

## Evaluating Salon Marketing Techniques Notes (Key)

Complete each section with the correct statements.



### Goals

- Maintain current clients
- Attract new clients



### Advertising

- Includes all activities that promote the salon such as:
  - Charity events
  - Newspaper ads
  - Radio spots
- Must attract and hold the attention of potential clients



### Advertising Budget

- Should not exceed 3% of gross income
- Plan in advance for:
  - Holidays
  - New year's eve
  - Prom
  - Weddings



### Marketing Tools

- Classified advertising
- Client referrals
- Community outreach
- Direct mail
- E-mail newsletters
- Giveaway promotional items
- In-salon videos
- Newspaper ads and coupons
- Radio advertising
- Television advertising
- Web site offerings
- Window displays



### Referrals

- Business cards
- Local businesses
- Public speaking
- Word of mouth