

Quick Marketing Guide

You can be the best at what you do, but it doesn't mean you'll be the most successful! Marketing is what makes the difference.

You need to put effort into marketing your Clinic, Salon or Spa every week.

1. EMAIL MARKETING - top priority
2. TEXT MARKETING - also a great option (as long as you use one of these methods)
3. SOCIAL MEDIA MARKETING - to keep your audience interested and remind them of you
4. PRINT MARKETING - flyers
5. DIRECT MAIL - write your clients a letter and send it to them.
6. SEARCH ENGINE MARKETING - eg. Google. Pay per Click / SEO optimising your website content / Google Performance Max Ads
7. CONTENT MARKETING - this is an underused way of getting new clients to find you.

EMAIL OR TEXT

This is often overlooked with Salon owners placing greater importance on Social Media.

But remember this...

EMAILS - are sent directly to your client's inbox - the same for TEXT MESSAGES

How often should you use email and/or text? The answer is every single week without fail... actually 2-3 times per week is ideal.

Why? Because you'll be lucky if 30% of clients open your each email.

Which means for every 3 emails you send, your clients will see just 1 of them.

SOCIAL MEDIA

Instagram, Tik Tok, Facebook are all types of interruption marketing - your clients see it as they scroll. They may or may not see it, and it's not sent directly to them.

Unless you send them a direct message, which is the same as sending them a direct email or text!

So many business owners put a lot of effort into social media - at the expense of direct marketing (emails, texts, flyers). It's not that social media isn't important - it is, but it's less fruitful and will deliver you less bookings than direct marketing.

Social media is great to confirm and enhance your status including;

Client Engagement: Build relationships through comments, messages, and interactive posts.

Showcase Expertise: Highlight results, before-and-after photos, videos, and client testimonials.

Increased Visibility: Showcase services to a larger audience.

Foster Loyalty: by creating a vibrant, engaging presence.

Drive Bookings: Use links, promotions, and online booking tools to fill appointment slots.

CONTENT MARKETING - what is it?

Content marketing is a way of educating your clients by helping them find information about your treatments and services. Examples of content marketing include:

- Blogs
- Organic social media posts
- Video guides

Content marketing aims to provide your customers with the information they can use to make a purchasing decision.

To write successful blogs / content marketing you need to think like your client.

What questions do they want answers to? You should answer these questions in your Blog articles.

I have a lot of success with this in my own Medispa. My blog articles get a lot of clicks, and subsequently I drive many clients to my website, which in turn increases bookings.

If you want to get success with content marketing, I highly recommend you read the book:

[‘They Ask, You Answer’ by Marcus Sheridan](#)

