



Module 19: Marketing Your Nail Salon / Service

- Why branding is so important
- How to create a website for your business
- How to promote your service via social media
- Why print advertising can still be an effective means of advertising

By the end of this chapter, you will know:

- Why branding is so important
- How to create a website for your business
- How to promote your service via social media
- Why print advertising can still be an effective means of advertising

19.1: Introduction



As you may have already figured out, there is no point in establishing

a nail salon if you cannot market it.

Marketing is half the battle when it comes to succeeding with any business.

One of the greatest benefits of working as a nail technologist is that you already have a captive audience out there, somewhere. However, you may also find that there are lots of other businesses competing for them. Your competition does not just come in the form of other salons; a growing number of manufacturers are choosing to market DIY kits to willing customers.

So what does this mean for you? It means you need to promote and brand yourself to give the impression that you have a competitive edge.

19.2: Branding

When you are trying to form your branding strategy, you need to bear the following in mind:

- What is your brand position? How do you have a competitive edge over others offering the same services as you?
- What is your brand promise going to be? In other words, what can you guarantee you will give your customers every time that another nail technician might not?
- Consider what you want your brand personality to be. This needs to tie in with what has already been discussed in the décor section of this book. Your personality conveys an image, whether it is fun or upmarket; you need to be consistent with it.
- Do you have a brand story? Even if your story seems fairly simple, you need to jazz it up a bit. Tell the tale of how you came to fall in love with the world of nail art.
- What will be associated with your brand in terms of imagery and slogans? This needs to include fonts, catchphrases, logos, and taglines. Ultimately, this aspect of your branding is going to build on everything that has been discussed above.

Once you have invested time and effort into establishing your brand, you need to be consistent with it.

The whole point of branding is to create an image that everyone will remember.

Consider this:

If Nike were to suddenly abandon everything that the world knows it for tomorrow, do you think people would still rush out to buy its trainers? Of course, they would not! You need to establish the same level of consistency with your nail salon, which is why getting the branding right at this stage is so important.

19.3: Creating a Website and Using the Internet



In an age of broad Internet access, there really is no excuse for not having a website.

While this may seem like a costly investment in terms of time and finances, consistent work can eventually result in free marketing.

When it comes to creating a website, you have a couple of options. You can either choose to use a professional service or you can look towards creating one yourself. Both options are good, but you may find that the professional service results in a cleaner image. There are self-building sites out there that you can research.

When you create a website, you need to keep it simple.

Customers only spend around 20-30 seconds on each page, which means your text and your services need to stand out.

Avoid babbling on for ages; just get to the point. At the same time, you need to focus on what your keywords are for each page, as well as a target location.

For example:

You may want to use 'Manicures in Manchester'. Use the target location consistently throughout the site, but focus on trying two or three different keywords for each page.

How do you market your site exactly?

You have a couple of options. Pay-Per-Click (PPC) ads are popular but can soon begin to cost a lot. When using them, make sure you set a daily budget and a click budget, and experiment with different keywords. Use tools like Google Analytics to track clicks and see which ones work best, then focus on those keywords.

Read the Exclusive Members Content article in the sidebar (opposite) to find out more about how to use Google AdWords to promote your service

19.4: Using Social Media to Promote Your Salon

One of the best, most effective and inexpensive forms of marketing is social media.

This is particularly useful in the beauty industry, where much of the audience is young and is therefore likely to be heavily active on various social media sites.

When it comes to social media, you have several options:

- Facebook
- Twitter
- LinkedIn
- Tumblr
- Pinterest
- Instagram
- And more!

So what should you be aiming for as a nail technologist?

Well, you are working in an industry that is both highly interactive and visual, which means you need to focus on Facebook, Twitter, and Instagram. Pinterest may also come in handy here, but it is not as focussed on localities as the other three, which means it should not be a social media site you place too much emphasis on.

While using social media, you always need to remember that consistency is the key to success. Nobody is going to follow your Twitter or Facebook accounts if you have not posted for weeks.

So how often should you post? Maybe two or three times a day, while checking periodically for people asking questions via the accounts. Try to post a blend of useful, fun, and promotional items.

For example:

- Twitter: Celebrity beauty news, offers you are focusing on, plus blog posts you have written
- Facebook: Same as the above
- Instagram: With the permission of your customers, post photos of the work you have

performed on them

As for the other social media sites, use them sparingly.

LinkedIn can certainly be useful for more savvy customers who are looking to check out your credentials, but it certainly is not a site you should be giving your attention to daily. The chances of it drumming up new business are slimmer in contrast with the aforementioned sites, which is why they need your attention more.

19.5: Print Advertising for Nail Technicians

In a world where it seems as though almost anything can be done online, many of us forget about the humble world of print advertising.

In case you are not aware, print advertising is classed as:

- Newspapers, magazines, and local lifestyle magazines
- Newsletters, flyers, and business cards
- Direct mail, booklets, and anything else that comes in a portable medium

Naturally, the cost of print advertising can soon rocket, and it is hard to tell when your approach is going to be effective.

As a local nail technologist, you can certainly benefit from advertising in the following places:

- The Yellow Pages, which now has both print and online versions
- Local newspapers, although you need to avoid using small classified ads that are unlikely to attract much attention
- Local lifestyle magazines, which are particularly excellent for producing low-cost adverts that are glossy and classy

When it comes to other forms of print advertising, it is difficult to gauge whether they will result in success.

Performing local market research is essential. Think about your target audience, look at how well your local area is populated with said audience, and use your advertising accordingly. This is especially important when going to the trouble of printing leaflets.

Not only do decent glossy leaflets cost a lot, but you either need to invest your own time in delivering them or pay someone else to do it for you. When spending time and money on advertising, you need to make sure it is likely to work.

A great alternative to delivering leaflets is partnering up with local businesses for placement purposes. For example, you can agree to display a local gym's leaflets in your salon if they will do the same for you. It is therefore worth noting that taking the opportunity to market with local businesses is essential.

Business cards are essential, whether you are going to take the time to network or not. Carrying a few with you allows you to give them to potential clients, and they are a must-do if you are planning on attending local business events.

Finally, avoid using print advertising in large national publications unless you live in a large urban area like London or Manchester. If you can save money by targeting a local audience, you should.

19.6: Using the Radio, TV, or PR Agencies



When you are new to the business world, it is natural to feel a little daunted by the prospect of radio, TV, or PR advertising.

As a small business owner, you may be left feeling as though the above options are not suitable. However, as the world of local TV and radio has expanded, there are plenty of opportunities for you to monopolise on broader audiences.

It is worth bearing in mind that the above options may not be suitable if you are operating in a particularly rural locality. Those working in large towns and cities can certainly benefit, otherwise you may find that you cast your net too wide without actually reaching an audience that can feasibly get to your salon.

Radio Advertising

If your budget is small but you would like to reach an audience in some way other than the Internet or print, radio advertising is perfect. Listeners who tune into local stations while driving in their cars or at work do not just turn over, which means they are 'forced' to listen.

Depending on the radio station and advertising agency you are going through, you may or may not need to write your own script. When producing a script, you need to make sure it stays fun and catchy so those who listen to it remember it for all the right reasons.

TV Advertising

Unfortunately, many small businesses do not have the budget required for TV advertising. However, that does not mean you are excluded from this mode of promotion altogether.

If you have a regional customer base, i.e. you are targeting the Greater Manchester area, then you may want to consider a regional TV channel.

Otherwise, throwing money at TV advertising can soon become fruitless. An alternative option is to use cinema advertising, which is both highly targeted and cheaper than TV.

Using a PR Agency for Advertising

PR stands for Public Relations, and it is a blanket term used to cover how to manage your business's reputation. Now, this is something you can do yourself, or you can use a PR agency.

One of the biggest benefits of using a PR agency is that you are investing in experience, and therefore, you are more likely to see good results. A PR agency may be able to write a press release for you, promote you in your local shopping centre, or engage in damage limitation if you ever do something to harm your own reputation.

19.7: Using Word of Mouth to Advertise Your Business

Last but not least, there is word of mouth.

While this is an old-fashioned mode of advertising, it is one that continues to work.

In addition to making sure you maintain a good reputation—bad reputations spread faster than good ones—you can try the following methods:

- Begin by asking your friends and family to spread the word. This is where the area between word of mouth and social media intersects. Not only can they tell everyone they see, but they can also share your business and social media accounts online
- Ask your clients to make recommendations on your behalf. People are up to 60% more likely to purchase a product or service based on the recommendation of a friend.
- Make sure all of your blog posts have share buttons, ask followers to spread links virally, and make retweet requests. Try not to be too pestering with this, as it can soon become annoying

If you are finding the world of marketing a little overwhelming, try to take a step back.

First, focus on the foundations of your marketing, which is branding and your web presence.

Next, look towards the aspects of marketing you can manage yourself, which is social media and blog posts. Then try to focus on where your budget can go towards using the help of others, such as blog writers, SEO experts, and advertising gurus. When all else fails, consider calling on a marketing agency for assistance, especially if you are busy with other aspects of your business.

In this module, you learned the skills required to advertise your salon. This will begin with the key foundations that are branding and developing an Internet presence.

You will then go on to focus on some key advertising concepts. This includes the arts of web, print, radio, TV, and PR advertising.

Finally, you focused on why word of mouth is still an effective way of marketing your business, as well as how to do it.

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