



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.

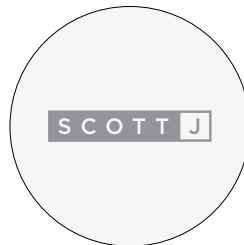


AVEDA PARTNERSHIP

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



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*



LOGO DESIGN

Starting at \$4800

INCLUDES:

- Creative call with our team
- 6-8 original concepts
- Up to 6 rounds of revisions
- 2-3 color palette options
- Final files in b/w and color, in several file formats



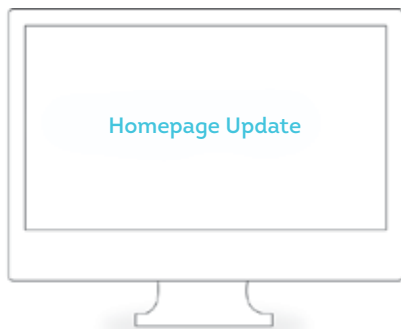
COORDINATED CAMPAIGNS

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 \$40/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

Design starts at \$600
Print starts at \$458



Plus one-time setup fee of \$600

(985) 792-0991 • imaginalmarketing.com

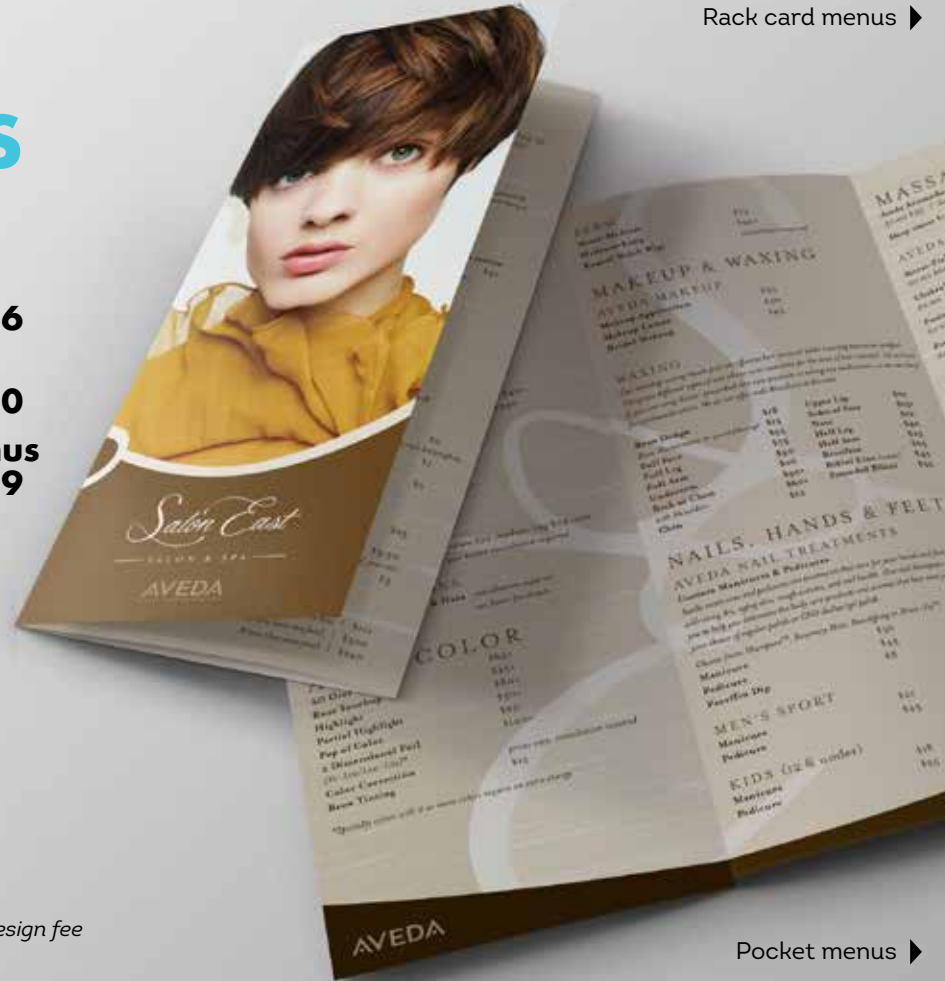


MENUS

Trifold menus
starting at \$386

Pocket menus
starting at \$680

Rack card menus
starting at \$239



Rack card menus ▶



Pocket menus ▶



Plus one-time setup or design fee



STAFF RECRUITMENT TOOLS

- Material for career fairs
- Careers page & application on website
- And more



PRE-BOOKING RETAIL CARDS

Starting at \$272



Plus one-time setup or design fee of \$375



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

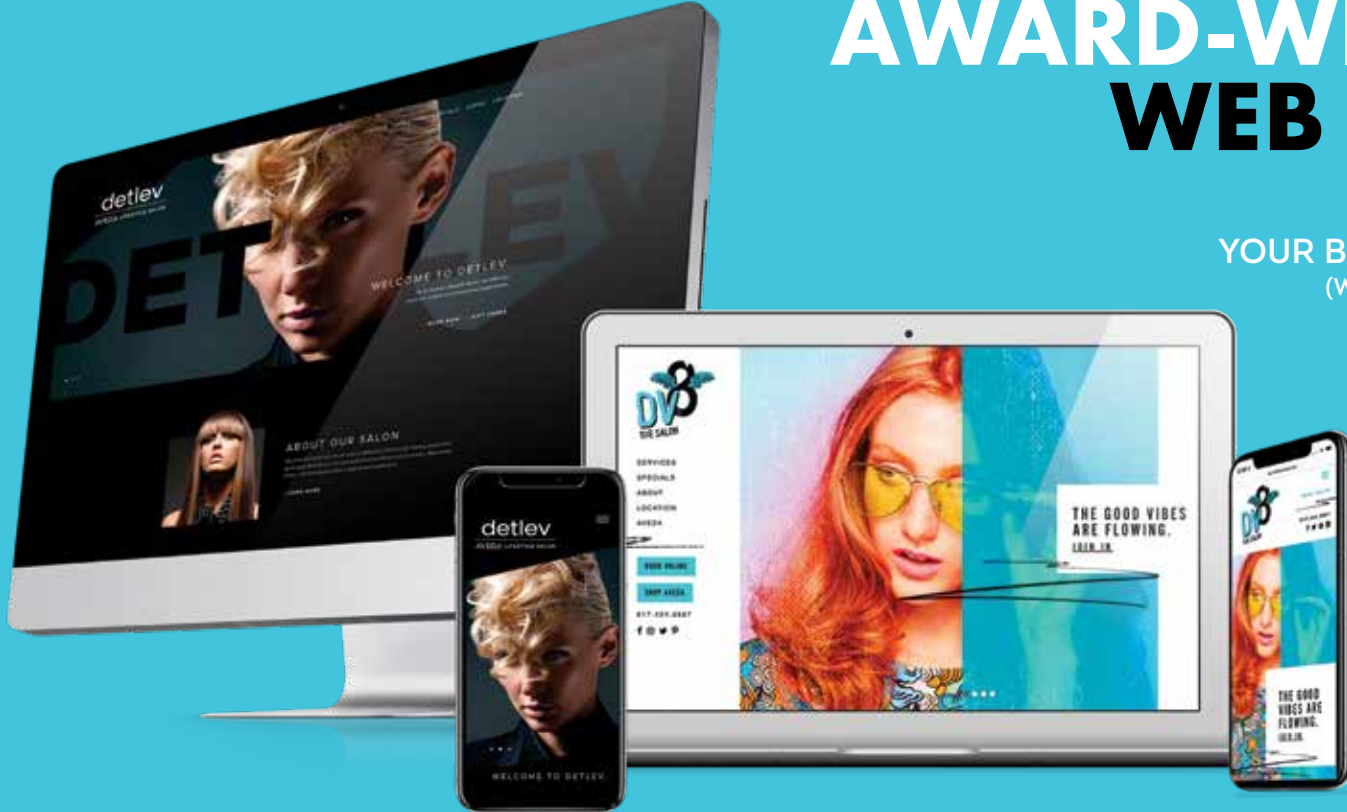
*Scott J. Aveda Salons
New York, NY*



AWARD-WINNING WEB DESIGN

AT 3 PRICE LEVELS

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



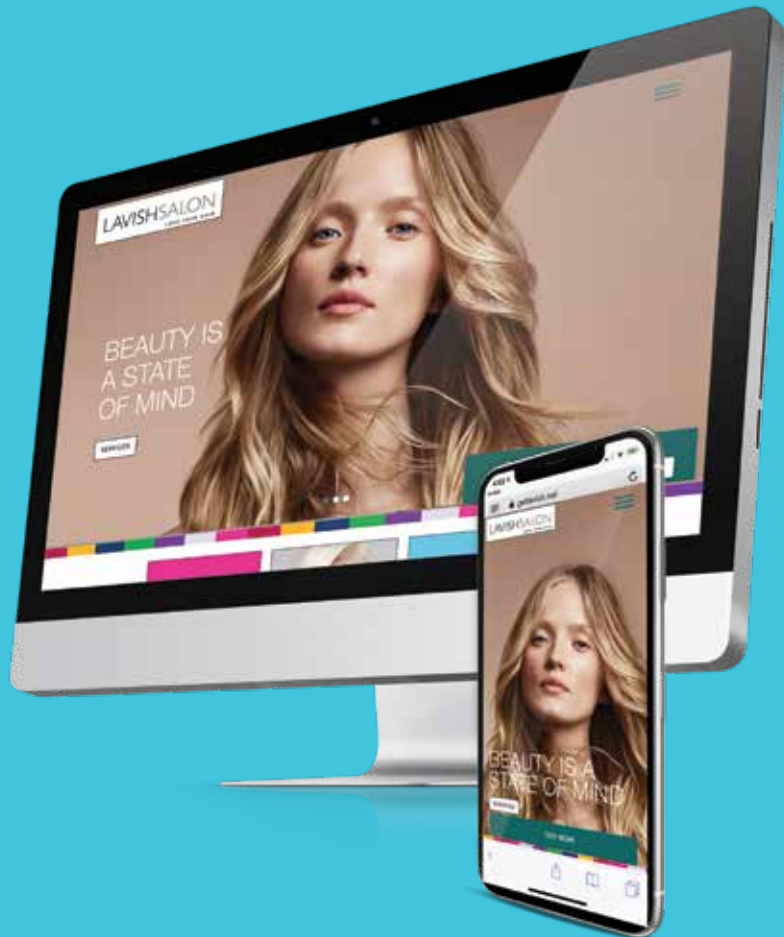


BASIC WEBSITES

\$2995

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.



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

MOBILE OPTIMIZED, MOBILE FIRST



Shown: luxsalon.com

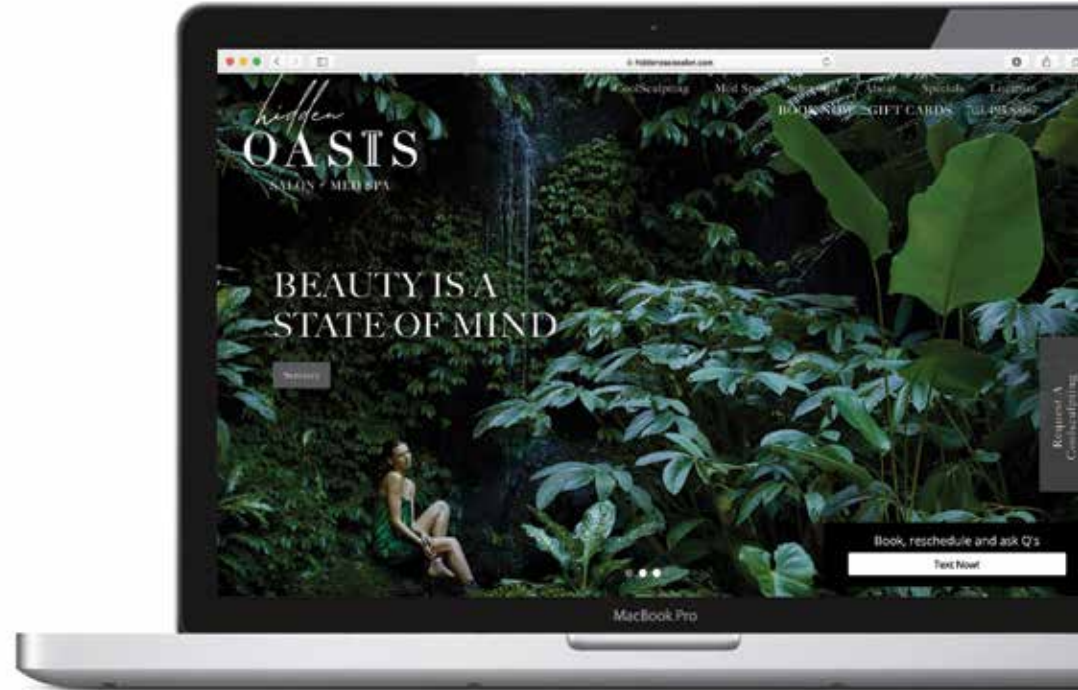
ANNUAL WEBSITE UPDATE PACKAGE

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

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



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*

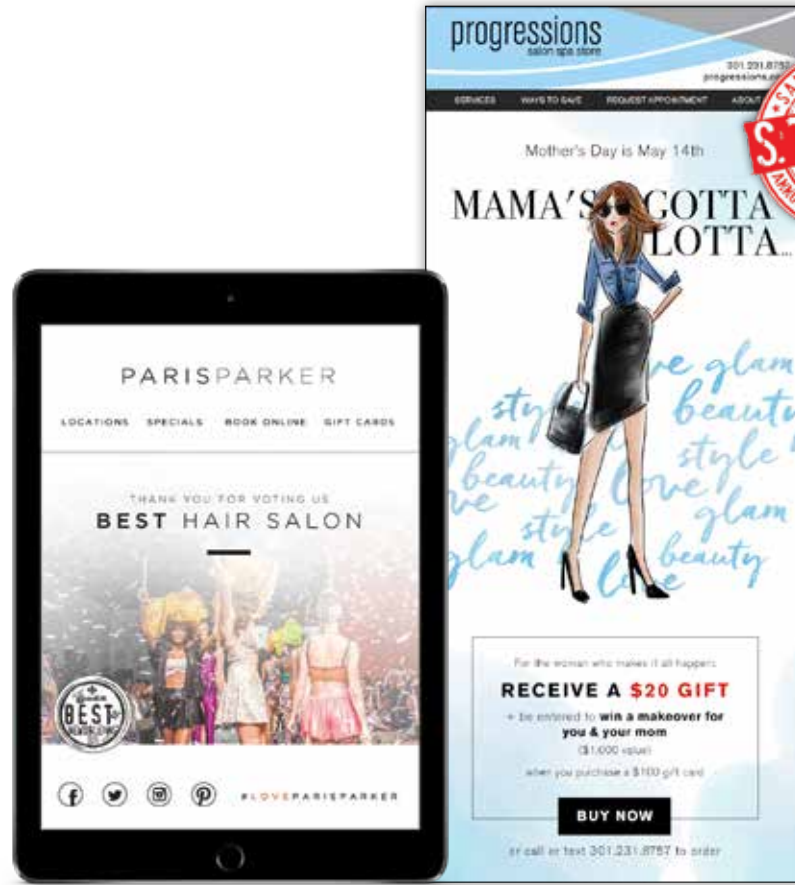
JUUT
SALONSPA



EMAIL DESIGN

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

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



DEMANDFORCE[®] AUTOMATED EMAILS

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

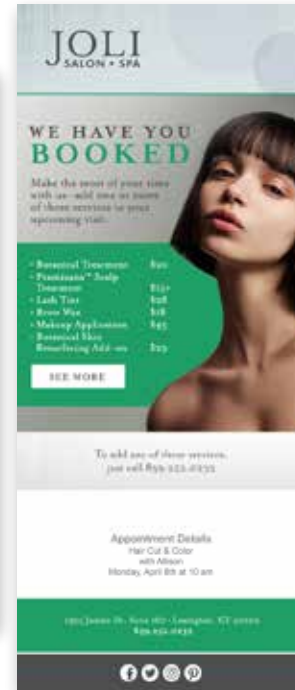
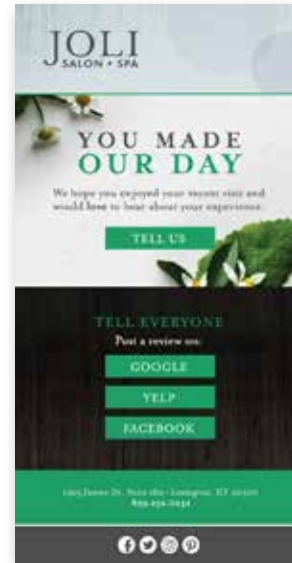
**Starting at \$300 each,
or \$2100 for set of 7**
(saves \$300)



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*



STANDARD PUBLISHING PACKAGES

For Aveda Salons & Spas only; includes standard (shared) content on Aveda products.

OPTION A: Facebook - \$350

Plus \$190 initial setup fee

- 6 posts per month
- \$75 boosting budget included

OPTION B: Instagram - \$350

Plus \$390 initial setup fee

- 6 posts per month
- \$75 boosting budget included
- Branded Linktree setup with 5 best practice links

**Social Media requires a 12-month commitment with an opt-out after 6 months with 30 days notice. It should be budgeted annually for optimal results.*



PARTIAL CONTENT (GOOD)

\$1,425/month

Plus \$950 initial setup fee

Includes:

• Facebook:

- 8 posts/month with targeted boosting (2 posts/wk; shared content w/ IG)
- Team Group Page setup & management
- Comment moderation & message responses
- \$150/month Facebook boosting budget (*Larger markets may require additional boosting budget*)

• Instagram:

- 8 custom posts/month (2 posts/week; shared content w/ Facebook)
- Instagram Stories (3/month)
- Branded Linktree setup with 5 best practice links
- Comment moderation & message responses
- Engagement with area businesses, clients & community (30-min/week)



**Social Media requires a 12-month commitment with an opt-out after 6 months with 30 days notice. It should be budgeted annually for optimal results. Additional setup fee may apply after lapses in contract.*

FULL CONTENT (BETTER)

\$2,350/month

Plus \$950 initial setup fee

Includes:

- **Monthly Content Collaboration Call**
- **Facebook:**
 - 8 posts/month with targeted boosting (2 posts/wk; shared content with IG)
 - Team Group Page set up & management
 - Comment moderation & message responses
 - *\$150/month Facebook boosting budget (Larger markets may require additional boosting budget)*
- **Instagram:**
 - 16 custom posts/month (4 posts/week)
 - Custom Instagram Reel (1 Reel/month)
 - Instagram Stories (3/month)
 - Branded Linktree setup with 5 best practice links
 - Comment moderation & message responses
 - Engagement with area businesses, clients & community (30-mins/week)

Reel pricing is from still images, like [this example](#). Reels from custom or provided video require a custom estimate.



**Social Media requires a 12-month commitment with an opt-out after 6 months with 30 days notice. It should be budgeted annually for optimal results.*

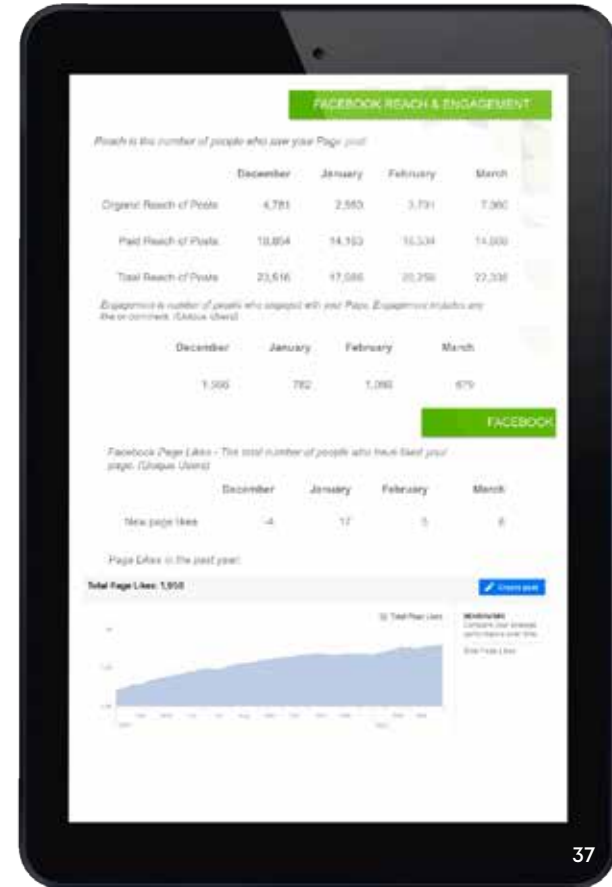
UPGRADE YOUR PACKAGE:

SOCIAL ADD-ONS

Add-ons take our packages from Better to Best.

Mix and match to work with your budget, where it matters most to you.

ADD-ON	DETAILS	COST
IG Reel, a la carte*	1 Reel	\$350/ Each
IG Story, a la carte*	1 Story	\$115
IG Story Custom Highlight Covers*	5 Designed Icons	\$425
IG Boosting*	Strategized audience targeting on your top 8 engaged posts; includes \$150 budget to IG.	\$400/ Month
Results Reporting (Monthly or Quarterly)	Results report; covers all platforms included in package.	\$325 (monthly or quarterly), plus one-time \$75 setup fee
Collaboration Call (Monthly or Quarterly)	One-on-one with your social manager to plan content & set goals for the month.	\$175 (monthly or quarterly)



INSTAGRAM EXTRAS:

REELS & STORIES

Add to enhance an Imaginal package, or have us produce to supplement content your team is already creating.

REELS* & STORIES	QUANTITY	COST	INITIAL SETUP COST <i>(only applies without IM Social package)</i>
IG Reels Full Package	8 Reels/ Month (2/ Week)	\$2740 /Month	\$950
IG Reels Mini Package	4 Reels/ Month (1/ Week)	\$1375 /Month	\$950
IG Stories Full Package	20 Stories/ Month (4/ Week)	\$950/ Month	\$950
IG Stories Mini Package	8 Stories/ Month (2/ Week)	\$500/ Month	\$950



*Reel pricing is from still images, like [this example](#).
Reels from custom or provided video require a custom estimate.



Social Media requires a 12-month commitment with an opt-out after 6 months with 30 days notice. It should be budgeted annually for optimal results.



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*



BENCHMARKING & BEST PRACTICES



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 \$164



Plus one-time setup or design fee

REFERRAL CARDS

Reward current and new guests.

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

Starting at \$301

Design \$375

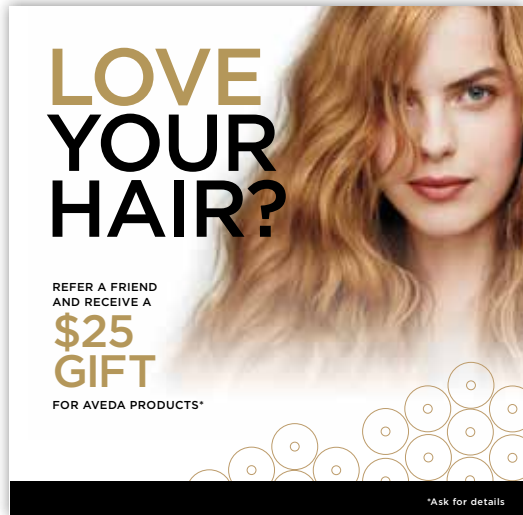


Plus one-time setup or design fee of \$300, includes digital gift voucher & how-to guide

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 = \$475 each

Small - 36" tall x 18" wide = \$445 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



SALON A-COMMERCE

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



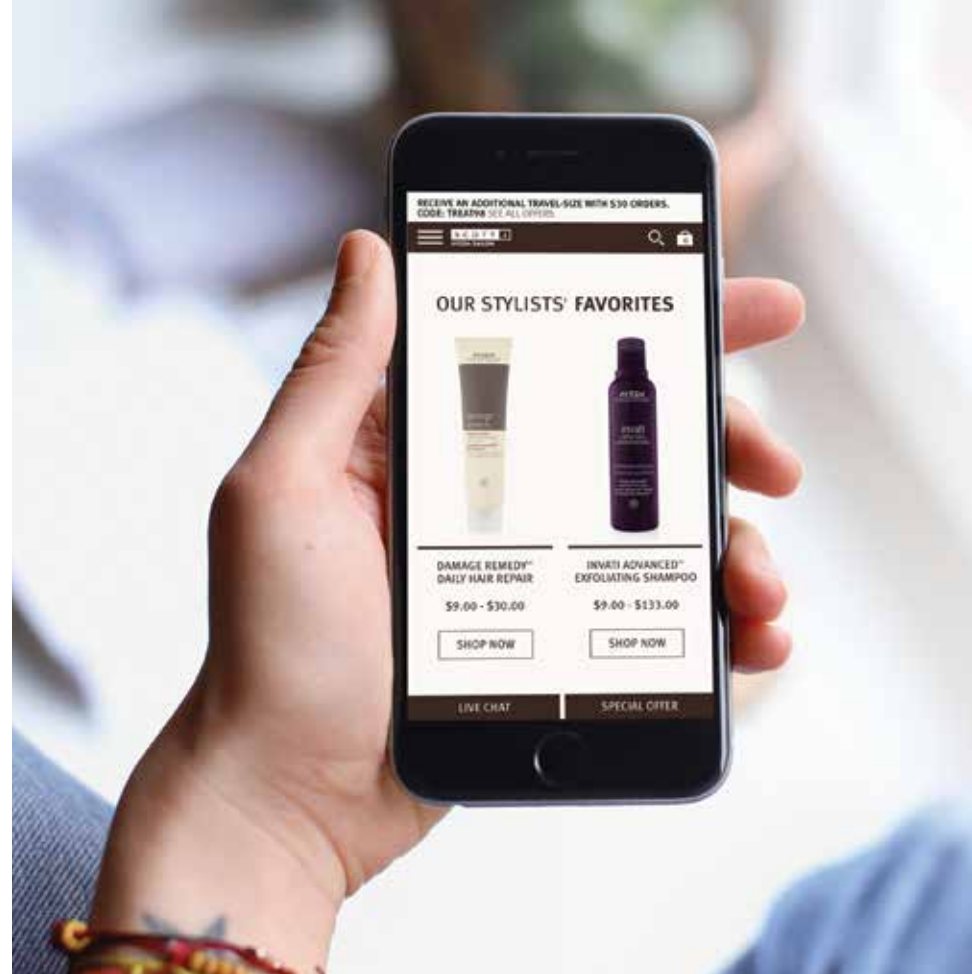
STEP 1: SALON A-COMMERCE PAGE SETUP

Step 1: Salon A-Commerce Page Setup \$400 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

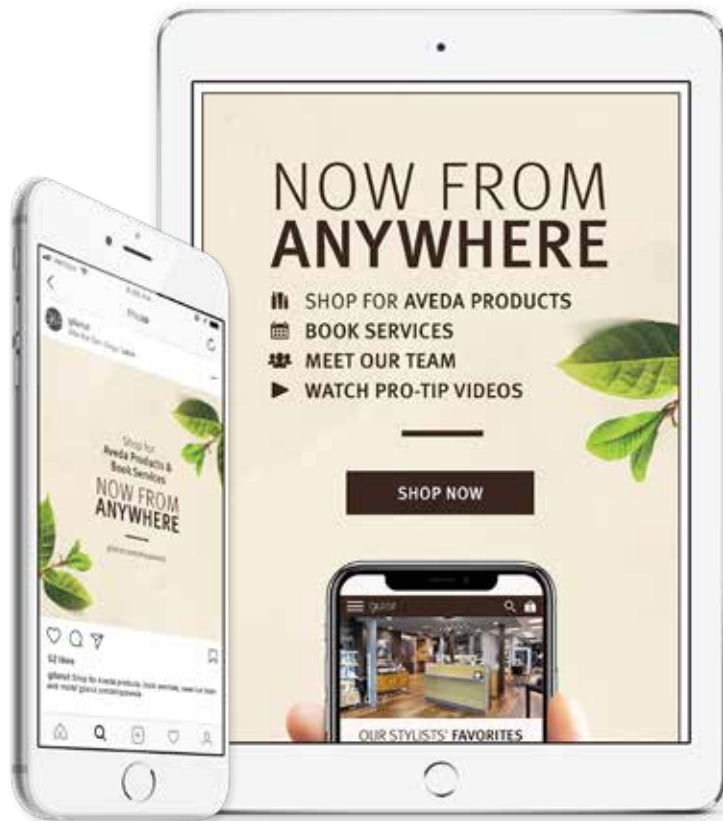
\$400 (\$480 value)

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* **\$160**

Facebook Cover Photo **\$160**

A-Commerce Post Package **\$175**

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

A-Commerce Blog Post **\$160**

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

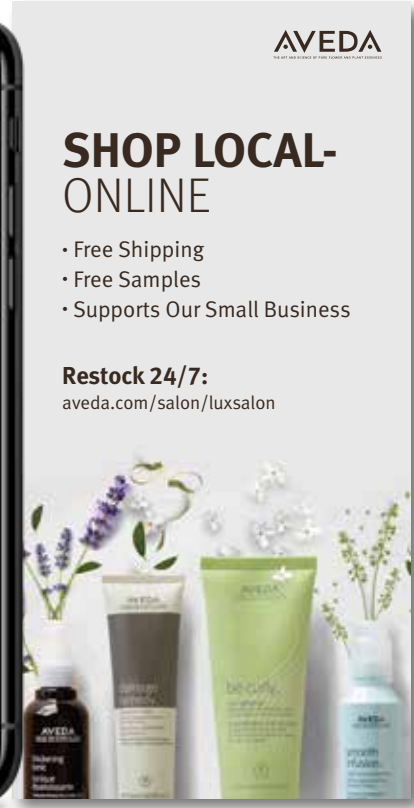
In-Salon Signage Package **\$195**

- 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.*

Mirror Cling

Mobile-friendly Pop-Up Banner



AVEDA
Aveda is a trademark of The Aveda Group, Inc.

SHOP LOCAL- ONLINE

- Free Shipping
- Free Samples
- Supports Our Small Business

Restock 24/7:
[aveda.com/salon/luxsalon](https://www.aveda.com/salon/luxsalon)

ONLINE SEARCH

ORGANIC SEARCH

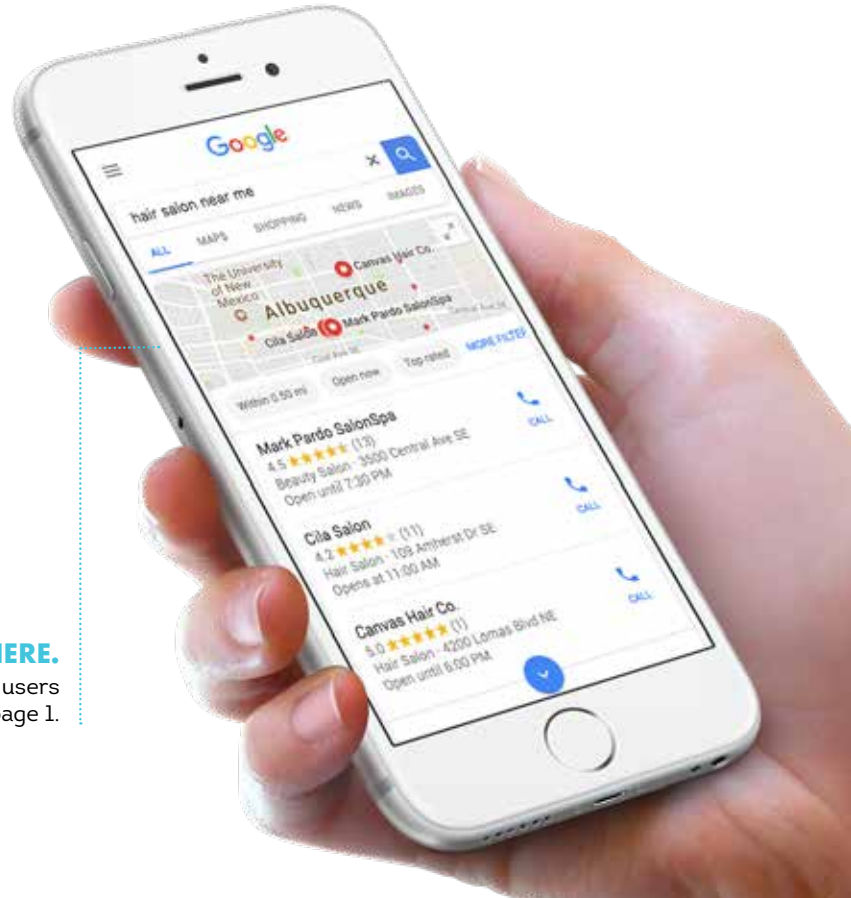
Can people find you online? Our monthly SEO packages include all you need for improved search engine rankings.

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.

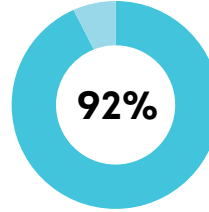
90% of Google users don't click past page 1.



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.



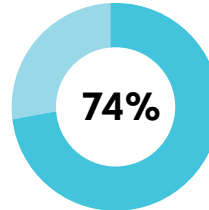
Users read online reviews before selecting a business

(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

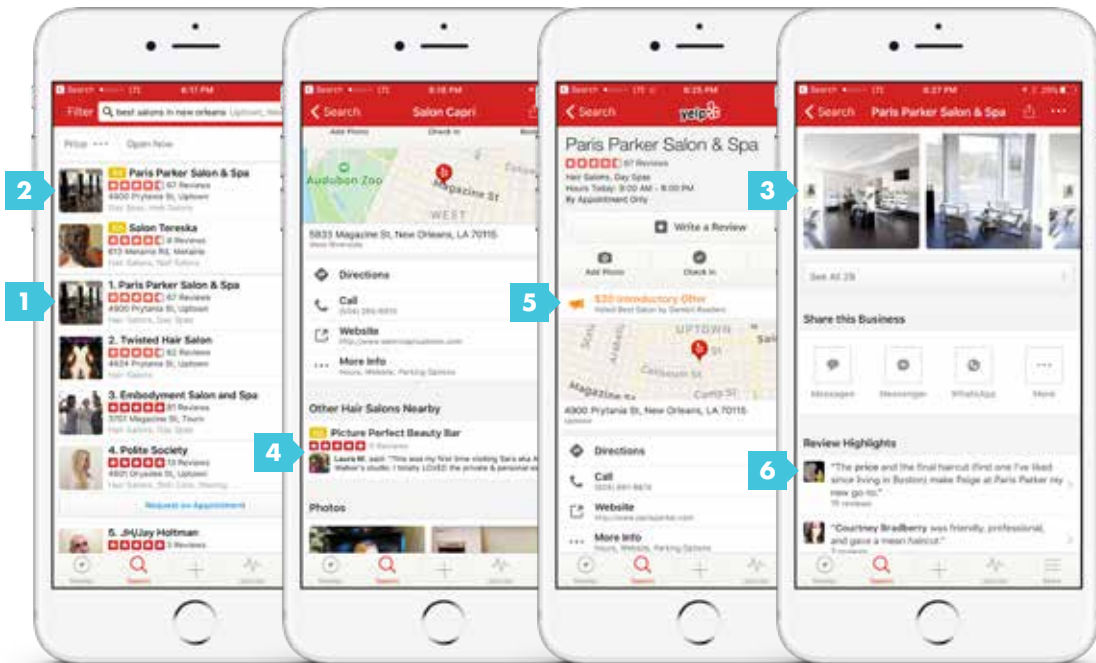
(Harris Interactive)

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: \$120/month per location

Monthly pay-per-click advertising starting at \$150/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

[imaginalmarketing.com](https://www.imaginalmarketing.com)

985.792.0991 • hello@imaginalmarketing.com

 /imaginalmarketing

 @immarketing

