



Quick Guide to

# **ADVERTISING YOUR SALON**

# QUICK GUIDE TO ADVERTISING YOUR SALON

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Salon owners are busy. Whether you offer hair services, nail services, or both, you've got a long list of things that constantly need your attention. Managing the day to day business needs, training new stylists and technicians, and even working in the salon yourself is enough to fill your day, so when do you take the time to evaluate the strength of your customer base?

While the salon industry is growing, external threats can be a real challenge to profitability. Industry laws and regulations could change and make your current service offerings out-of-date. New salons could open a few miles from your business and poach your current customers. Even if you've done the work to stay on top of all the latest trends, consumers may not know that your salon is the one to go to for all the best products and services.

This is where advertising comes into play. To make sure your business stays profitable, you

need to attract new clients and increase sales to your existing ones. However, trying to learn all the new forms of advertising could be its own full time job! There's inbound marketing, PPC, blogging, and the list goes on. Rather than spend hours researching marketing techniques that may or may not be effective, invest your time in a partner who can help you sort out what types of advertising will be most valuable for your specific category of business.

As a salon owner, you need to target consumers that live close to your location. Then, combine local targeting with a strong offer that will get consumers to choose your salon over the competitor. IndoorMedia's coupon advertising does exactly that, and helps you through every step of the process to make sure that your advertising campaign is as unique as your salon.



To be successful, advertising must have another characteristic: it must be profitable. In IndoorMedia's experience, we've seen owners calculate that profit in two ways. The first group looks at their average ticket sale and figures out how many tickets are needed to pay for each of their expenses. For example, with a \$30 average ticket and \$3000 rent, it takes 100 customers to cover that cost. Using this method, you can look at how many sales it takes to cover the cost of the advertising. This quick, back-of-the-napkin approach is a good go by on calculating ROI.

The other approach is to figure out the exact profit each ticket

actually brings in. The formula goes something like this:

## **COUPON SALES**

- Ad Cost
- Variable Costs\*

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## **MARGINAL PROFIT\*\***

\* Only use the costs that are used for the transaction, things like rent are paid no matter if the coupon ads work or not.

\*\* You may need to consider that some existing customers will use the coupon as well!

This method requires a bit more work to calculate, but for those who like rounding to the penny, it offers the exact ROI for your ad campaign.

# FOUNDATIONAL ADVERTISING: REGISTER TAPE COUPONS

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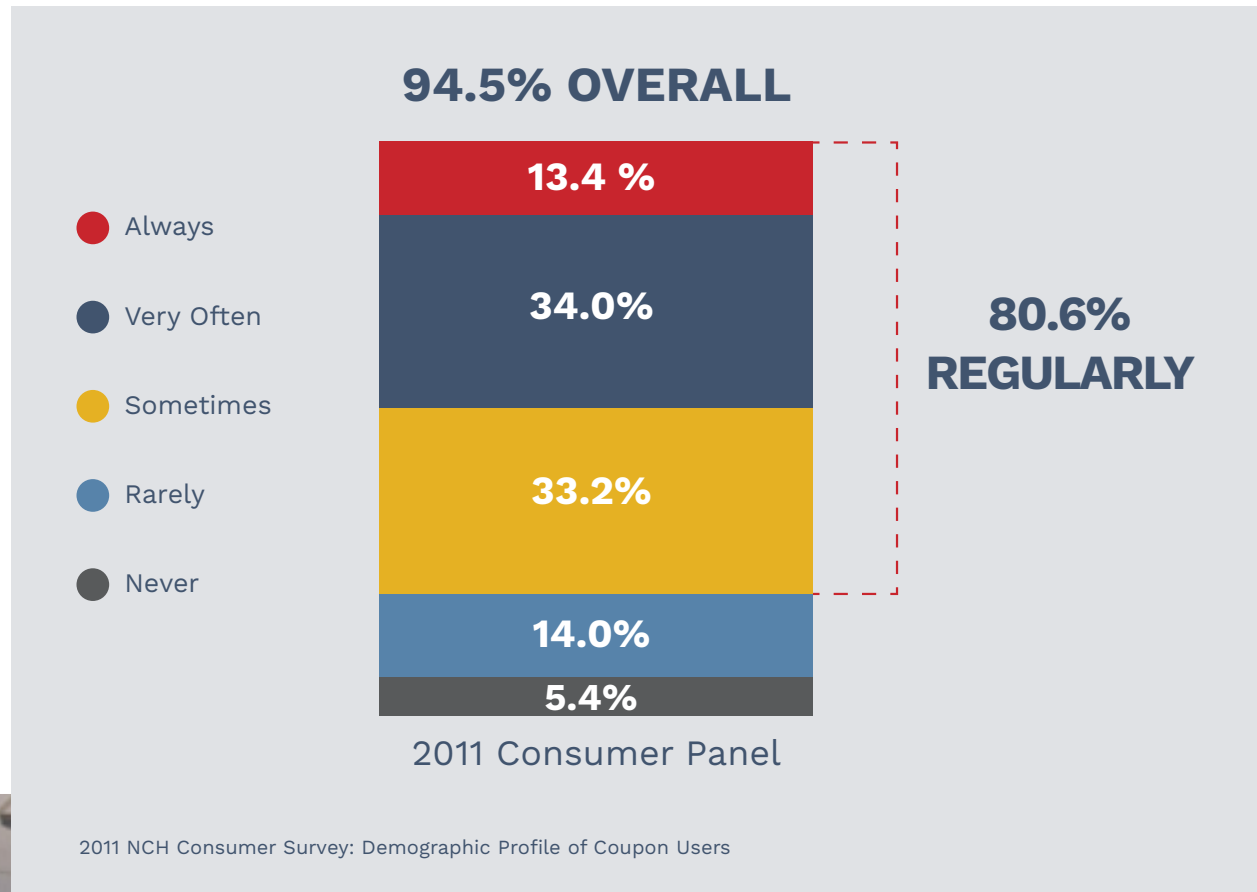
Register Tape advertising should be a foundational component of any Salon's advertising efforts.

With a proven history of success and low entry costs it is one of the easiest ways to kick off your advertising and can help pay for more risky efforts, like digital.

- 1** Register tapes has proven successful for hair and nail salons over the past 30 years.
- 2** Your coupon is customized to your exact specifications.
- 3** Your coupon is placed directly into the hands of the coupon users by the cashier, along with his or her change.
- 4** Your get continuous blanket exposure every day to thousands of shoppers in your targeted marketing area.
- 5** Your get daily measureable responses—easy to track.
- 6** You have the option to **purchase an exclusive** for your business category that “locks out” your competition.
- 7** Your coupon's low cost-per thousand permits you to have a high rate of exposure! Result? Affordable new business!
- 8** Your business receives the “implied endorsement” of a multi-million dollar corporation.



# OVER 90% OF CONSUMERS SURVEYED INDICATE THEY USE COUPONS



# YOU DO THE MATH

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Only **\$6** Per Thousand



That's Only **\$6** to Reach 1,000 Shoppers!

Based on internal data

**DISTRIBUTION AND REACH = INTO THEIR HANDS!**

- ✘ NOT** on the driveway
- ✘ NOT** in the mailbox
- ✘ NOT** on the TV or radio

# TOP COUPONS FOR THE COSMETOLOGY INDUSTRY - HAIR SALONS

“ We have had this program for 7 years now and have had an excellent return on our investment. This program works so well, we have stopped all other forms of advertising. Register Tapes is our ONLY campaign. We are receiving 3-5 coupons a day. We will definately renew our advertising with RTUI.



7 YEARS

## Christina Foxall - New Images

AVG TICKET: \$30

REDEMPTIONS: 120/mo.



1 YEAR

## Salon 131

REDEMPTIONS: 160/mo.



## Premier Cuts

AVG TICKET: \$10

REDEMPTIONS: 360/mo.



## Third Dimension Salon

AVG TICKET: \$55

STORES: 5

REDEMPTIONS: 80/mo.



### Arch of Eyebrow

AVG TICKET: \$75

REDEMPTIONS: 300/mo.



### Quick Cuts

AVG TICKET: \$10

REDEMPTIONS: 100/mo.



### Supercuts

AVG TICKET: \$75

STORES: 5

REDEMPTIONS: 200/mo.

“THIS PROGRAM WORKS SO WELL, WE HAVE STOPPED ALL OTHER FORMS OF ADVERTISING.”





# TOP HAIR SALONS

“ Our Supercuts group has been running on the HEB receipt for 25 YEARS! It is our single best performing coupon at a time when coupons are big. In December alone, we had 314 coupons brought in. We also love it when our competitors advertise because everyone knows we will honor their coupons as well.



**25 YEARS**

## Ashley - Supercuts/Bastrop

STORES: 25

REDEMPTIONS: 314/mo.



## Carlo's Salon

AVG TICKET: \$125

REDEMPTIONS: 60/mo.



## Great Clips

AVG TICKET: \$10

REDEMPTIONS: 380/mo.



## Great Clips

AVG TICKET: \$10

STORES: 6

REDEMPTIONS: 300/mo.



**Fantastic Sams'**

STORES: 6

REDEMPTIONS: 120/mo.



**Great Haircuts!**

REDEMPTIONS: 100/mo.



# TOP COUPONS FOR THE COSMETOLOGY INDUSTRY - NAIL SALONS

“ It’s the #1 form of advertising we do. It out performs all the others.



**David Nguyen - Tulip Nails & Spa**

AVG TICKET: \$40

REDEMPTIONS: 400/mo.



**Grand Nail Salon**

AVG TICKET: \$45

REDEMPTIONS: 900/mo.



**Tango Nails**

AVG TICKET: \$55

REDEMPTIONS: 1,500/mo.



### Serenity Nails & Day Spa

AVG TICKET: \$40

REDEMPTIONS: 3,000/mo.



### Deluxe Nails

AVG TICKET: \$45

REDEMPTIONS: 600/mo.



### VIP Nails & Spa

AVG TICKET: \$75

REDEMPTIONS: 900/mo.

“IT OUT PERFORMS ALL THE OTHERS.”



# Advertise with us

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