

New to the Neighborhood? Market Your New Salon through Direct Mail

New! This is always an exciting time. Whether it's a new car, a new haircut or even a new business. The simplicity of something being 'new' is fresh and suspenseful. When it comes to business, you're innovative and hard-working abilities are at full throttle. You've got plenty of ideas for anything and everything. You're ready to dive right in. Yet, there is always a learning period with something being new. Whether you're learning how to drive your new car or how to plan new promotions for your salon business, it takes time and dedication.

No matter what size or type of salon you are opening, you must competitively market to gain clients. Marketing remains one of your most important investments to build a successful salon. There's no better way to start your new annual marketing and advertising program than with direct mail advertising. It's been proven to be used in 99% of American homes.

Today, direct mail marketing offers salon owners the unique opportunity for the most effective and measurable advertising results. Professional beautycare is a very visual art and direct mail marketing offers the opportunity to visually share makeovers, specialty hair designs, skincare, makeup artistry and spa service techniques. Make sure that you properly investigate all of the best options to make your advertising, marketing and public relations programs work best for you. Today, we know that newspapers and Yellow Pages are not the most effective resources, whereas TV and radio may be too expensive. Direct mail may be the most affordable, targeted and traceable advertising opportunity for progressive salons and day spas.

Steve Zuckerman, president of Clipper Magazine shares some of his expertise as he suggests the following key strategies to help your future direct mail marketing be as successful as it can be:

Explore Multiple Direct Mail

Options: Look at various direct mail marketing and advertising opportunities available to you. You can create solo direct mail letters, salon newsletters, free-standing inserts, postcards and brochures. You can certainly try to do it all on your own. You will need to write, design and print your

"Professional beautycare is a very visual art and direct mail marketing offers the opportunity to visually share makeovers, specialty hair designs, skincare, makeup artistry and spa service techniques."

postcards and brochures while also potentially hiring a local direct mail house to facilitate a mailing to your regular salon database of clients as well as to targeted area neighborhoods and homes. This may cost from about 40 cents to one dollar per home. This is usually a bit more work and the most expensive way to handle it.

You could also hire a reputable local, regional or national direct mail resource to facilitate it all for you. Always avoid lesser quality resources, when it comes to marketing as you will want to present the best image, while garnering an effective campaign. Don't hesitate to ask for samples of work and the demographic statistics from their direct mail database. Many local direct mail



houses will help you create, print, mail and facilitate the entire piece, while charging you for all of these comprehensive services. If you give them your own customer mailing list or tell them the zip codes or neighborhoods you want to target surrounding your store, they can easily facilitate solo direct mail campaigns for you.

There are also a number of nationally respected direct mail companies with local offices and sales representatives. For example, a few national companies with local offices that you could work with in this regard would be Clipper Magazine, Savvy Shopper and Mint Magazines. They vary, yet are all remarkable. Each company would be happy to discuss your marketing strategies, create the artwork, print and mail to targeted buyers surrounding your salon, while putting your advertisements in a magazine format with other services and retail businesses which often help make the entire direct mail piece more valuable. Some of these resources offer detached address label cards and other solo direct mail options. They really do it all for you from complimentary marketing consultations to the creation and mailing of each piece. Many of these same direct mail advertising resources also offer special programs targeted to new area homeowners,

which you should explore.

These direct mail magazines typically mail to 50,000 homes per targeted mailing area, so you can select the best ones that will work for your new salon. This high quality colorful direct mail magazine option will potentially only cost around 4 cents per home, which is much more affordable than most other solo direct mail options. With a glossy full color magazine format, many homeowners will save each issue due to having so many valuable offers within each issue.

The coupon envelope resources like Val Pak and Money Mailer cooperatively mail loose independent coupons from various local businesses to 10,000 homes per targeted zone.

No matter what direct mail resource you go with, explore annual agreements with direct mail programs throughout the year, to ensure consistency, maximized results and to reduce your costs.

Use Quality Photographs, Logos & Colorful Illustrations: Remember that today's salon clients tend to read advertisements with colorful photographs and logos that are supported by strong headlines and great offers. You must be able to stop potential clients with strong visual presentations. Consistency is also important. For added effectiveness, try to maintain a very consistent visual look and image for your salon throughout each of your advertising campaigns. Use your best hair design, makeover and spa service photographs. If you do not have any photographs, ask your direct mail resource what they offer in their library. Prospective new clients will read all of the big offers as well as the small details, once they are attracted to your beautiful photographs, logo, colors and headlines.

Mix It Up With Full Color! Try to avoid most black and white direct mail, advertising and marketing options. Look for professional full color direct mail and printing resources. You can affordably market your salon and spa services as well as your products in full color to

ensure the best possible redemption. Full color advertising will often increase redemption rates by 30% to 60%.

Promote, Promote, Promote:

- **Promote Strong Offers:** Use very strong offers designed within attractive coupons or hair service gift certificates. Make your salon coupons as valuable as possible, so you will get a strong response. It's important to use dollar off coupons, rather than percentages. They're often perceived to not be as valuable, especially if they are only 10%, 15% or 20%. Offering a ' \$20 Savings Off Any \$100+ Haircolor or Highlight Service ' works much better than saying '20% Off'!
- **List Your Special Products & Services:** Briefly share a bullet point list of your name brand products and your special salon services, while illustrating a few of the most important points with additional photographs.
- **"FREE" Always The Best!** Who wouldn't want to get something for free? Try attaching a free gift with a salon service purchase. For example, try a 'FREE \$10 Value Conditioning Treatment – With Any New First Time Haircut & Style.' This is always a great tactic for luring in new salon clients.
- **Disclaimers:** You will need to clearly and simply state your disclaimers, while keeping them to a minimum. Use brief statements like "Offer Valid Only With This Coupon -- One Per Visit", "No Double Discount" and "Expires 00/00/07." Give your pet store customers some incentive to come in within a certain time period by offering your specials for a limited timeframe from 60 to 90 days.

Tracking & Expectations: We know that direct mail marketing really works, especially with repetition of very strong offers! Like any form of advertising and marketing, it usually takes a long term investment. Visit with your direct mail consultant to set realistic expectations. Direct mail coupons are very trackable! Many clients will bring in their coupons. However, many others will also respond to your direct mail advertising without bringing in their coupons. You should be prepared to measure your total salon

sales volume each month, especially on the salon services that you are promoting with your direct mail efforts.

Direct Mail Works! It's time to promote your salon business with a valuable advertising investment that will really work.

For a complimentary direct mail advertising consultation or more information about Clipper Magazine resources near you, call 866-802-1429 email marketresearch@clippermagazine.com or visit their web site at www.ClipperMagazine.com.



ClipperMagazine.