

## Boost your customers and bottom line with a smart social media strategy!



"To remain competitive, all salon owners and stylists should invest in some form of web presence and online marketing strategy regardless of whether they work from home or run a large hairdressing salon," says Jules Hayden, Director of [pamperingpages.co.nz](http://pamperingpages.co.nz) - a Kiwi based online directory for the hair, spa, beauty and wellness industry.

Having a good website is the first step to growing your business. It's important to create a compelling store-front that not only explains who you are and what you offer, but demonstrates to potential customers that you're a credible business. "Your website should set you apart from your competitors," says Jules. "If you don't have a web presence you're missing opportunities to engage with customers and drive the growth of your business".

Once you have a website up and running, you need a social media plan - a "must" for today's hair and beauty business, says Jules. "Social media is important for letting your customers know what's going on in your business, but it's also a helpful way for salon owners to keep an eye on what's being said about their business online."

Social media is no longer optional. It drives consumer habits and is the first—and in many cases, the only—point of contact for consumers. Salons that have embraced social media are more likely to report an increase in new and returning clients and in turn profitability.

"These days a good recommendation can be the difference between gaining a new customer and losing out to a competitor," says Jules. "A review on a forum or social media gives people a glimpse into what your salon experience is really like."

Listing your business on Pampering Pages ensures it's easily findable by people searching for services just like yours. Beauty seekers use the Pampering Pages website to browse the services they're interested in as well as discover the latest deals, reviews, gift vouchers, news and competitions - all from one convenient location.

As a beauty business, you can personalise your profile by integrating your social media accounts, uploading videos and photos, and adding daily deals, special offers as well as your business menu. You can also include directions to your salon using a handy Google Map feature. You can even manage and respond to ratings, or set up a gift voucher scheme, all from your own secure dashboard.

It's quick and easy to set up a profile for your business on Pampering Pages - and your listing can be live immediately. No fuss or hassle. There's also a dedicated team on hand to provide support the minute you need it.

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