

TOP 15 SOCIAL MEDIA SUCCESS TIPS FOR HAIR SALONS & STYLISTS

by Mari Smith



Brand:

1. Ensure your Unique BRAND Focus is clear on your social profiles. What is your specialty? What is your niche? Who are your ideal customers?

Content:

2. Create compelling CONTENT that speaks directly to your ideal customers. Publish daily (on one or more channels), if possible.
3. Focus on VISUAL content: create vibrant images and videos that express your brand beautifully.
4. Use simple yet powerful image and VIDEO apps, such as Adobe Spark and Animoto.
5. Remember to be in the business of EDUCATION: provide useful, highly shareable content.

Offers:

6. Intersperse your educational, value-add content with periodic OFFERS. Consider a 5:1 content to offer ratio.

Community:

7. Create a friendly and fun environment for taking photos and video clips on site for social SHARING on the spot.
8. Enable REVIEWS on your Facebook Page and encourage happy customers to share their experience.
9. Go above and beyond; offer stellar SOCIAL CUSTOMER CARE. Create Superfans!
10. On your Facebook Page and/or your website, invite prospects and customers to PRIVATE MESSAGE you using Messenger.

Ads:

11. Follow The Mari Method to AMPLIFY reach and engagement of select posts through the Boost button or Ads Manager.
12. Consider Facebook's Bluetooth Beacon with Local Awareness ADS and Offers.
13. Install the Facebook PIXEL on your website and use the basics in your ads.

Growth:

14. Master ONE channel: Facebook or Instagram. Then add other channels: Snapchat, Twitter, YouTube.
15. Enlist additional HELP, if possible! Even 1-2 hours a week of someone helping with your social media can make all the difference.