

Let's Get Social... Distancing

Create engagement on your social media platforms with informative, entertaining, promotional content. Keep your followers coming into your salon or spa!

Make some changes!

- Talk to each client about the steps you're taking to sanitize the space
- Eliminate the reception area! Have guests check-in with the front desk with their cellphone number and make & model of their car
- Limit the amount of people shopping in the front desk area
- Break up your stylists' shifts so that there are fewer people in the salon at one time

Post Ideas

- Create a "boomerang" gif of you spraying down stations or work areas
- Make a video or timelapse of washing your hands
- Go live, and talk about the steps you're taking for a cleaner, safer space

In-Salon Ideas to Perpetuate Business

During a time when folks are being asked to stay home and limit interaction with large groups, there are still ways to serve your clients.

Stay-Cation Bundles

Create "stay-cation bundles" with deep conditioners, polishes, manicure sets, facial masks and other products that pertain to self-care. Remind people of the ways they can take advantage of the extra time they have.

Quarantini - A Cocktail of Conditioners

Get the benefits of multiple deep conditioners by cocktailling two of your favorites together. Offer an assortment of deep conditioners to fit your client's hair type!

Get Prepared!

Have customers stock-up on shampoo and conditioners. Promote this with something like "When you purchase a full-sized shampoo + conditioner, receive 50% off a styling product! Keep your hair looking its best, and keep your bathroom stocked!"

Curbside Pickup

Create a curbside pickup service! Offer to deliver products and other merchandise to clients' vehicles to maintain social distancing.

Home Delivery + Service Offers*

When feasible, offer home doorstep delivery of beauty products. And consider offering some services (manicures, hair trims, color maintenance) in a client's home. This limits interaction with too many people, and it will certainly be remembered when the dust has settled—and they return to the salon that took such good care of them during this time of uncertainty.

**only when properly licensed and in accordance with local laws concerning in-home services*

Haircuts in Advance

Promote the purchase of haircuts in advance to help offset the cost of operating during the pandemic. You can offer a special where they purchase a certain number of services and get one free. Bill through Square, Venmo, Cash App, or with a credit card over the phone.