

# GAIN & RETAIN CLIENTS

Through the use of digital

In this session, you will learn some of the best ways to use digital marketing to your advantage to GAIN and RETAIN the 'right' clients in your business.

Whether you're a salon owner or independent service provider, you will benefit from this knowledge to help you better understand ways that you can use digital to grow your business.

## 1. Generate new client referrals through social media

- We'll show you a proven method to build a clientele quickly
- Learn a 4-step process to maximize your photo shoots and social media posts to gain new clients

## 2. Create a powerful website that grows your business

- Learn the key elements your website needs to have to make you competitive

## 3. Get found on page #1 of Google

- Did you know that the 1st result shown in a Google search result get 33% of all clicks that the results after the 1st page get less than 1% of clicks?
- Learn the key elements of SEO to get you to the top of Google searches

## 4. Level up your Retail game

- Learn new best practices around retail to help compete against the online giants

## 5. Use the power of points to retain clients

- Learn the most important factors to implement a successful customer loyalty program that will increase sales and retain clients

Facilitator  
**Scott Moon**



*Scott Moon is the founder of Salon S.O.S. and brings over 20 years of beauty industry experience. He has acquired impressive marketing strategies and teaches growth techniques specifically developed for the hair salon industry.*

*A marketing major from McGill University and former General Manager of the #1 salon brand in Canada, Scott's marketing savvy and consumer-centric approach has helped numerous salons and spas grow their businesses. His passion and energy will help you maximize the latest digital marketing tools to drive your business.*

**Monday September 25 th**

1 - 4pm

Complementary class

