

MARKETING ESSENTIALS

For your salon business

Are you a salon owner, employee in a salon or an independent operator? Either way, you will benefit from this session to better understand some of the key elements of digital marketing that can help you save time and gain more clients in your business.

1. Create a brand that stands out (business or personal brand)

- *Your brand helps differentiate you and creates an instant connection with potential clients*

2. Maximize your IG Reels, Posts, and Stories

- *How to create more WOW content for each type and tips to save time*

3. Take better pictures and videos for your social media

- *Learn tips to improve the quality of your images. Better quality = better results*

4. Enhance your client experience through the use of Digital

- *Differentiate yourself from others and create a memorable experience for your guests*

5. Create a landing page that converts viewers into clients

- *Your 1st impression is critical! Learn the must-haves for your landing page (whether it be for your website, IG profile or other)*

6. Generate more positive online reviews

- *88% of consumers say that reviews impact their decision to visit a local business*

7. Use digital to improve and simplify communication with your clients

- *Automate certain communications to simplify your life while keeping clients happy and loyal*

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.

Sunday September 24 th

1 - 4pm

Complementary class