

Facebook Marketing Guide 3: Writing Profitable Messages

1. Are you writing as yourself or your salon?

From your salon page click Account (top right) and choose "Use Facebook as page". This means for this session when you post you will appear as the salon. Switch back to post personally so it looks like 2 voices are contributing.

2. Decide on your "voice"

As you can post as 2 people (see above) your salon voice could be informative, salon related, technical, expert, helpful. Whereas your personal voice could be witty, irreverent or chatty - whatever suits you best.

3. Allow staff to post to your page

First get staff to 'like' your salon page whilst on their personal account and then you can add them using Edit Page, Manage Admins. They can now post as themselves, or switch to being the salon voice.

4. What to say?

Your wall is a conversation with your clients and should be engaging. If you sell, sell, sell you will soon lose the fans you have gained, so mix up your messages to include;

- News of salon events and people – birthdays, awards, press stories, charity events
- Gossip – who's hair/clothes did you like at the Oscars
- Questions – what's your favourite film this month?
- Sell – rave about a new product or service
- Boast – your busiest day ever, a great hairstyle...
- Inform – opening times, late nights
- Sell – a great product you use and recommend
- A poll – which is best...
- Do blondes have more fun?
- Sell – special events – Mothers Day, Valentines

More rules for posting

- Keep the messages short and snappy
- Use a good intro line that catches the eye
- Use pictures as part of your post regularly
- Use video links if they are relevant
- If you have a website post links to it weekly

5. When to talk?

The simple answer is often! Post at least 3 times a week and daily if you can manage it.

Now would be a good time to have a "message plan", a little calendar with ideas for content. You can repeat important messages with just a tweak to the words.

6. Copy others

If you are stuck for ideas see what other salons are saying. Learn from their mistakes and copy the best ideas!

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