



BEAUTY

IS OUR **NATIVE LANGUAGE**

im IMAGINAL
MARKETING GROUP®



WE GET IT

we get salons and spas

We have been supporting salons and spas for more than 10 years and we have worked with and learned from some of the best salons and spas in the world.

We offer proven programs and help you implement best practices that will grow your business while maintaining your unique brand and vision. Our goal is to make marketing easy – and effective. We can help you plan, budget and measure.

And, if we're not having fun doing it – what's the point? Life is marketing.

Special Discounted Pricing and Printing with Eco-Friendly Materials

We offer environmentally-friendly materials with discounted pricing that could save you hundreds of dollars.

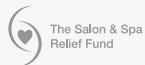
AVEDA PARTNERSHIP

Imaginal Marketing is a preferred vendor of Aveda Corporation, with decades of experience in helping salon and spas hit & surpass industry benchmarks through our proven best-practice marketing programs. We speak the Aveda language, we know the Aveda rules, and we obsess over artists, owners & salon brands. Let us help you grow.



A FEW OF OUR CLIENTS

AVEDA
THE ART AND SCIENCE OF PURE
FLOWER AND PLANT ESSENCES



A | **AVEDA INSTITUTES**

**AVEDAMEANS
BUSINESS.COM**

**VAN MICHAEL
SALON**



JUUT
SALONSPA

SCOTT J

RUIZ
SALON

**|| BEAUTY
|| BACKBONE**
ALIGNING BEAUTY WITH BUSINESS

**Serious
BUSINESS®**



BRANDING

THE MOST IMPORTANT MARKETING DECISION



The team at Imaginal is **WONDERFUL** to work with and uses their **INDUSTRY EXPERTISE** to turn our marketing dreams into reality! They are extremely **EFFICIENT** and truly are the best at what they do! Kudos!!!



FIONA TOLUNAY

*Vanity Salon
Houston, TX*





w. daly
salon spa
AVEDA

vanilla bean
salon + spa

ANANDA
SALON & SPA



wildflower
SALON

LOGO DESIGN

Starting at \$2750



SAAB
salon.spa



RUIZ
SALON



SAVOYE
SALON SPA



inspire
SALON

J. CHRISTENE
SALON

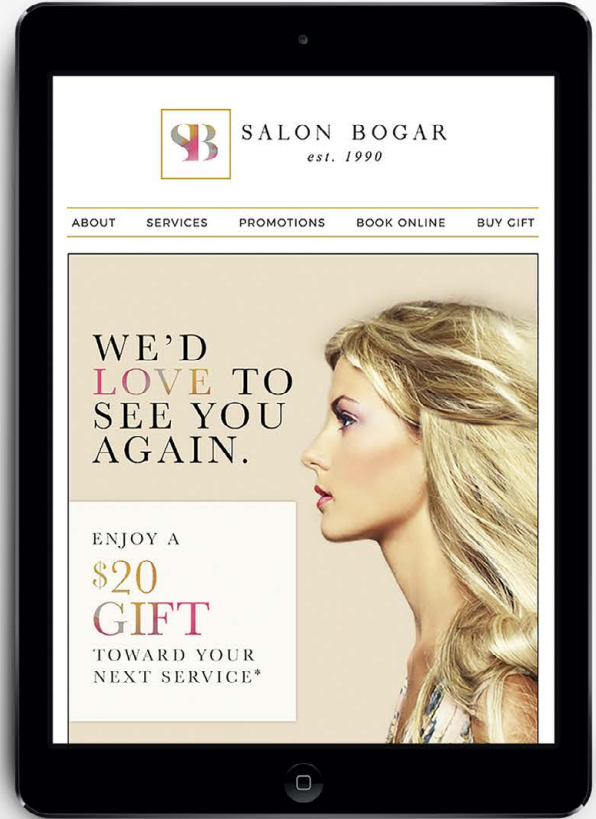
SALON BOGAR
est. 1990

BRAND DESIGN

Includes design of:

- Logo
- Menu
- Business Card
- Gift Card Presentation
- Referral Card
- Notecard

Starting at \$4950



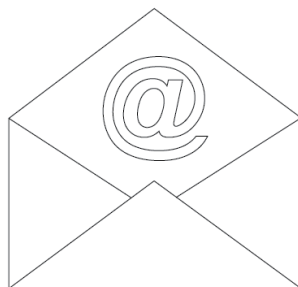
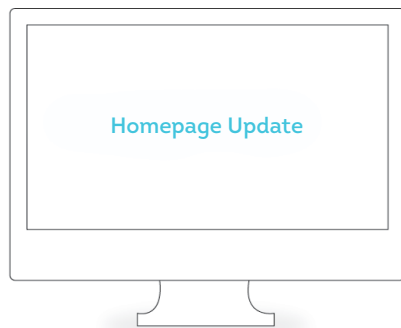
COORDINATED CAMPAIGNS

Promote a new focus up to 9x/year.
Our tested promotions deliver results.

Complete campaigns including online &
print in-salon collateral
Starting at \$1685

Online-only campaigns
Starting at \$990

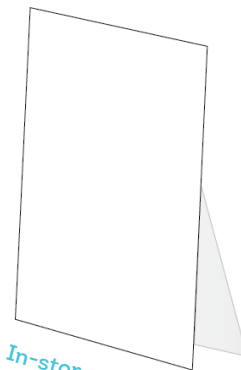
WHAT YOU'LL GET ▶



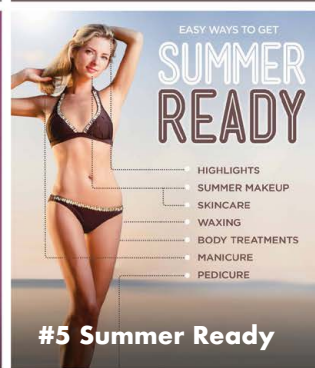
Direct Email



Social Media



In-store Signage



ANNUAL MARKETING PLANS

BUDGETING • STRATEGY • MEASUREMENT

Let us be your marketing department:

- Work directly with your own marketing consultant
- Plan growth and prioritize spending for the year
- Monthly call for strategy and analysis
- Proactive planning (Imagine crossing Holiday off your list in September!)
- Preferred hourly rate, plus amortized monthly payments
- Accountability and reports analysis for results tracking and return on investment
- Exclusivity among salons in your area (within 30 mile radius)
- Be the first to know about Aveda programs and imagery releases, IM webinars, product launches, new tested and proven best practices, and more
- Baby name brainstorming and New Orleans concierge services are always FREE!

Starting at \$1000/month

BRAND BASICS

TO SEAMLESSLY DEEPEN YOUR BRAND





Imaginal helped **CREATE OUR BRAND FROM SCRATCH** and gave us the materials to bring in **NEW CLIENTS** so we can **KEEP GROWING**. It's the total package.



GARRISON NEILL

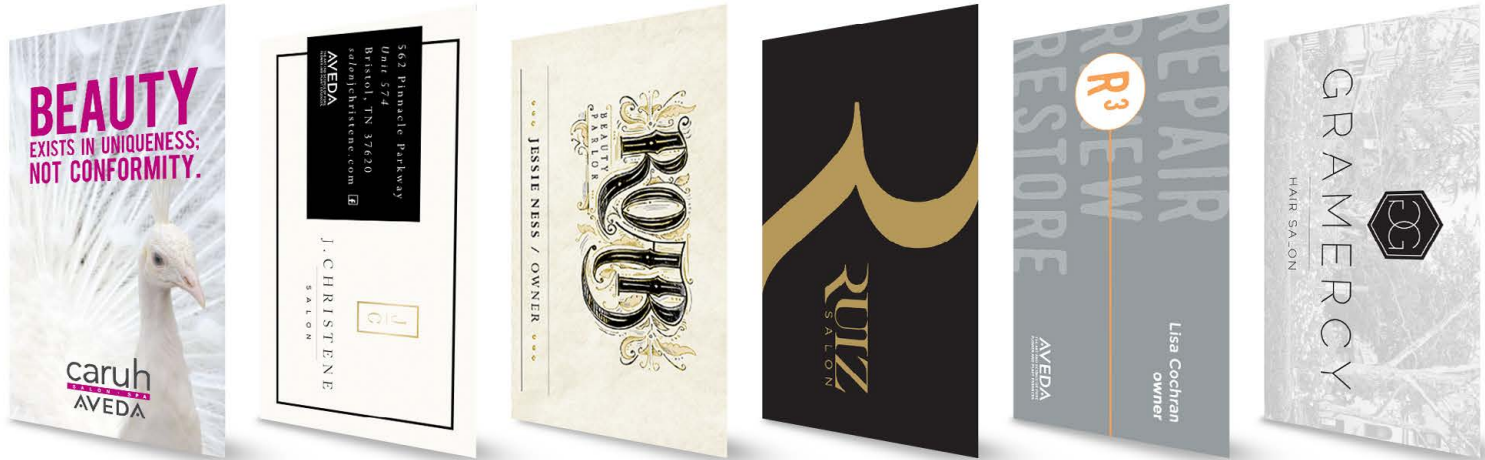
*Paris Parker Salons and Spas and Parker Barber
New Orleans, LA*

PARISPARKER

The PARKER BARBER

BUSINESS CARDS & APPOINTMENT CARDS

Starting at \$38/box
of 500 cards



Plus one-time setup or design fee

GIFT CARDS & PRESENTATION PACKAGES

Compatible with SalonBiz, Millennium, and many other POS softwares.

Starting at \$690



CLIENT UPGRADE PADS

Starting at \$395



Plus one-time setup fee of \$225

MENUS

Trifold menus starting at \$364



Rack card menus starting at \$228

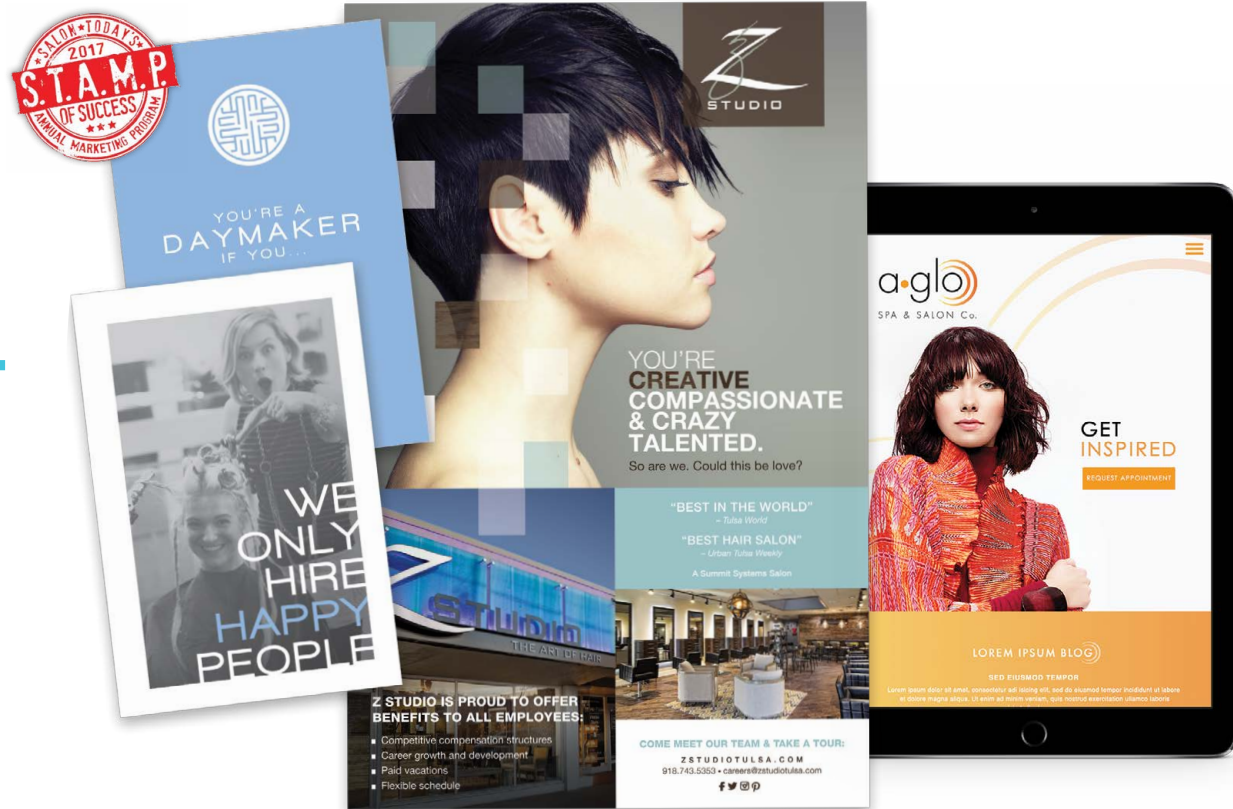
Plus one-time setup or design fee

Pocket accordion menus starting at \$395



STAFF RECRUITMENT TOOLS

- Information cards for career fairs
- Posters for area schools
- Careers page & application on website
- and more



PRE-BOOKING RETAIL CARDS

Starting at \$250



Plus one-time setup or design fee of \$240

DIGITAL MARKETING

OUR SITES ARE NOT JUST PRETTY





I love working with Imaginal Marketing as they are **EXPERTS** in listening to my needs. They lead me to a **PROGRESSIVE** and **UP-TO-DATE WEBSITE** for the best virtual brand presence.



SCOTT BUCHANAN

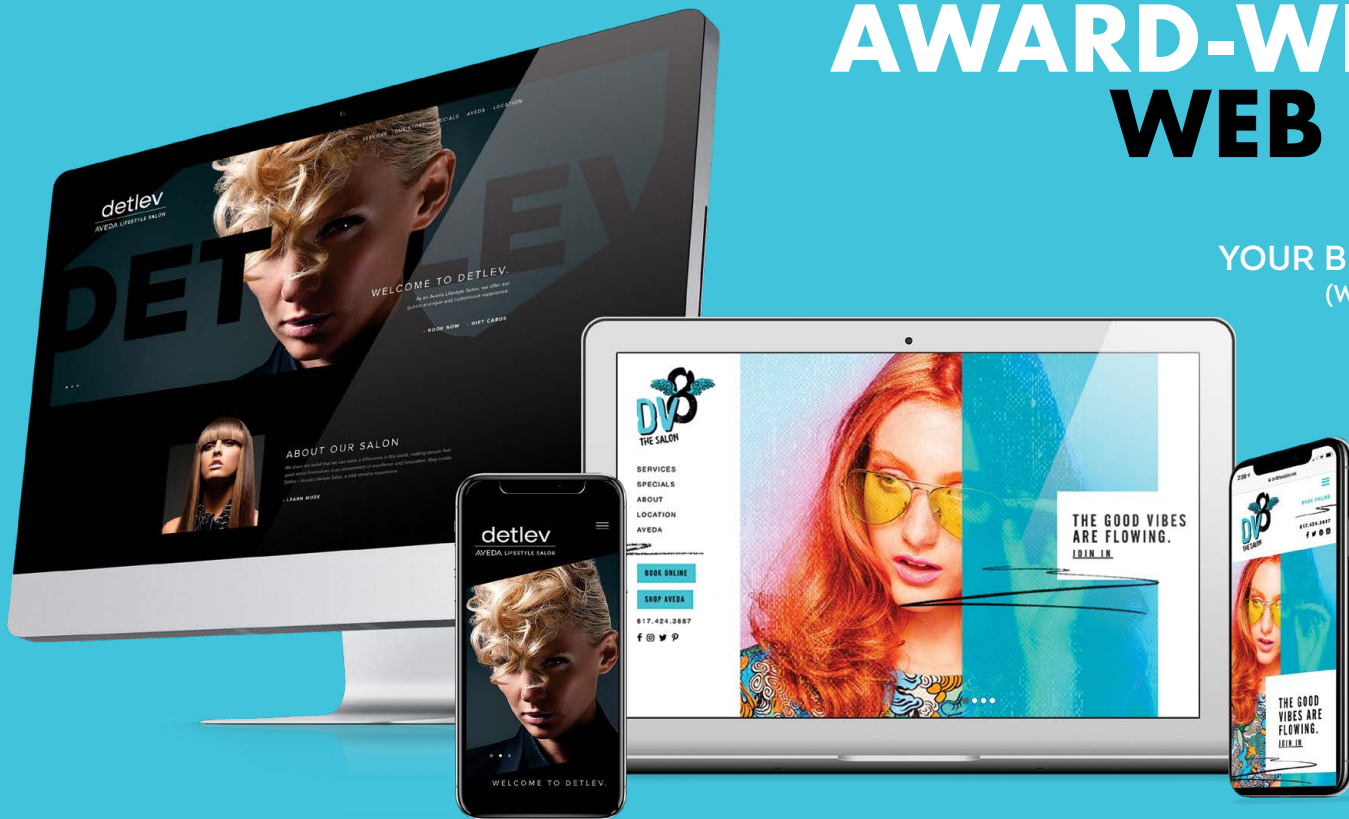
*Scott J. Aveda Salons
New York, NY*



AWARD-WINNING WEB DESIGN

AT 3 PRICE LEVELS

YOUR BUSINESS, BUT CODED.
(Without all the thinking and work.)

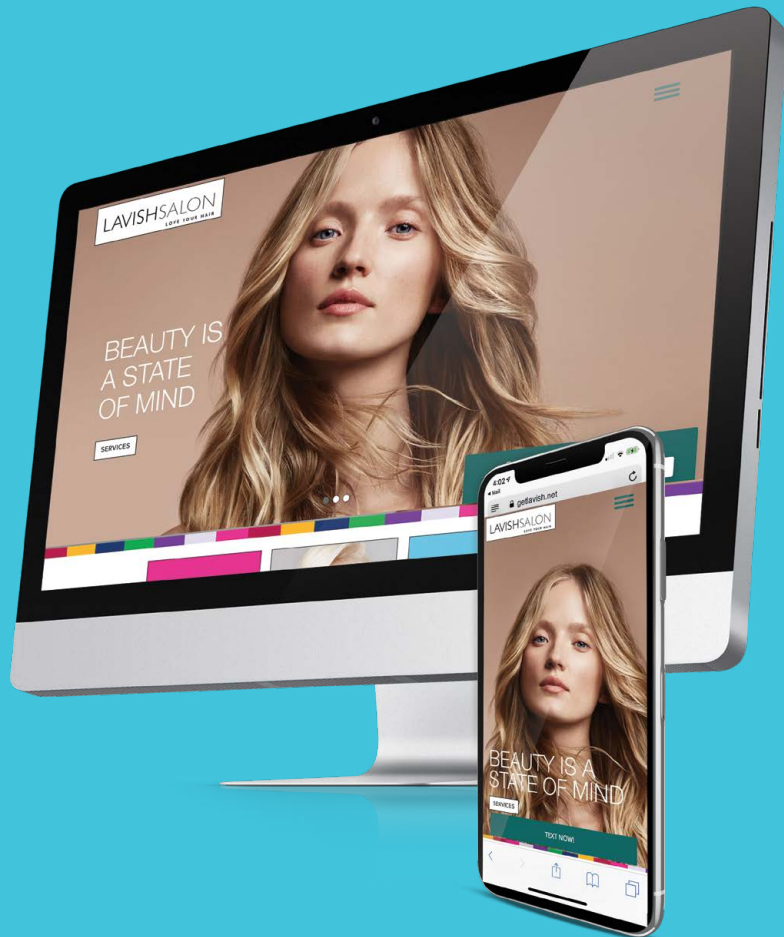




BASIC WEBSITES

\$2290

You want something AFFORDABLE that looks amazing and professionally done. Send us your logo and content and we'll help you pick a color palette, images and drive the process. You can use our standard copy and photos for free.



BASIC BRANDED WEBSITES

\$4590

You want a little more than basic but you're on a budget. Meet our feature-loaded basic branded website that offers a level up in template design. Choose from our basic layouts, and we'll do the rest. Looks custom, without the custom price tag. You'll also get to pick the extras that are right for you like custom image headers, Instagram feed and more.

WEBSITE ADD-ON PLATINUM CODING

Available as an add-on to your Basic Branded website for \$1500.

The best way to see the Platinum Coding difference is on a live site where you can interact and experience the animations. Ask your rep for more examples!

Before Platinum Coding: vanasonssalon.com
WITH Platinum Coding: lghowardsalon.com





CUSTOM WEBSITE

LET'S TALK

These sites are for multi-location salons and spas, or locations that have reached a level where they want something singularly theirs. We create a plan designed to meet your vision and use next-generation tools and features to implement it.

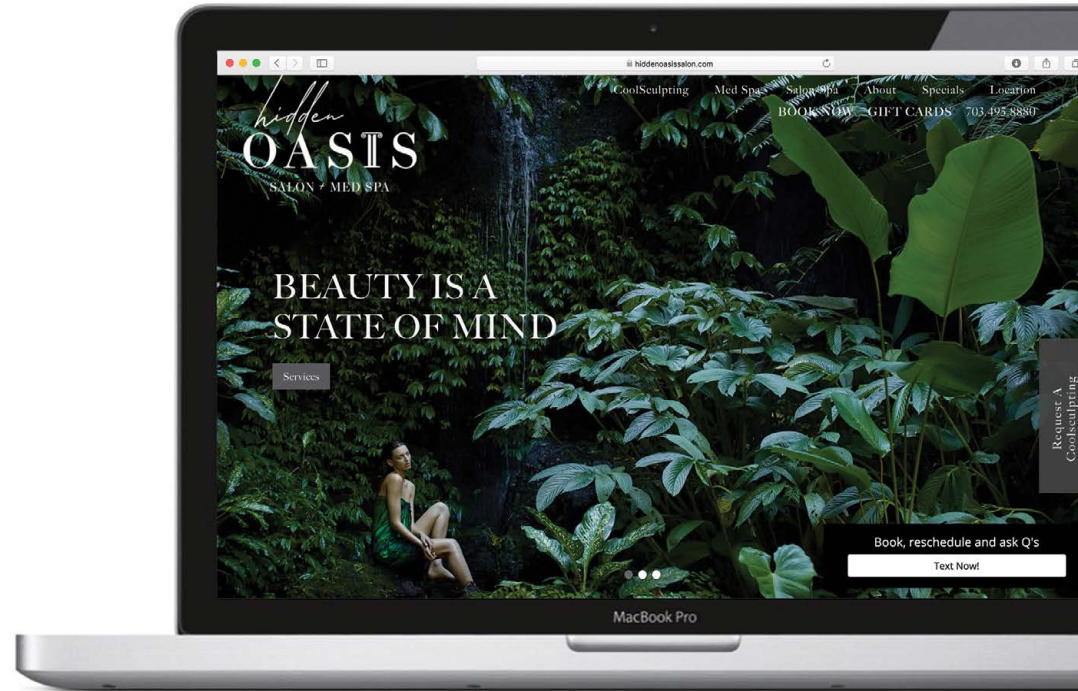
ANNUAL WEBSITE UPDATE PACKAGE

Includes:

- **Text updates** (hours and pricing updates, adding new services, etc)
- **Adding/removing team members**
- **Image header changes**
- **Gallery image updates**
- **Updating forms**
- **VIP Order Experience** with dedicated website expert

\$550 Per Year

(added on to your annual hosting)



Shown: hiddenoasissalon.com



Imaginal Marketing has been
ATTENTIVE and **SUPPORTIVE** with ideas
and **SOLUTIONS** to ultimately make
our business more successful.

ASHLEY REICHOW

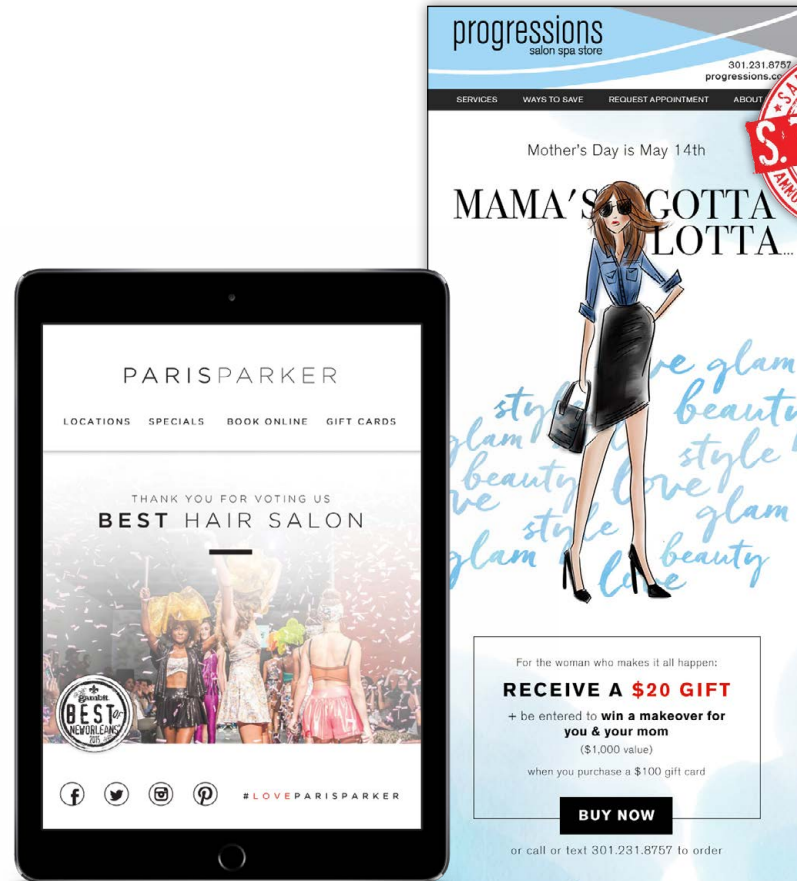
*Juut SalonSpas
Minnesota, Arizona, California*



EMAIL DESIGN

Custom emails designed and sent for you.
Starting at \$425

Template designs you can update and send multiple times.
Starting at \$750



Because 70% of your site's traffic comes from a mobile device, all of our sites are

MOBILE OPTIMIZED, MOBILE FIRST



Shown: *luxsalon.com*

DEMANDFORCE[®] AUTOMATED EMAILS

Thank recent guests, encourage reviews, and bring back missing guests with branded emails – all on autopilot.

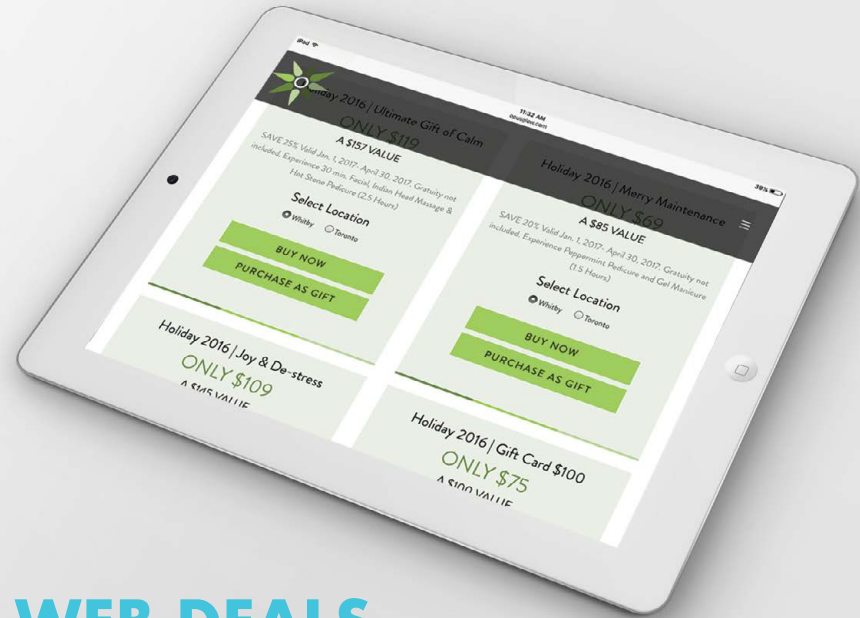
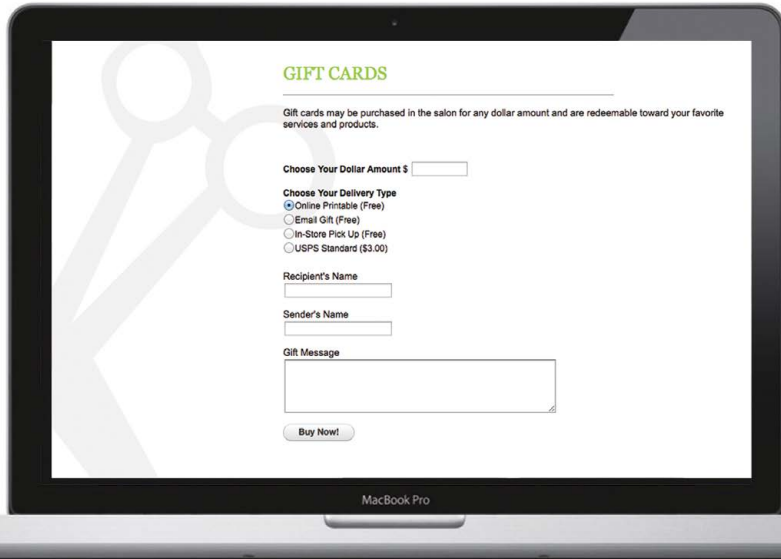
**Starting at \$300 each,
or \$2100 for set of 7**
(saves \$300)



E-COMMERCE

Custom shopping carts for digitally delivered gift cards - with no commission taken on sales!

Starting at \$1500



WEB DEALS CLICK-TO-BUY SYSTEM

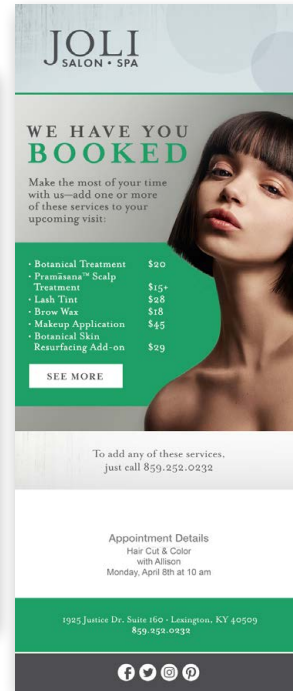
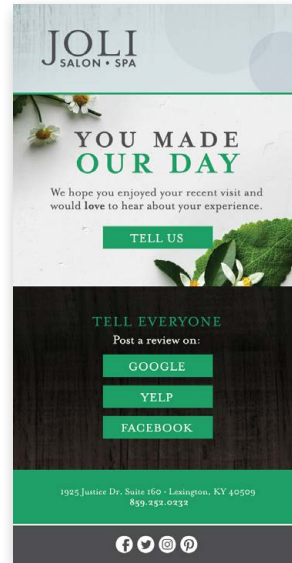
Offer special deals on service and/or product packages, without the commission or hassle of a bulk-couponing website. (E-Commerce required.)

Starting at \$1250

SALONBIZ® AUTOMATED EMAILS

Put your software to work increasing your sales,
prebooking rates & online reputation.

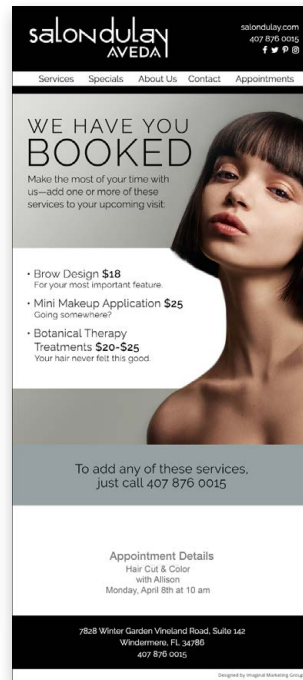
**Starting at \$400 each,
or \$1750 for a suite of 5**
(saves \$250)



EMMA AUTOMATED EMAILS FOR MEEVO®

Get back lost clients, increase re-booking and more with beautiful automated emails.

**Starting at \$400 each,
or \$1750 for a suite of 5**
(saves \$250)





The fact that they **SPECIALIZE IN SALON-INDUSTRY CLIENTS** makes the project planning and implementation easy since they are already in the beauty business mindset. They are always able to provide us with **BEAUTIFUL, FASHIONABLE** and **EFFECTIVE DESIGN**.



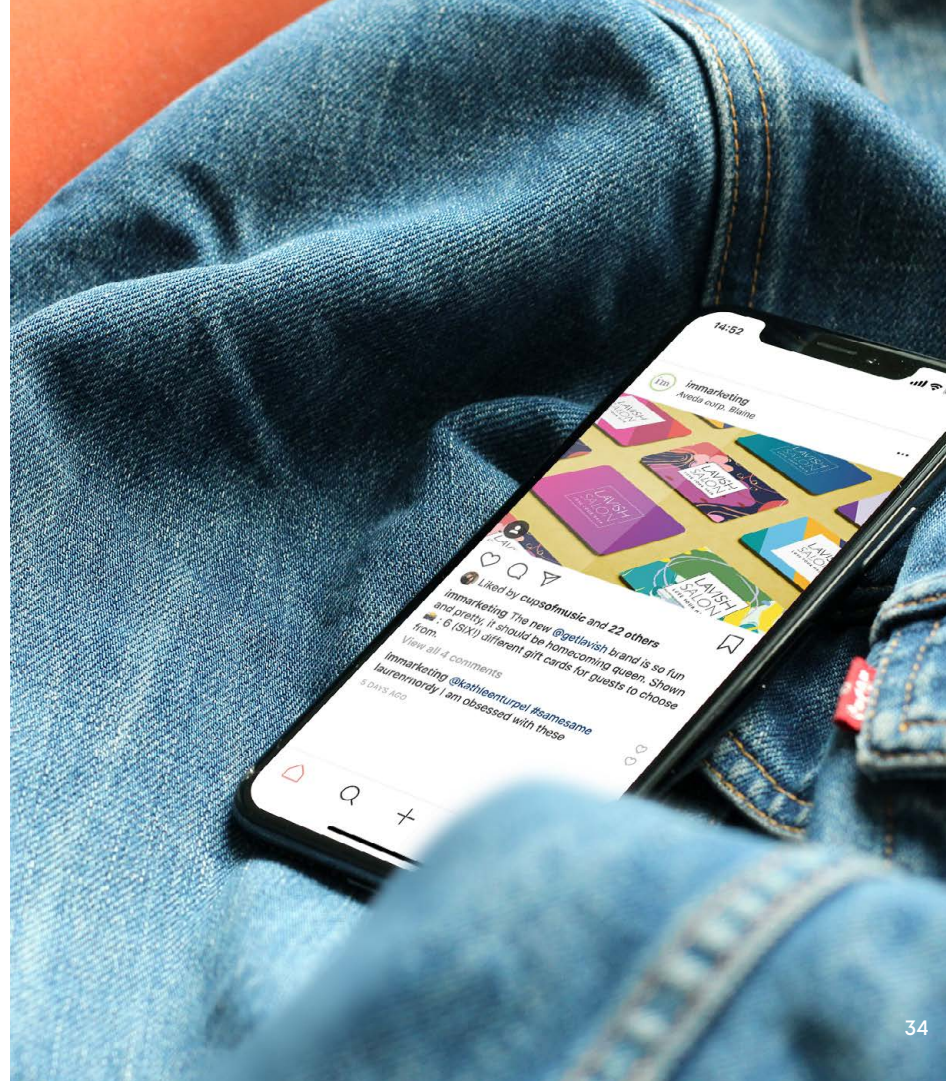
AMY LAMPARELLI

*Salon Bogar
Londonderry, NH*



SOCIAL MEDIA

Social media is often intimidating and overwhelming. We make it easy and fun with management options for us to do it all for you, a coaching package to train you how to do it yourself or we can just provide content to you each month for you to post.



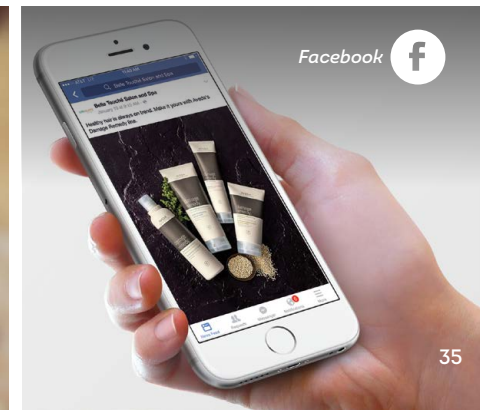
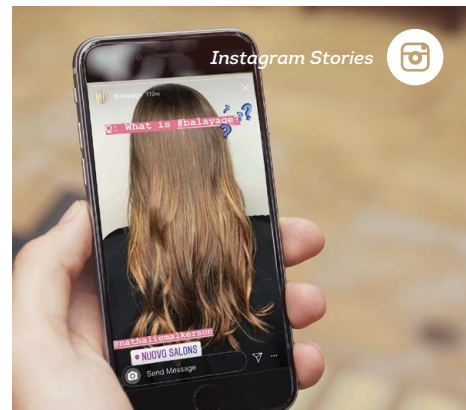
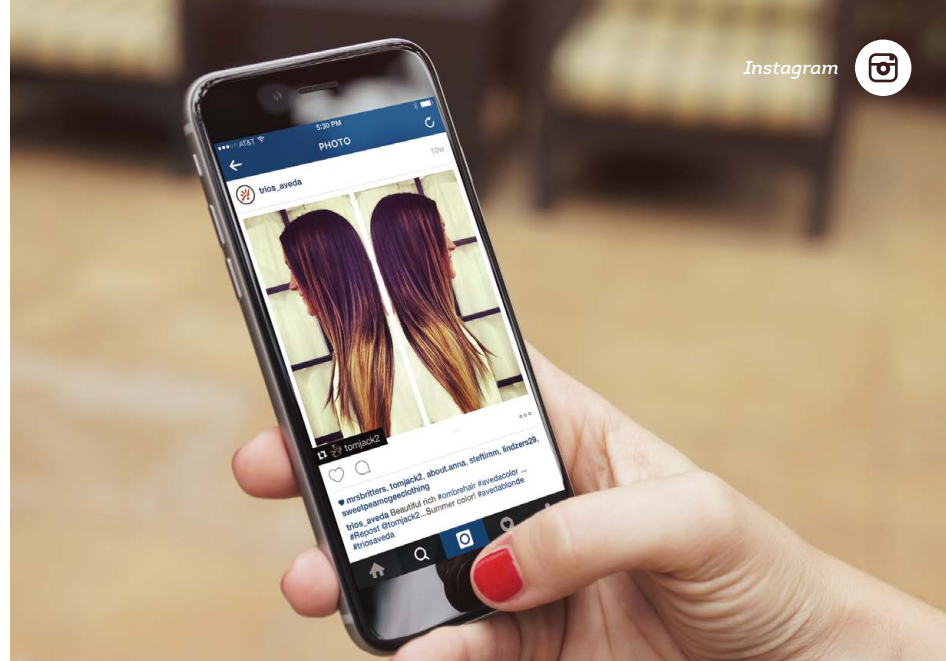
COMPLETE CUSTOM SOCIAL MEDIA MANAGEMENT

- **Facebook** and boosting 2x/week, moderating comments and reviews, set up of private team page
- **Instagram** 5-7x weekly, includes hashtag campaign for your salon, liking and following relevant posts from other accounts
- This package includes custom content written just for you, a monthly strategy call and monthly reporting
- **Instagram Stories** 1x/week to highlight focuses

\$2190/mo

(includes \$150/mo Facebook boosting)

First month is \$2640 first and includes all setup



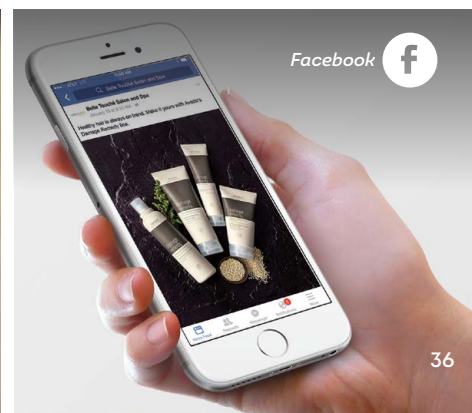
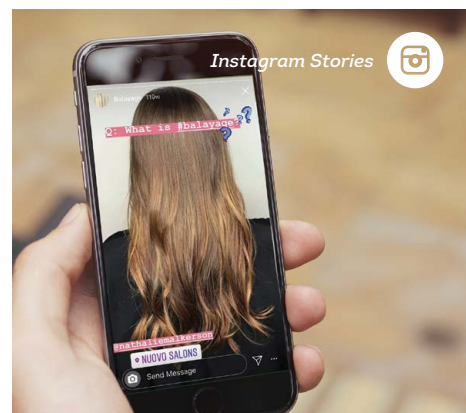
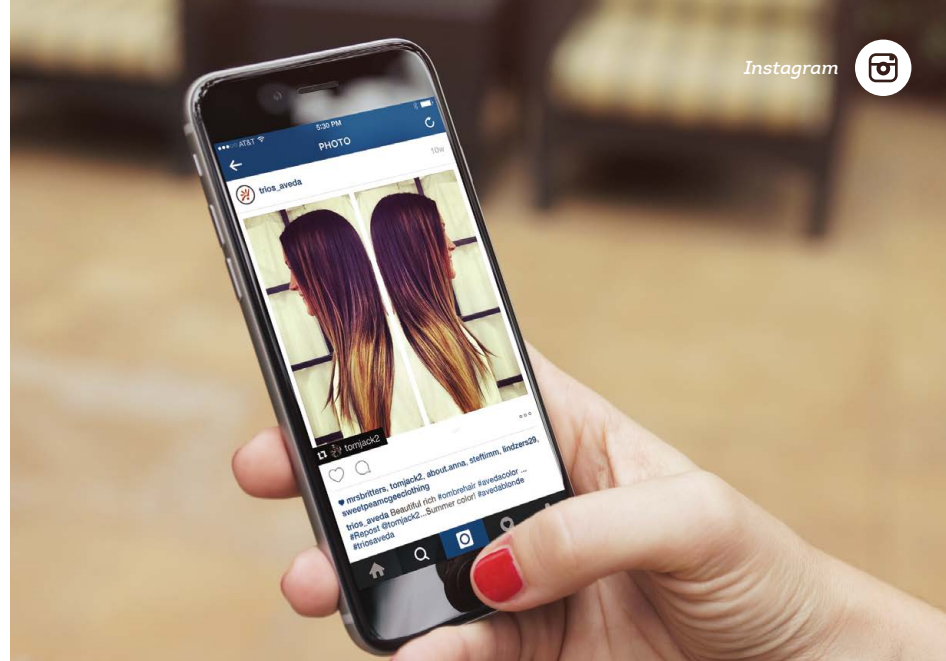
MINI CUSTOM SOCIAL MEDIA MANAGEMENT

INCLUDES:

- Quarterly strategy calls & reporting
- FACEBOOK:
 - Custom posting & targeted boosting (2 posts/wk)
 - \$150/month Facebook boosting budget
- INSTAGRAM:
 - Custom posting & targeted boosting (2 posts/wk)
 - LinkTree setup with 5 best practice links & branded page
 - Comment moderation & message response
 - Engagement with area businesses, clients & community

\$875/month

Plus \$375 one-time setup fee

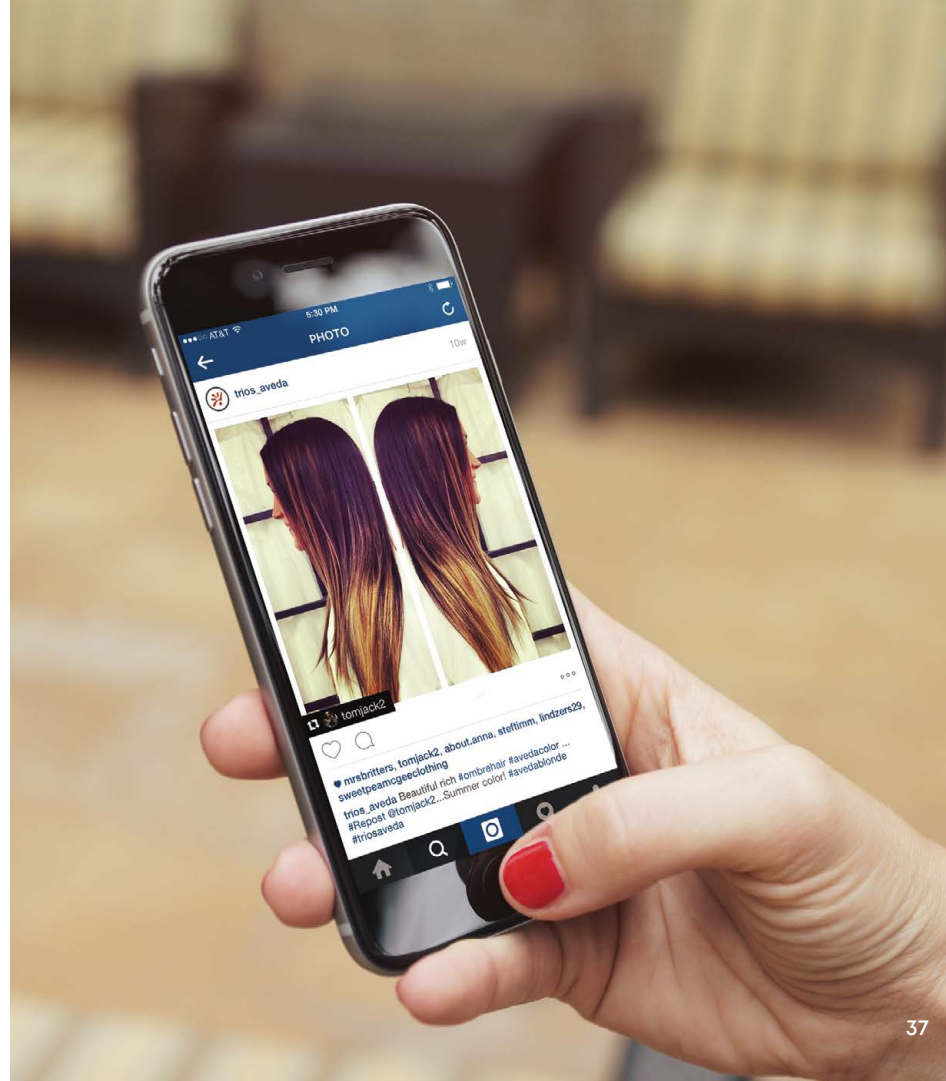


INSTAGRAM CUSTOM MANAGEMENT

- **Instagram Posting** 7x per week, using your stylists' work
- **Insta-Stories** 2x week
- **Hashtag strategy** to increase engagement & followers
- **Comment moderation** & Direct Message response
- **Monthly Strategy Call** and Reporting
- **Includes \$100/month** boosting budget

\$1750/mo

Plus one-time \$300 set-up fee



SOCIAL PUBLISHING PACKAGE

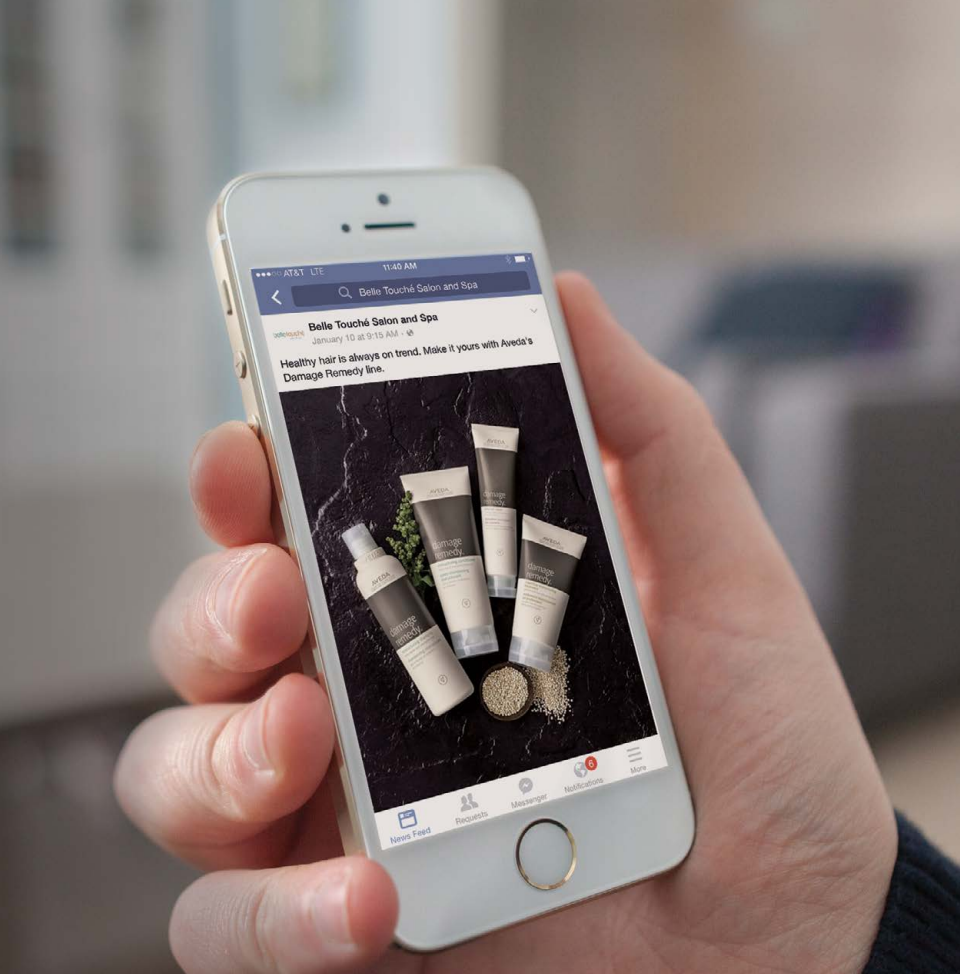
Standard best-practice content for Aveda salons and spas. Choose from Facebook OR Instagram - **\$495/each per month**

FACEBOOK:

- 4 posts per week
- Includes \$150 boosting budget
- Standard blog post 1x/month

INSTAGRAM:

- 3 posts per week
- Includes \$100 boosting budget
- Engagement with area businesses/clients/community
- Standard blog post 1x/month



POST SUBSCRIPTIONS

6-month commitment required for subscription pricing.

BLOG POSTS

All blog posts include custom headline, keyword integration, posting and tagging on your site, and a Facebook boosted post announcement.

Standard Blog

Industry-savvy blogs by our award-winning writers are adapted to your salon and market for SEO purposes. Many topics to choose from.

\$235/mo with 6 month subscription

Mini Custom Blog

Short, search optimized post on a single topic of your choice.

\$200/mo

Custom-written Blog

Written just for you - includes topic recommendations, interviews and keyword integration.

\$600/mo

FACEBOOK POSTS - AVEDA

Content devoted to Aveda: product launches, videos, and media mentions. 30 posts per month, delivered monthly for you to post & boost.

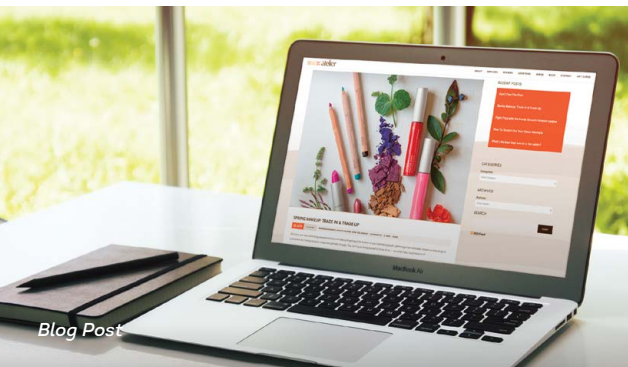
\$125/mo

FACEBOOK POSTS - FASHION/TRENDS

Content devoted to the latest in trends, celebrity highlights, etc. 30 posts per month, delivered monthly for you to post & boost.

\$95/mo

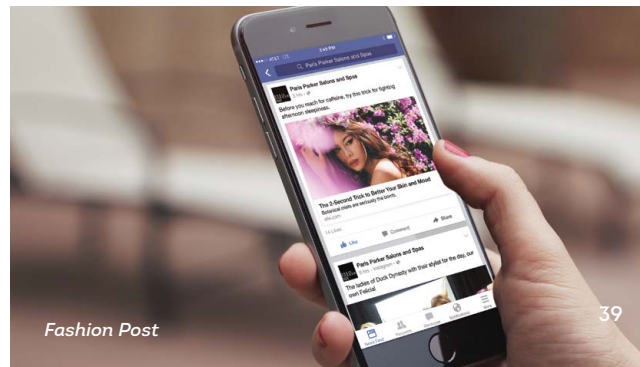
***Combine Aveda & Fashion posts and save \$45/month!**



Blog Post



Aveda Posts Include Cover Photos



Fashion Post

SOCIAL MEDIA ADVERTISING

FACEBOOK ADVERTISING

Starting at \$750/mo

New Client Campaign

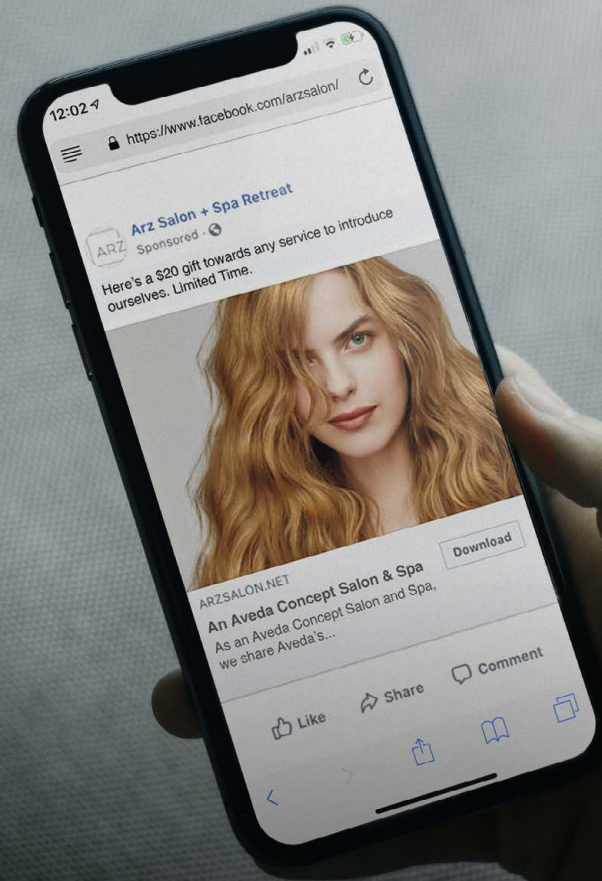
Average results are 20-40 new clients per month for \$750/month campaign.

Instant Deals Campaign

Targeting new clients with special deals on your services and gift cards.

Average results are \$9000 gross sales for a \$750 Facebook campaign.

*Requires a 1x setup fee of E-Commerce (\$1500)
AND Click-To-Buy System (\$1250).*



NEW CLIENT RECRUITMENT CARDS

Great for donations, networking, VIPs and cross-selling.
Easy to add to your website – ask for a quote.

Proven Results: 5-10% return (50-100 new clients for every 1000 you give out).

Starting at \$140



Plus one-time setup or design fee



Since we started the new client offer on Facebook and our website, we've seen a **50% INCREASE IN NEW CLIENTS**. We just came out of what our slow season would have been - we didn't have a slow season this year.



DREW ANDERSEN

*Z Studio
Tulsa, OK*



REFERRAL CARDS

Reward current and new guests.

Proven Results: 6-10 chair salons average 4-12 new clients a week.

Starting at \$287

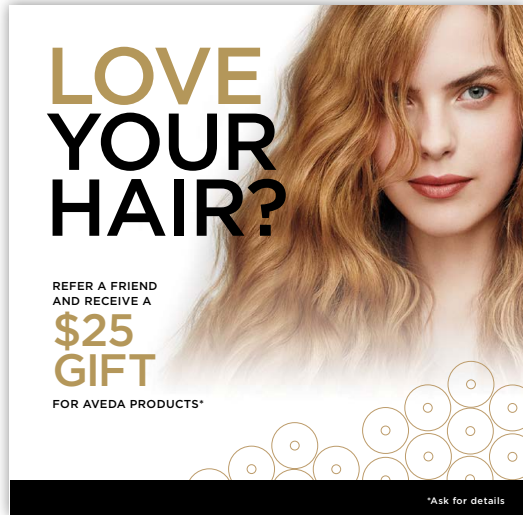


Plus one-time setup or design fee of \$300, includes digital gift voucher & how-to guide

IN-STORE SIGNAGE

Mirror Talkers, Point of Purchase Displays, Easel Posters and Jumbo Posters.

Starting at \$60



Plus one-time setup or design fee

WINDOW CLINGS

Make the most of your space.

- Turn your real estate into **prime advertising space**
- Save over the cost of traditional billboards
- **Highlight your brand**, a promo/offer or preview a renovation/new salon
- **Capture walk-by and drive-by traffic in your area**
- Perforated material allows light into your salon, and lets guests/staff see out the windows clearly

We'll put together a custom estimate for you- including design, printing and installation.

TO GET STARTED:

Email hello@immarketinggroup.com with:

- Photos of your salon exterior, including all windows
- Dimensions of each individual window pane (or we can have someone come measure for an additional cost)
- Your salon address, city, state & zip
- Your contact information



POLE BANNERS

- Material: 18 oz. Ultraflex
- Black with white Aveda logo, double-sided
- 3" Flat Pockets on top and bottom
- Grommets on corners only
- 2 wind slits
- Hardware included; must be mounted to building exterior

SALON PRICING:

Large - 60" tall x 24" wide = \$368 each

Small - 36" tall x 18" wide = \$339 each

Prices do not include shipping



POLE FLAGS

- 3 ft tall x 5 ft wide to fit on standard pole
- Black with white Aveda logo, double-sided
- Material: 4 oz. Polyester Stock
- Hem with grommet strip on left
- Hardware NOT included

SALON PRICING:
60" wide x 36" tall = \$235

Prices do not include shipping



FEATHER/ YARD FLAGS

- 10.5 ft tall, angled
- Black with white Aveda logo, double-sided
- Hardware includes: poles, cross base & water bag for weight
- Material is not intended for constant outdoor exposure; will fade after 6 months. Use these for special events, weekends, etc.

SALON PRICING:
10.5 ft tall = \$420

Prices do not include shipping



SALON A-COMMERCE

SELL MORE RETAIL & GAIN MORE GUESTS
(For Aveda Salons Eligible for A-Commerce)



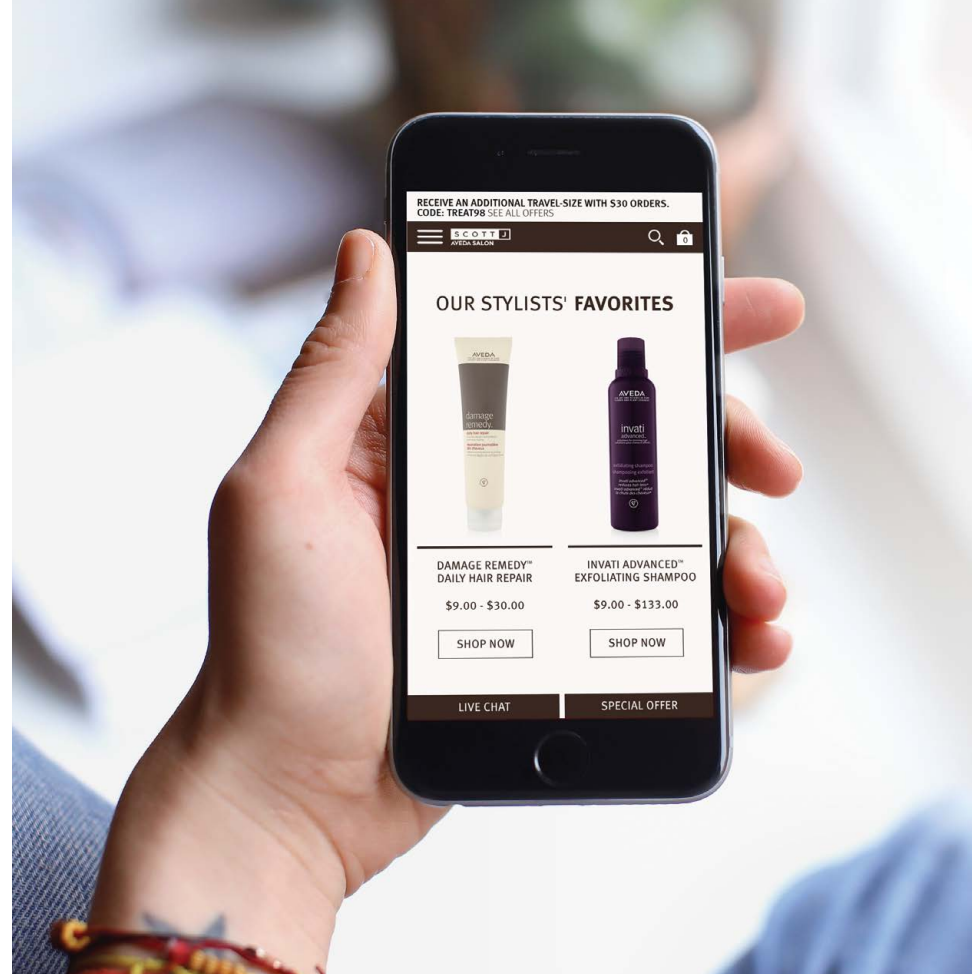
STEP 1: SALON A-COMMERCE PAGE SETUP

Step 1: Salon A-Commerce Page Setup \$375 per location

IMAGINAL WILL:

- Walk you through Aveda's format, answer questions & make recommendations.
- Organize & confirm all location details.
- Complete and launch the page, including up to 9 stylist photos. (For additional stylists, add \$115 for 10-20 total or \$225 for 21-32. Individual Stylist Page setups are \$315 each.)
- Create a short link (i.e. luxsalon.com/shopaveda) for easy promotion to your guests.
- Link "Shop Aveda" button or navigation* on your website to your new Salon A-Commerce page.

*For websites NOT designed by Imaginal there may be an additional fee to update or make changes to your website.



STEP 2: ONLINE LAUNCH PACKAGE

Let guests know they can now buy their favorite Aveda products online

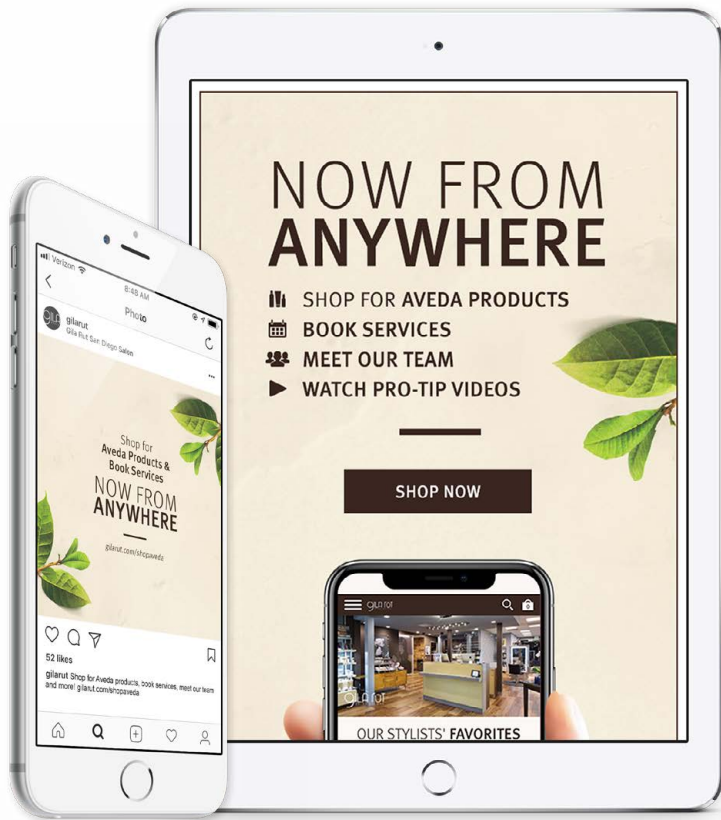
\$375 (\$450 value)

INCLUDES:

- **Launch Email**, announces online shopping to guests, sent 2x
- **3 visual social media posts** (provided to you for posting)

Email to Guests

Instagram Post



STEP 3: GOOGLE BUSINESS PACKAGE

Maximize your A-Commerce page visibility with our Google setup package

\$600 per location

- **Google My Business page claiming, verification & optimization**
- **Adding 50 Aveda products in 5 categories, with links to purchase directly to your A-commerce page**
- **Adding your New Client Offer to your Google profile to attract new guests**



STEP 4: ADD-ON PRODUCTS

Website Homepage “Pop Up” Banner* **\$150**

Facebook Cover Photo **\$75**

A-Commerce Post Package **\$165**

Three visual posts for Facebook and Instagram posted for you (includes \$15 per post boosting budget for Facebook and Instagram)

A-Commerce Blog Post **\$150**

Posted on your blog, highlights top Aveda products with links to buy

In-Salon Signage Package **\$150**

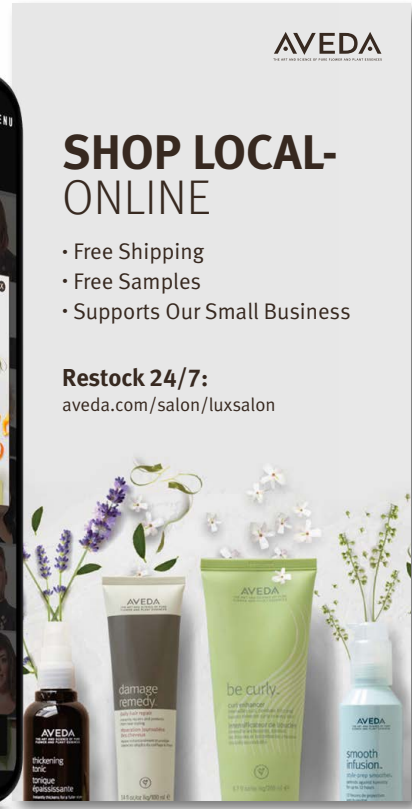
- 1 easel poster, 1 POP display & 25 mirror clings
- Customized with your Salon A-Commerce Short Link
- Includes printing & shipping

**For websites NOT designed by Imaginal there may be an additional fee to update or make changes to your website.*

Instagram Post



Mirror Cling



ONLINE SEARCH

ORGANIC SEARCH

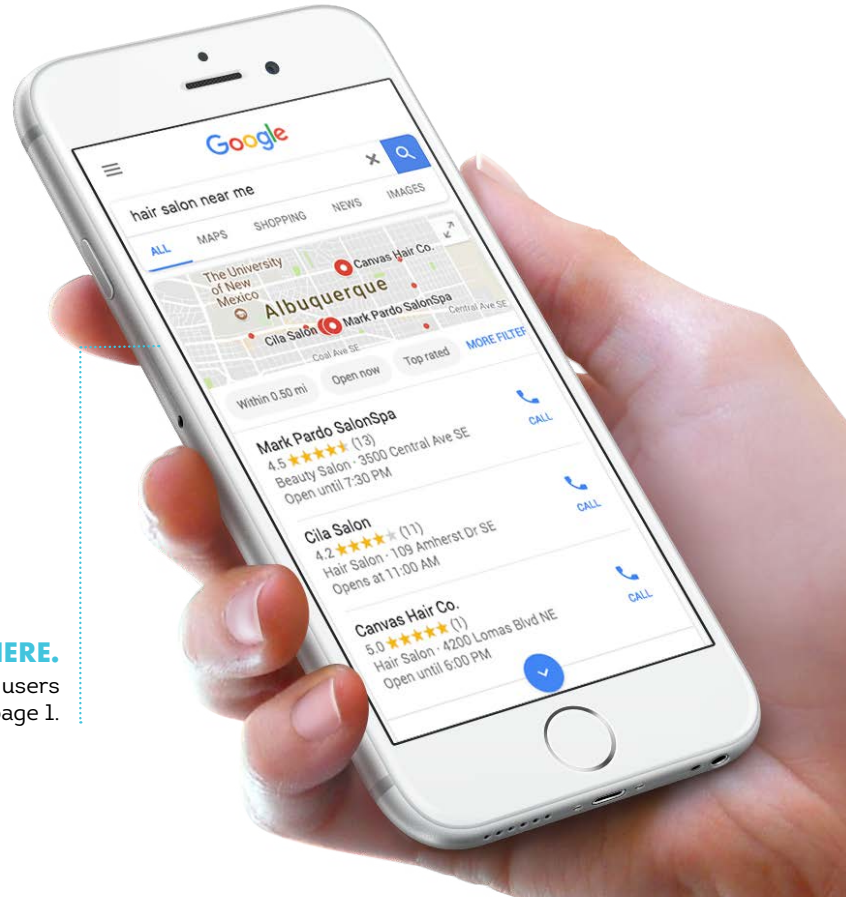
Can people find you online? Our monthly SEO packages include all you need for improved search engine rankings.

Free Assessment of your current rankings & a proposal for improving them

- Website speed fixes
- Updated keyword-rich content
- Claim and update review site listings (Yelp, Google+, Bing, etc)
- And more - each salon has unique needs

YOU ARE HERE.

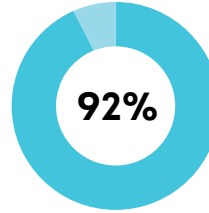
90% of Google users don't click past page 1.



REVIEWS MATTER

yelp. ADVERTISING

Online reviews are one of the top influencers in a new guest's buying decision. Yelp advertising can help them choose you.



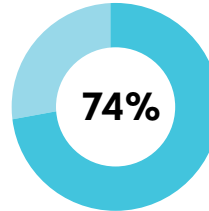
Users read online reviews before selecting a business

(e-tailing group)



1 "star" difference in reviews results in 5%-9% change in revenue

(Harvard Business Review)



Users say they will not select a business with a poor reputation

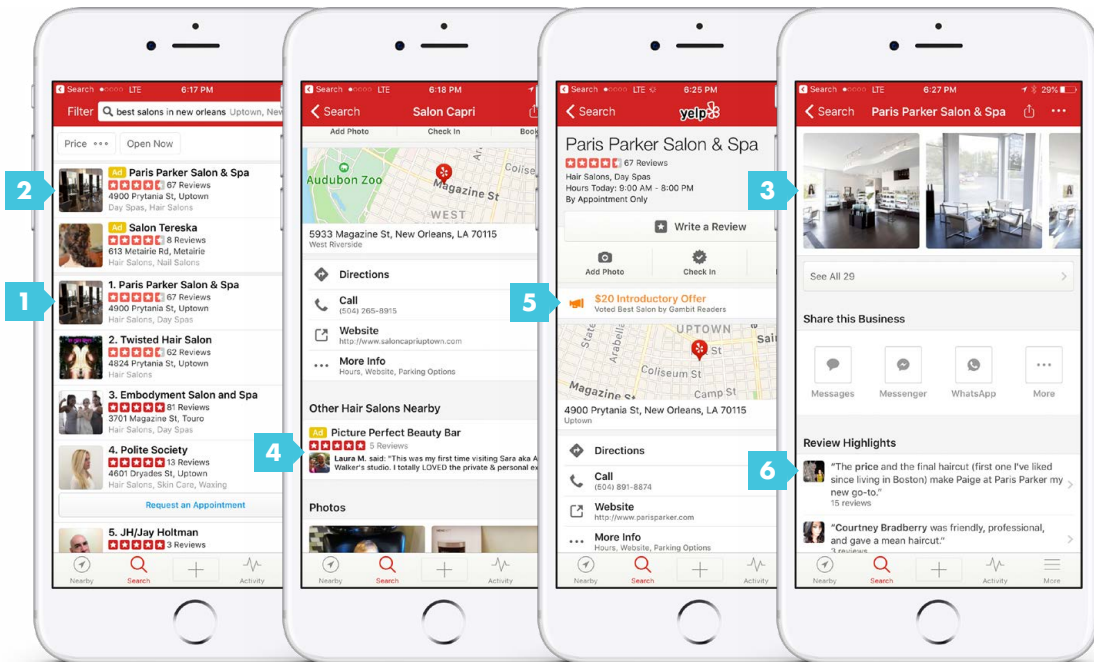
(Harris Interactive)

YELP ADVERTISING BENEFITS:

- 1 Improves your search ranking on Yelp
- 2 Improves search ranking on Google. (The more traffic to your site, the better your site ranks.)
- 3 Allows you to control which photos are featured
- 4 Eliminates competitors ads from appearing on your profile page
- 5 Attracts new guests to the Introductory offer on your website
- 6 It can also help attract more reviews

Enhanced profiles: \$90/month per location

Monthly pay-per-click advertising starting at \$200/month





Working with IM has been a joy. The way their team explains the practices and procedures that need to go into our marketing is **PRICELESS**. It takes patience to work with companies that do not speak the same 'industry language' as you... **THEY KNOW HOW TO BREAK THROUGH THOSE LANGUAGE BARRIERS**. We are so happy we found them.



KERI DAVIS

*BeautyBackbone & Gila Rut
San Diego, CA*

GILA RUT


BEAUTY
BACKBONE
ALIGNING BEAUTY & BUSINESS




LET'S TALK

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