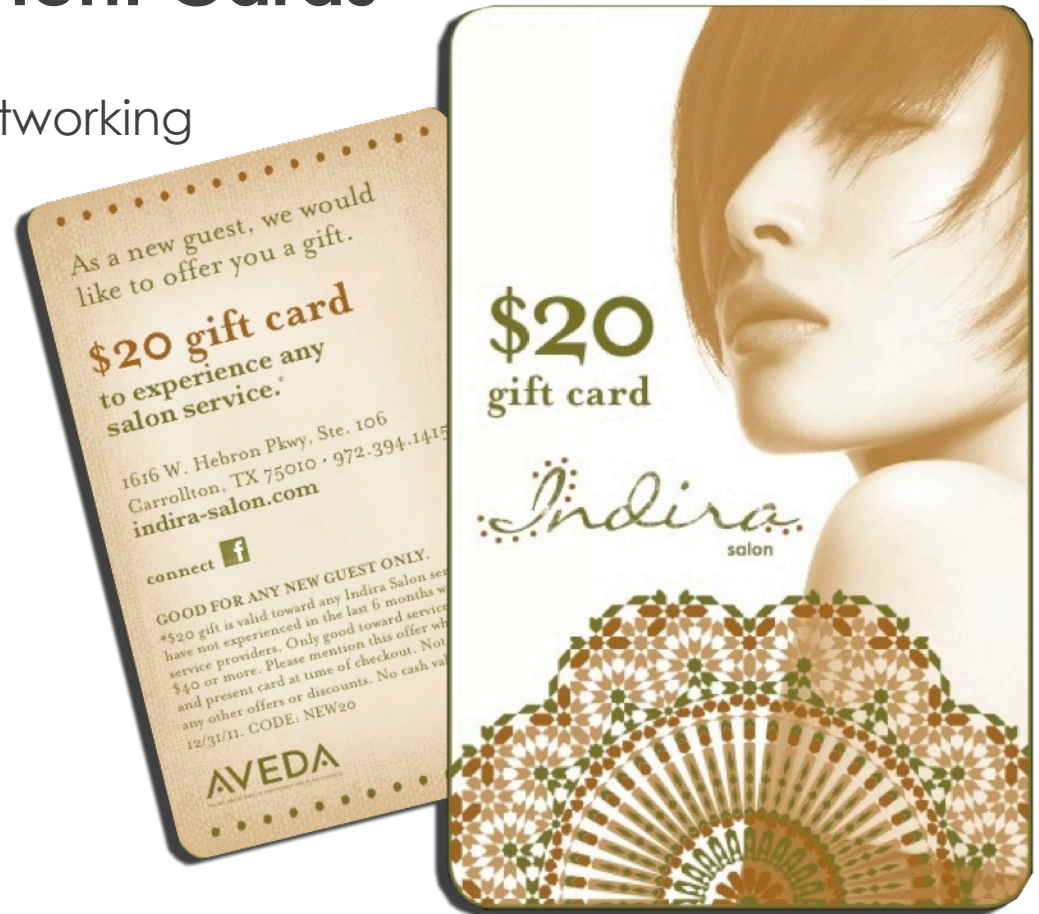
**Kai**  
SALON & SPA  
3802 N. Highway 9 Victoria, B.C. V8W 2P6

# New Client Recruitment Cards

Great For New Stylists and Networking

5% - 10% redemption

1000 cards = 100 Guests





# New Client Recruitment Cards

Great For New Stylists and Networking

5% - 10% redemption

1000 cards = 100 Guests





**In a Survey of Top Service Providers**  
(over 90% booked)

*How Did You Get  
So Booked?*

**In a Survey of Top Service Providers**  
(over 90% booked)

I  
perfected  
My Craft.

I take  
great care  
of clients.

I did a lot of  
Free Services.



**#2**

---

# **Pre-Booking & Series Sales**

---

# Pre-Book Appointments = Just Do it.

*next appointment*

\_\_\_\_\_

service: \_\_\_\_\_

\_\_\_\_\_

date: \_\_\_\_\_

\_\_\_\_\_

time: \_\_\_\_\_



Utica Square Location  
1876 Utica Square, Suite 1A  
Tulsa, OK 74114

South Tulsa / Memorial Location  
8343 South Memorial Drive  
Tulsa, OK 74133

918.587.2666

RECOMMENDATIONS:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

IA LOFF--SALON AND DAY SPA

NEXT APPOINTMENT

\_\_\_\_\_

\_\_\_\_\_

IA LOFF--SALON AND DAY SPA

**AVEDA**  
SKIN CARE

<b>Everyday</b>	AM	PM	<b>Treatment</b>	AM	PM	<b>Body Care</b>	
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Purifying Cane Cleanser	___	___	<input type="checkbox"/> Active Composition <sup>™</sup> Balancing Infusion <sup>™</sup> for Dry Skin	___	___	<input type="checkbox"/> All-Sensiter <sup>™</sup> Body Formula	
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Purifying Gel Cleanser	___	___	<input type="checkbox"/> Balancing Infusion <sup>™</sup> for Oily Skin/Acne	___	___	<input type="checkbox"/> Aveda Men Pure-Performance <sup>™</sup> Aroma	
<input type="checkbox"/> Tourmaline Charged Exfoliating Cleanser	___	___	<input type="checkbox"/> Balancing Infusion <sup>™</sup> for Sensitive Skin	___	___	<input type="checkbox"/> Aveda Men Pure-Performance <sup>™</sup> Concentrate	
			<input type="checkbox"/> Calming Composition <sup>™</sup> Cuticle Control <sup>™</sup>	___	___	<input type="checkbox"/> Blue Oil Balancing Concentrate	
<b>tone</b>			<input type="checkbox"/> Deep Cleansing Herbal Clay Massage	___	___	<input type="checkbox"/> Calming Body Cleanser	
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Firming/ <sup>™</sup> Toning Agent	___	___	<input type="checkbox"/> Energizing Composition <sup>™</sup> Intensive Hydrating Massage	___	___	<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Bath Soak	
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Toning Mist	___	___	<input type="checkbox"/> Lip Soak <sup>™</sup> SPF 15	___	___	<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Body Cleanser	
			<input type="checkbox"/> Pure Contour <sup>™</sup> Eye Makeup Remover	___	___	<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Body Creme	
<b>moisturize</b>			<input type="checkbox"/> Tourmaline Charged Radiance Fluid	___	___	<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Body Scrub	
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Hydrating Lotion	___	___	<input type="checkbox"/> Tourmaline Charged Radiance Masque	___	___	<input type="checkbox"/> Caribbean Body Cleanser	
<input type="checkbox"/> Tourmaline Charged Hydrating Cream	___	___				<input type="checkbox"/> Energizing Foot Relief <sup>™</sup>	
<input type="checkbox"/> Tourmaline Charged Protecting Lotion SPF 15 Oil-Free	___	___				<input type="checkbox"/> Hand Relief <sup>™</sup>	
						<input type="checkbox"/> Refreshing Bath Bar	
						<input type="checkbox"/> Replenishing Body Moisturizer	
						<input type="checkbox"/> Rosemary Mint Bath Bar	
						<input type="checkbox"/> Rosemary Mint Body Lotion	
						<input type="checkbox"/> Rosemary Mint Hand and Body Wash	
						<input type="checkbox"/> Smoothing Body Polish	
						<input type="checkbox"/> Soothing Aqua Therapy	
						<b>Acne: Outer Peace<sup>™</sup></b>	
						<input type="checkbox"/> Outer Peace <sup>™</sup> Foaming Cleanser	
						<input type="checkbox"/> Outer Peace <sup>™</sup> Acne Relief Lotion	
						<input type="checkbox"/> Outer Peace <sup>™</sup> Acne Spot Relief	
						<input type="checkbox"/> Outer Peace <sup>™</sup> Acne Relief Pads	
						<input type="checkbox"/> Outer Peace <sup>™</sup> Cooling Masque	
						<b>Green Science<sup>™</sup></b>	
						<input type="checkbox"/> Green Science <sup>™</sup> Lifting Serum	
						<input type="checkbox"/> Green Science <sup>™</sup> Firming Face Creme	
						<input type="checkbox"/> Green Science <sup>™</sup> Firming Eye Creme	
						<input type="checkbox"/> Green Science <sup>™</sup> Line Minimizer	
						<input type="checkbox"/> Green Science <sup>™</sup> Perfecting Cleanser	
						<input type="checkbox"/> Green Science <sup>™</sup> Replenishing Toner	
						<b>Enbrightment<sup>™</sup></b>	
						<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Cleanser	
						<input type="checkbox"/> Enbrightment <sup>™</sup> Treatment Toner	
						<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Correcting Serum	
						<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Correcting Creme	
						<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Correcting Lotion	
						<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Intensive Massage Masque	

# Pre-Book Appointments = Just Do it.

*next appointment*

\_\_\_\_\_

service: \_\_\_\_\_

\_\_\_\_\_

date: \_\_\_\_\_

\_\_\_\_\_

time: \_\_\_\_\_



Utica Square Location  
1876 Utica Square, Suite 1A  
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South Tulsa / Memorial Location  
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RECOMMENDATIONS:

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INLOFF--SALON AND DAY SPA

NEXT APPOINTMENT

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<input type="checkbox"/> Tormaline Charged Exfoliating Cleanser	___	___	<input type="checkbox"/> Balancing Infusion <sup>™</sup> for Sensitive Skin	___	___
<b>tone</b>			<input type="checkbox"/> Calming Composition <sup>™</sup> Cuticle Control <sup>™</sup>	___	___
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Skin Firming/ <sup>™</sup> Toning Agent	___	___	<input type="checkbox"/> Deep Cleansing Herbal Clay Massage	___	___
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Toning Mist	___	___	<input type="checkbox"/> Energizing Composition <sup>™</sup> Intensive Hydrating Masque	___	___
<b>exfoliate</b>			<input type="checkbox"/> Lip Softer <sup>™</sup> SPF 15	___	___
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Exfoliant	___	___	<input type="checkbox"/> Pure Comfort <sup>™</sup> Eye Makeup Remover	___	___
<b>moisturize</b>			<input type="checkbox"/> Tormaline Charged Eye Creme	___	___
<input type="checkbox"/> Botanical Kinetics <sup>™</sup> Hydrating Lotion	___	___	<input type="checkbox"/> Tormaline Charged Radiance Fluid	___	___
<input type="checkbox"/> Tormaline Charged Hydrating Cream	___	___	<input type="checkbox"/> Tormaline Charged Radiance Masque	___	___
<input type="checkbox"/> Tormaline Charged Protecting Lotion SPF 15 OilFree	___	___			
			<b>Body Care</b>		
			<input type="checkbox"/> All Sensitive <sup>™</sup> Body Formula		
			<input type="checkbox"/> Aveda Men <sup>™</sup> After-Shave Balm		
			<input type="checkbox"/> Aveda Men <sup>™</sup> Pure-Performance <sup>™</sup> Aromas		
			<input type="checkbox"/> Blue Oil Balancing Concentrate		
			<input type="checkbox"/> Calming Body Cleanser		
			<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Bath Bar		
			<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Body Soap		
			<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Body Cleanser		
			<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Body Creme		
			<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Body Scrub		
			<input type="checkbox"/> Caribbean Therapy <sup>™</sup> Body Cleanser		
			<input type="checkbox"/> Energizing Foot Relief <sup>™</sup>		
			<input type="checkbox"/> Hand Relief <sup>™</sup>		
			<input type="checkbox"/> Refreshing Bath Bar		
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			<input type="checkbox"/> Rosemary Mint Hand and Body Wash		
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			<input type="checkbox"/> Outer Peace <sup>™</sup> Foaming Cleanser		
			<input type="checkbox"/> Outer Peace <sup>™</sup> Acne Relief Lotion		
			<input type="checkbox"/> Outer Peace <sup>™</sup> Acne Spot		
			<input type="checkbox"/> Outer Peace <sup>™</sup> Acne Relief		
			<input type="checkbox"/> Outer Peace <sup>™</sup> Cooling		
			<b>Green Science<sup>™</sup></b>		
			<input type="checkbox"/> Green Science <sup>™</sup> Lifting Firming		
			<input type="checkbox"/> Green Science <sup>™</sup> Line A		
			<input type="checkbox"/> Green Science <sup>™</sup> Perfect		
			<input type="checkbox"/> Green Science <sup>™</sup> Replen		
			<b>Enbrightment<sup>™</sup></b>		
			<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Cleanser		
			<input type="checkbox"/> Enbrightment <sup>™</sup> Exfoliant Toner		
			<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Correcting Serum		
			<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Correcting Cream		
			<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Correcting Lotion		
			<input type="checkbox"/> Enbrightment <sup>™</sup> Brightening Intensive Massage Masque		

**AVEDA  
CONCEPT  
BENEFITS  
ELIGIBLE**



## Pre-Book Appointments

- Promote Wellness
- Series Sales
- Get clients when they're spa-drunk





**#3**

---

# **Strategic Partnerships And Networking**

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# Strategic Partnerships

- Donations
- Fundraisers
- Community Events
- Non-Profit Partners
- Business Partners



= **New Clients**



**#4**

---

# **Cross-Sell & Up-Sell**

---

## Cross-Sell & Up-Sell

- Recommend New Services
- Consultation Form with checkboxes
- Add-On Services for guests who are already in the door



*Let's make the most of your visit!*

### 1 Update your info:

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE # \_\_\_\_\_

### 2 Select your complimentary Aveda ritual:

- |  |   |
|--|---|
| <input type="checkbox"/> Cup of Aveda Comforting Tea                 | <input type="checkbox"/> Face Color Finishing Touch |
| <input type="checkbox"/> Aveda Sensory Journey                       | <input type="checkbox"/> Skin Care Ritual           |
| <input type="checkbox"/> Stress-relieving Scalp and Shoulders Ritual | <input type="checkbox"/> Hair Styling Ritual        |
| <input type="checkbox"/> Stress-Relieving Hand Ritual                | <input type="checkbox"/> Pure-Fume™ Application     |

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

- |   |   |
|---|---|
| <input type="checkbox"/> Eyebrow Wax \$20<br><i>For your most important feature</i>           | <input type="checkbox"/> Manicure \$35<br><i>Because it's fun</i>                   |
| <input type="checkbox"/> Custom Aveda Pure-fume™ \$20<br><i>Create your signature scent</i>   | <input type="checkbox"/> Makeup Application \$35+<br><i>Going somewhere?</i>        |
| <input type="checkbox"/> Conditioning Treatment \$20<br><i>Your hair never felt this good</i> | <input type="checkbox"/> 30 min Facial \$35+<br><i>Great skin—need we say more?</i> |

**AVEDA**

## Cross-Sell & Up-Sell

- Partner your service providers
- Have them give cards to current guests who might want new service

Ex:

Massage > Facial

Facial > Nail Services





**#5**

---

# **An Effective Website**

---



**On site for less than 4 minutes**

**Most VIEWED pages**

- **Home Page**
- **Location/Hours**
- **Special Offers**
- **Menu**



**70%**

**NEW VISITORS**





ONE OF THE  
**BEST**  
SALONS IN AMERICA

-Elle Magazine



parisparker Ignite your dark side. A mood-inspired look for a sultry evening on the town by Blackout. #parisparker... fb.me/246sS45JP

**\$20 NEW  
CLIENT  
GIFT**

**CAREERS**

**REFER  
A FRIEND**

**SPECIAL  
OFFERS**

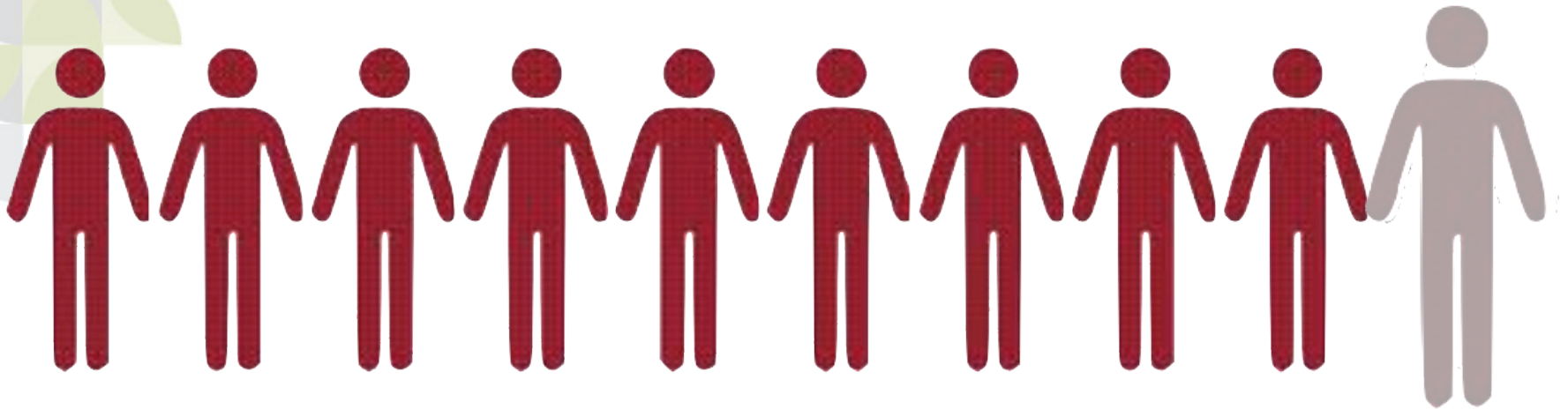




# 60%

**ACCESSED FROM A MOBILE DEVICE**

**9 out of 10**



**users take action after mobile search**

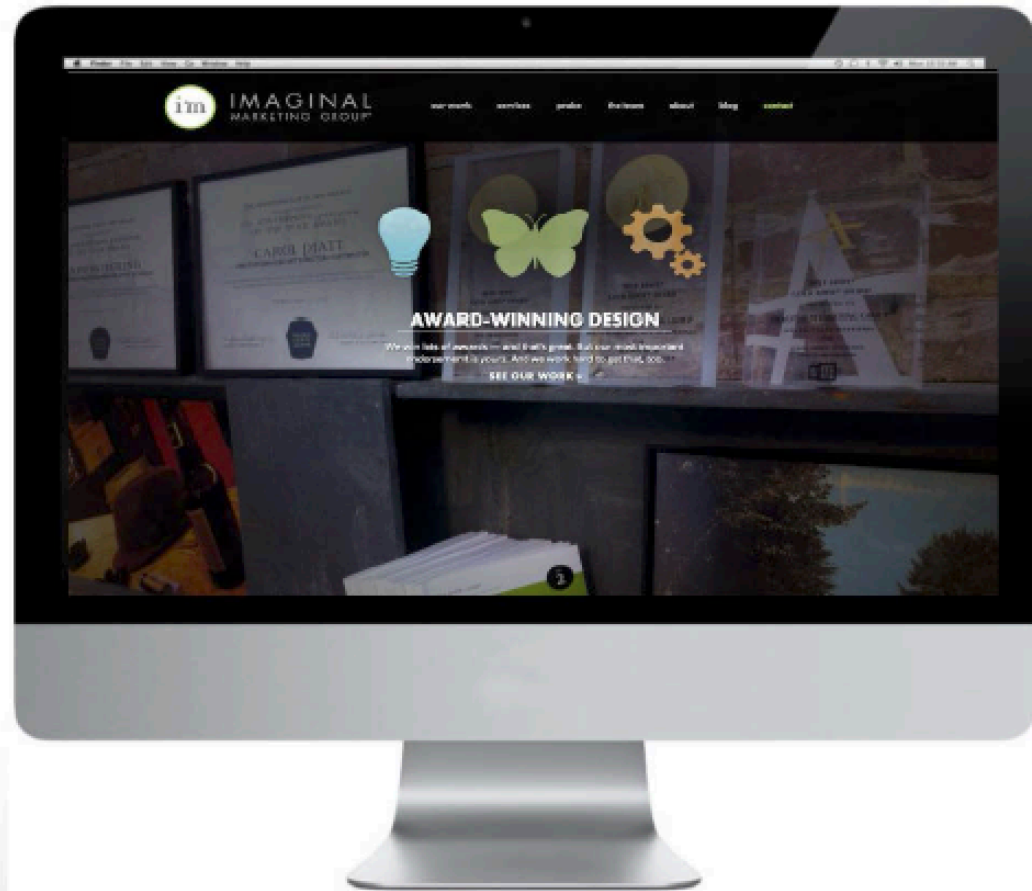
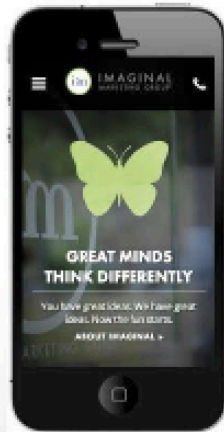
Your URL auto re-directs for mobile device  
Integrated so it updates with your main website



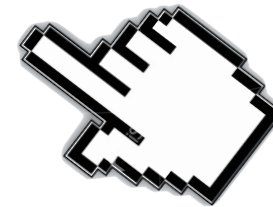
# Responsive -vs- App



# Responsive Design



# Website Audit Checklist



HTML5

CONTENT MANAGEMENT SYSTEM (CMS)

VISUAL, UNCLUTTERED DESIGN

PHONE NUMBER ON HOMEPAGE

REVIEW FEED

LOCATION PAGE

IMAGES & GOOGLE MAP

AWARDS/HONORS

RESPONSIVE/MOBILE COMPATIBLE

HOW-TO VIDEOS

SEARCH ENGINE OPTIMIZATION (SEO)

BLOG

SOCIAL MEDIA OPTIMIZATION (SMO)

BUYING OPPs

ONLINE GIFT CARDS

ONLINE BOOKING

NEW CLIENT OFFERS

ONLINE REFERRAL SYSTEM

EASY NAVIGATION, FAST LOADING

VIEWABLE IN MULTIPLE BROWSER PLATFORMS



**#6**

---

**SEO**

---



# Are You on Page 1 of Google?





salons in new orleans



Web Images Maps Shopping More - Search tools

About 2,490,000 results (0.28 seconds)

Ad related to salons in new orleans

[3Phases Salon - facebook.com](#)

[www.facebook.com/3phases](http://www.facebook.com/3phases)

Color Cut Style Paul Mitchell Focus Salon

[Hair Salons New Orleans, LA - Yelp](#)

[www.yelp.com/search?cflt=hair&find\\_loc=New+Orleans%2C+LA](http://www.yelp.com/search?cflt=hair&find_loc=New+Orleans%2C+LA)

10+ items - Top Hair Salons in New Orleans, LA Rocket Science Beauty ...

Fairgrounds; Filmore; Florida; Fountainbleu; French Quarter; Freret; Garden ...  
Lakeshore / Lake Vista; Lakeview; Lakewood; Leonidas; Lower Garden District ...

[New Orleans Black hair salons - Yellowpages.com](#)

[www.yellowpages.com/new-orleans-la/black-hair-salons](http://www.yellowpages.com/new-orleans-la/black-hair-salons)

Results 1 - 30 of 982 - 982 listings of Hair Braiding in New Orleans on YP.com. Find reviews, directions & phone numbers for the best black hair salons in New ...

[Hair Salons - New Orleans, LA - NOLA.com](#)

[businessfinder.nola.com/LA-New-Orleans/Hair-Salons](http://businessfinder.nola.com/LA-New-Orleans/Hair-Salons)


Listings 1 - 20 of 132 - Find Hair Salons local business listings in and near New Orleans, LA. Get Hair Salons business addresses, phone numbers, driving ...

[Paris Parker](#)

[parisparker.com/](http://parisparker.com/)

4.0 ★★★★★ 6 Google reviews


Kathleen Turpel +1'd this

 333 Canal St  
New Orleans  
(504) 588-1124

[The Retreat Hair Salon New Orleans](#)

[www.theretreatneworleans.net/](http://www.theretreatneworleans.net/)


4 Google reviews

 801 S Carrollton Ave  
New Orleans  
(504) 866-7724

[Kenneth's Studio for Hair](#)

[www.kennethstudio.com/](http://www.kennethstudio.com/)


4.7 ★★★★★ 15 Google reviews

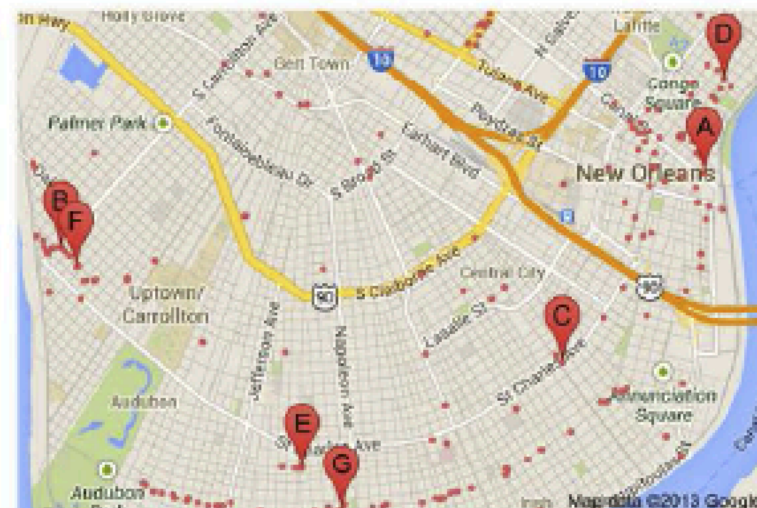
 2100 St Charles Ave  
New Orleans  
(504) 528-8585

[Salon Diversions](#)

[wax-nola.com/](http://wax-nola.com/)

4.4 ★★★★★ 7 Google reviews - Google name

 838 Royal St  
New Orleans  
(504) 299-0040



Map for salons in new orleans



## 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 **www.google.**  ▾

Language  ▾

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

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



About 1,470,000 results (0.52 seconds)

Austin » Beauty & Spas » Hair Salons - Yelp

www.yelp.com/c/austin/hair

The Best Hair Salons in Austin on Yelp. Read about places like: Method.Hair, Black Orchid Salon, Ritual Salon + Spa, L7 Salon, Wild Orchid Salon, The Salon at ...

Best austin hair salon Austin, TX - Yelp

www.yelp.com/search?find...Austin+Hair+Salon...Austin%2C...

Reviews on Best austin hair salon in Austin, TX Bella Salon, KaRu Salon, Jose Luis Salon, Frenchy's Beauty Parlor, Method.Hair, Salon Sovay, Path Salon, ...

Hair Salons Austin, TX - Yelp

www.yelp.com/search?cft=hair&find\_loc=Austin%2C+TX

Top Hair Salons in Austin, TX Method.Hair, Black Orchid Salon, Ritual Salon + Spa, Wild Orchid Salon, L7 Salon, Salon Sovay, The Salon at The Domain, ...

Jose Luis Salon

www.joseluisalon.com

4.6 stars 27 Google reviews · Google+ page

1717 W 6th St #123 Austin, TX (512) 474-1146

Urban Betty Salon

www.urbanbetty.com

4.8 stars 31 Google reviews · Google+ page

1206 W 38Th St, Ste1107, Austin, TX 78705 (512) 371-7663

Jackson Ruiz Salon

www.jacksonruiz.com

4.2 stars 22 Google reviews · Google+ page

500 N Lamar Blvd #120 Austin, TX (512) 478-7744

Salon Austin

www.salonaustin.com

Google+ page

2105 Justin Ln #109 Austin, TX (512) 832-6721

Topaz Salon

www.topazsalon.com

4.8 stars 20 Google reviews · Google+ page

1509 S Lamar Blvd #400 Austin, TX (512) 851-2070

Wet Salon

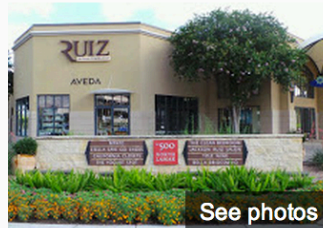
www.wetsalonatx.com

4.4 stars 19 Google reviews · Google+ page

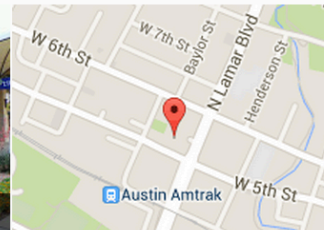
1109 S Congress Ave Austin, TX (512) 444-7375

Garbo A Salon and Spa

7739 Northcross Dr



See photos



Jackson Ruiz Salon

Directions

Address: 500 N Lamar Blvd #120, Austin, TX 78703

Phone: (512) 478-7744

Hours: Open today · 10:30 am – 6:00 pm

Menu: locu.com

Reviews

4.2 stars 22 Google reviews

"I always have a wonderful experience at Jackson Ruiz!"

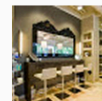
"Absolutely wonderful!"

"The scalp massage and hand massage included with haircuts is just amazing!"

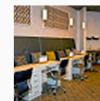
View all Google reviews

More reviews: demandforce.com, yellowbot.com, nearfire.com, citysearch.com

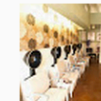
People also search for



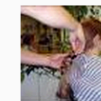
Jose Luis Salon



NAAVA Salon and Spa



Urban Betty Salon



Salon Austin



method...



**Jackson Ruiz Salon**

500 N Lamar Blvd #120 Austin, TX 78703  
(512) 478-7744  
jacksonruiz.com

Beauty Salon  
Today 10:30 am – 6:00 pm

Follow

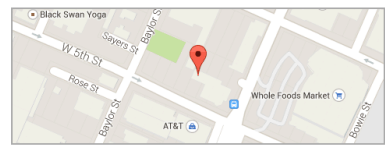
442,303 views

📍 📷 ⭐ 📸 📺 📺



About Posts Photos Videos

**Contact Information**



📍 **500 N Lamar Blvd #120** Austin, TX 78703  
(512) 478-7744 · [jacksonruiz.com](http://jacksonruiz.com)

🕒 Beauty Salon, Spa · Today 10:30 am – 6:00 pm · [Menu](#)

🗣️ Jackson Ruiz Salon opened its doors in 1998 to immediate acclaim and specializes in all Haircutting, Haircolor, Makeup Services and specialty Chemical Services.

[Edit details](#)

**Review Summary** [Write a review](#)

**4.2** ⭐⭐⭐⭐

22 reviews


5 star	1
4 star	1
3 star	1
2 star	1
1 star	1

People talk about **hair and makeup, hand massages, free hand, aveda products and curly hair**

**Photos**

[Upload public photo](#)

**Street View**



All reviews

Most helpful





### Urban Betty Salon

1206 W 38th St, Ste 1107, Austin, Tx 78705 78705  
(512) 371-7663  
urbanbetty.com

Hair Salon  
Today 10:00 am – 6:00 pm

Follow

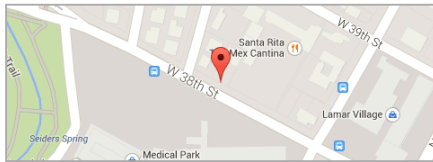
101 followers | 417,647 views



Urban Betty is a hip synonym for **modern woman**. A modern woman in today's society is one who **looks and feels great**. She gets a **great haircut** along with **beautiful color** on a regular basis. Her look is maintained and remains **fresh** with the **products and knowledge** she receives from an educated stylist. That stylist provides all of the *Urban Betty* necessities in a **comfortable salon environment** for those who wish to achieve their **best possible identity, inside and out**.

About Posts Photos YouTube

#### Contact Information



1206 W 38th St, Ste 1107, Austin, Tx 78705 78705  
(512) 371-7663 · urbanbetty.com

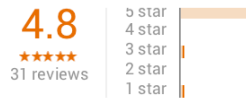
Hair Salon, Waxing Hair Removal Service · Today 10:00 am – 6:00 pm · Menu



Nestled in the heart of the 26 Doors Shopping Center, in a space that surrounds a beautiful garden atrium, is **Urban Betty**. Providing a quixotic salon experience, the ambiance pulls its essence from the likes of the comfortable, shabby-chic warmth of a country cottage and the haute allure of the pinups from the early Twentieth Century.

#### Review Summary

Write a review



People talk about **great color, men's haircut, wine and beer, updo and great cut**

#### See inside



#### Photos



Upload public photo

#### People

##### In their circles

340 people



James Blake

Add



Arthur Lyle

Add

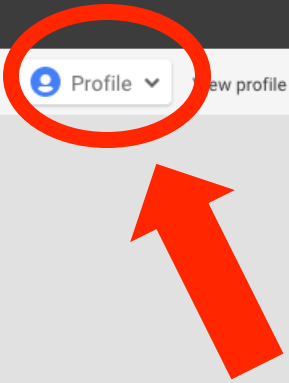


Organic Hair Color

Add



Your profile is eligible for a custom URL [Get URL](#) [Learn more](#)



Profile [Dropdown] View profile as: Yourself [Dropdown]

A profile card for Lauren Alsop. It features a circular profile picture of a woman with dark hair. Below the picture, the name 'Lauren Alsop' is displayed, followed by the website 'immarketinggroup.com'. A bio section lists: 'Worked at Imaginal Marketing Group', 'Attended Loyola University New Orleans', and 'Lives in Chicago, IL'. At the bottom of the card, it shows '21 followers | 359 views'. The card has a navigation bar with tabs for 'About', 'Posts', 'Photos', 'Videos', '+1's', and 'Reviews'. The background of the card is a decorative pattern of overlapping green and grey circles.

Share what's new...

You may know [View more](#)

**Kayla imaginal**  
Julia Barre' in common [+ Add](#)

- Home
- Profile
- People
- Photos
- Communities
- Events
- Pages
- Local
- Settings

Lauren Alsop  
immarketinggroup.com

Worked at Imaginal Marketing Group  
Attended Loyola University New Orleans  
Lives in Chicago, IL

21 followers | 359 views

KEEP THINGS BEAUTIFUL. im

About Posts Photos Videos +1's Reviews

Share what's new...

You may know View more

Kayla imaginal  
Julia Barre' in common + Add

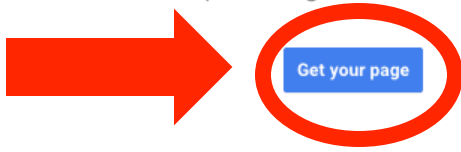


### Your pages

Get your page

## Get on Google for free

Your Google+ page connects you with customers, whether they're looking for you on Search, Maps, Google+ or mobile devices. [Learn more.](#)



Introducing Google My Business

**Carter Vintage Guitars**

625 8th Ave S, Nashville, TN 37203  
(615) 915-1851  
cartervintage.com

Guitar Store  
Today 10:30 am - 6:30 pm

Following



lauren@immarketinggroup.com

My Business

# Choose business type



**Storefront**


Restaurant, retail store, hotel, etc.

**Service Area**

Plumber, pizza delivery, taxi service, etc.

**Brand**

Product, sports team, music band, cause, etc.

- 
1. Is your site Search Engine Friendly?
  2. Blog (once a month - minimum)
  3. Create a Google+ Page
  4. Claim Your Review Site Listings
  5. Take a NAP
  6. Get Positive Reviews



**#7**

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# **Online Reputation Management**

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# THE OLD BUYING DECISION CYCLE

"Where do you  
get your hair cut?"



Comes in  
for a service.

Looks salon or  
spa up in the  
Yellow Pages.

Calls and makes  
an appointment.

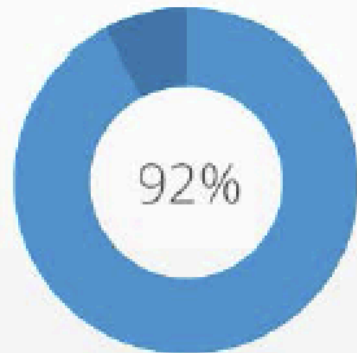


# THE NEW BUYING DECISION CYCLE

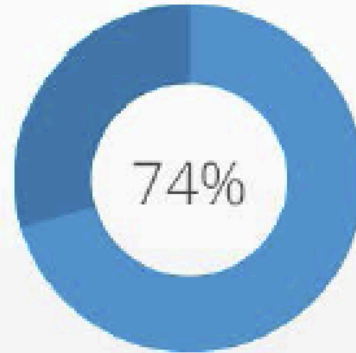
"Where do you  
get your hair cut?"



## Improves Your Search Rankings Attracts New Guests and Staff



Users **read online reviews**  
**before selecting a business**  
(eTailing Group)



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



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





# **Get Great Reviews**

## **Monitor and Respond to Reviews**

PARIS PARKER®  
salons **AVEDA**® spas

Buy Giftcards  
**1.877.TRU.GIFT**

Voted Best Salon  
225 Magazine & Gambit Weekly reader's poll

join us:  

salon services spa services locations gift cards parisparker.com 888.990.2468

# Thank you for choosing Paris Parker®

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

**Tell Us**

Take a short survey

**Tell a Friend**

\$50 gift for you, \$20 gift for them

**Tell Everyone**

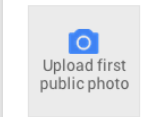
**AVEDA  
CONCEPT  
BENEFITS  
ELIGIBLE**

g+ About Photos

# Aveda Paris Parker Salon & Spa

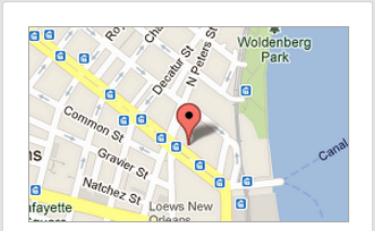
333 Canal St New Orleans, LA 70130 (504) 568-1124 parisparker.com

Day Spa Today 9:00 am - 7:00 pm



333 Canal St New Orleans, LA 70130 · The Shops at Canal Place  
(504) 568-1124 · [parisparker.com](http://parisparker.com)

Day Spa, Hair Salon · Today 9:00 am - 7:00 pm



Canal and N. Peters (Out) (140 ft W)

Directions

### 6 Reviews from everyone

Most helpful

**iamMS Day** reviewed 2 months ago  
Quality **Excellent**

Jessica is a professional on all levels. She gave me a great cut taking the time to listen to what i wanted while incorporating it into a style that suited me. Her personality is warm and the conversation was great. Thanks again for an enjoyable visit.

Is this your business?

Manage this page

Report a problem



**#8**

---

**Facebook**

---



# **ROI**



You are posting, commenting, and liking as Kathleen Turpel — Change to Paris Parker Salons and Spas



Paris Parker Salons and Spas New Fan Offer! ▾

✓ Liked

new guests

**\$20 GIFT**

download your gift

existing guests

**\$25 GIFT**

get the details

share this offer with your friends

f Share



**WELCOME TO  
PARIS PARKER®**

VOTED BEST HAIR SALON  
NEW ORLEANS, BATON ROUGE & HAMMOND

Custom Application Designed by IM Marketing Group®



You are posting, commenting, and liking as Kathleen Turpel — Change to Paris Parker Salons and Spas



Paris Parker Salons and Spas Refer a Friend

Liked

**\$25\*** GIFT FOR YOU,  
**\$20\*** GIFT FOR THEM!



When you refer a friend, we'll give them a \$20 gift toward a new service. And to say thanks, you'll get a \$25 gift to use toward products.

Just fill out the form below and send it to as many friends as you like. Spread the word and stock up!

**Your Info**

Your First Name: (required)

Your Last Name: (required)

Your Email: (required)

**Your Visit**

Use this field to recommend your service provider, favorite service, must-have product or just leave a quick personal note.

**Your Friends**

Enter your friends' email addresses (separated by a comma)

Submit

\*Guests referred to Paris Parker® will receive a \$20 gift. Gift may be used toward any service not received in the last six months at participating service providers. To receive your \$25 gift, your friends must redeem their referral email at time of service. \$25 gift will be issued by email so please provide a valid email address. \$25 gift is valid at Paris Parker® locations only.






# PAY TO PLAY

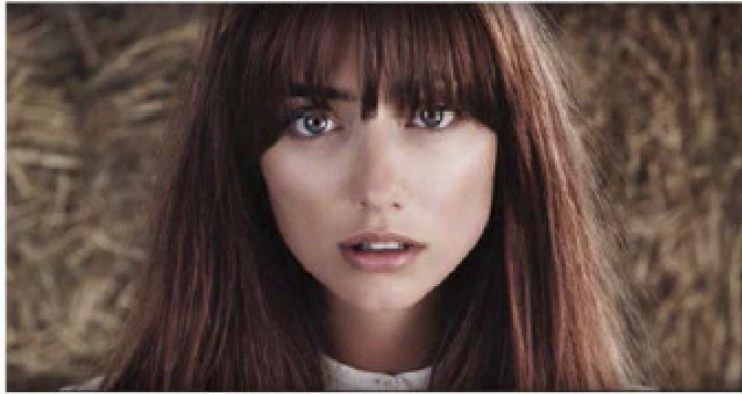
# Facebook Ad Campaigns and Boosts

SORT: MOST RECENT






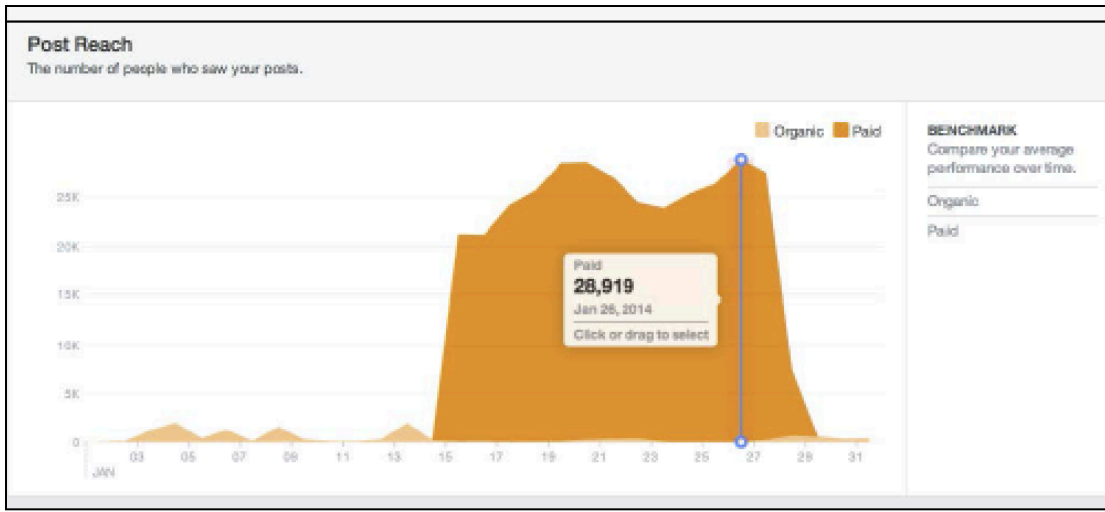
### Paris Parker Salons and Spas

Here's a \$20 gift towards any service to introduce ourselves. Just click to download.



**One of the Top 200 Salons**  
parisparker.com

Like · Comment · Share ·  19  4 ·  · Sponsored (demo)



Facebook interface showing the Audience selection process. The top navigation bar includes a search bar, user profile (Kathleen), and navigation links (Home 3). The main content area is titled "Audience" and includes a "Help: Choose Your Audience" link.

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

**Locations** | United States, Louisiana  
Metairie + 50 mi  
Add a country, state/province, city or ZIP

**Age** | 17 - --

**Gender** | All Men **Women**

**Languages** | Enter a language...

**Relationship Status** | **Engaged** x x  
Choose relationship statuses | Browse  
More Demographics ▾

**Interests** | Additional Interests  
Tulane University  
Shopping and fashion  
All Shopping and fashion  
Search interests | Suggestions Browse

**Behaviors** | Search behaviors | Browse

**More Categories** | Choose a category | Browse

**Connections** |  All  
 Only people connected to Paris Parker Salons and Spas  
 Only people not connected to Paris Parker Salons and Spas  
 Advanced connection targeting

**Audience Definition**  
Your audience is defined.  
Spec... Broad

**Audience Details:**

- Location - Living In:
  - Metairie (+50 mi), Louisiana, United States
- Age:
  - 17 and older
- Gender:
  - female
- Interests:
  - Shopping and fashion or Tulane University
- Relationship Status:
  - Engaged
- Not connected to:
  - Paris Parker Salons and Spas

Potential Reach: 11,200 people

Three red arrows point to the Relationship Status, Interests, and More Categories sections.



**#9**


---

**Plan What You Spend  
& Measure What You Do**

---



Plan What You Spend.  
A Budget helps you  
make better choices.



C		D	E	F	G
FY 2010-2011					
<b>ADVERTISING</b>		<b>May</b>			
	<b>Details</b>	<b>IN</b>	<b>Vendor</b>	<b>Details</b>	
	Newspaper				
	Magazine		\$0.00		
	Radio		\$0.00		
	Television				
	Travel Guides				
	Billboards				
	Media Buying/ Calls				
		\$170.00	\$0.00		
<b>SOCIAL MEDIA</b>					
	Facebook Ads		\$500.00	\$500.00	
<b>SALES TOOLS</b>					
	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
<b>PR</b>					
	Traditional				
	Online				
	Press Kits		\$425.00	\$0.00	
<b>E-COMMUNICATIONS</b>					
	targeted e-card for launches/ events				central, qty 75
<b>WEB/ SEO</b>					
	Google Adwords		\$850.00	\$5,000.00	



## Measure What You Do

	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
<b>Monthly Total</b>	<b>4</b>	<b>15</b>	<b>3</b>	<b>11</b>

## Print Discount Codes on Collateral

**\$20 GIFT** to experience any new service.\*

3500 East 12th Ave • Denver, CO 80206  
303.399.9156 • [www.berenicesdenver.com](http://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.



# Measure What You Do

## Special Code Usage Report

Nov 12, 2012 - Nov 18, 2012

Special Name	Code	# Orders	Order Amount	Discount Amount Used	New Customers
Referral program	REFERRAL20	3	\$180.00	\$60.00	2
New Client	NEW20	20	\$1,680.00	\$400.00	14
Facebook	FB20	3	\$140.00	\$60.00	1
<b>Totals:</b>			<b>\$2,000.00</b>	<b>\$520.00</b>	<b>17</b>

11/28/2012 4:05:17 PM EST



# ROI

## RETURN ON INVESTMENT

**Goal is at least 6x ROI**

Earn \$6 for every \$1 your 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

5% - 10% Redemption

1000 cards = 100 Guests





## ROI Example

New Client Recruitment Card:  
\$317 for 2500 cards

125 New Clients (5% return)

X

50% Retention Rate  
= 62.5 New Clients

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

## 133x ROI



## ROI Example

New Client Recruitment Card:  
\$317 for 2500 cards

125 New Clients (5% return)

X

\$87 (average transaction)

= \$10,875

**36x ROI**





**#10**

---

**Execute Simply  
& Focus Sharply**

---



**Focus on 2 - 3 programs**

**Give Programs Time to Root**

**Secret Shop Your Programs**



# Direct Offers to Your Needs

- Limit Service Providers
- Target Unproductive Day Parts
- Not Valid with Any Other Offers
- Mention When Booking



## GOOD FOR ANY NEW GUEST ONLY.

\*\$20 gift is valid toward any Indira Salon service you have not experienced in the last 6 months with select service providers. Only good toward services valued at \$40 or more. Please mention this offer when booking and present card at time of checkout. Not valid with any other offers or discounts. No cash value. Expires 12/31/11. CODE: NEW20



**Do Great Work.**





Your Team is Your Most Powerful Marketing Tool

**Raving Team Members, Recruit Raving Guests**



# Thank You

Download the presentation:  
[imaginalmarketing.com/blog](http://imaginalmarketing.com/blog)