

Secret to success

WANT TO SUCCEED? TALK TO A SALON GURU...

In this Q&A, we talk to Managing Director, Phil Evans who runs Salon Guru, an internationally recognised company of experts dedicated to helping salons succeed in the competitive world of hair and beauty.

Now in its 10th year, this award-winning UK company caters exclusively to the online marketing needs of nearly 200 hair, beauty and aesthetics salons and spas across three continents.

What advice would you give salons who want to succeed?

If you're ambitious to grow, there are 3 things you need:

1. Design a great-looking website that is quick to load on all devices
2. Get to the top of Google search in your location
3. Invest in targeted social media advertising to gain new clients.

Why is it important to be at the top of Google searches?

You need people to find your salon when they search for services like Balayage or Waxing on Google in your area, but there are dozens of other phrases where you should be at or near the top. We do this by creating websites that contains relevant, useful information which pushes your salon to the top of search engines.

How important is it for a salon to embrace social media?

Only once you have your website and Google ranking should you focus on your social media marketing.

It's good to be part of the Facebook and Instagram chatter, but it won't bring in much income. A better use of social media is through carefully targeted adverts which can be incredibly cost-effective. Last month one of our salons had £26,000 worth of new client vouchers used in the salon as a result of Facebook adverts. They spent just £2,000.

We run these targeted adverts for our clients but we are also trying to raise the



Phil Evans

bar in terms of their social media skill levels and knowledge. That's why we have launched the Social Salon Academy with experts to answer all their questions such as how reach new clients, which images and videos work best and so on.

Is it important to have thousands of Facebook and Instagram followers?

It's great to have lots of followers, but make sure you engage with them. Have a social media plan and showcase your beautiful images and videos.

It might sound old fashioned but send a regular newsletter to your clients. On behalf of our salons, we send out over a hundred thousand newsletters a week which are visually stunning and contain news, trends, offers and pictures all designed to re-engage with the salon's clients.

What are some of the opportunities facing salons?

We work with salons of all sizes from

those with three stylists to over 300. There is enormous opportunity for mid-sized salons to punch above their weight when it comes to targeted online advertising. Self-employed stylists won't do it, and larger groups of salons often do not feel the need.

Our job is to help salons find and retain clients, and we are doing it for a lot of ambitious salons.

For more information:
info@salonguru.net, www.salonguru.net

