

my salon desk



Data - Driven Strategies

FOR SALONS + SPAS

prepared by

MY SALON DESK
Business Solutions Team
Fall 2021



Leveraging Data for your Spa or Salon Business.

metrics for success.

There is a growing desire within the beauty industry to understand how we can leverage our data. It's exciting to watch data-driven disruption catalyze the evolution of other industries, and forward-thinking salon + spa business leaders want "in" on the action.

The first challenge for beauty professionals is identifying the appropriate data of interest for their businesses. Even if you know what you want to measure, a severe dearth of published data analytics renders your data futile - what benchmark targets should you be aiming for?

We at My Salon Desk were pleased to be part of the impending wave of innovation by launching a suite of targeted Business Solutions to support clientele management for our sector.



With a burgeoning Virtual Receptionist service, we've seen it all - after answering calls, text messages, webchats, and lead inquiries over the past years, we know what makes our sector tick. We've seen the strategies that drive our most successful clients, and we've compiled an in-depth + well-researched guidelines for any business owner seeking to flourish in the field.

sincerely,

MY SALON DESK
Business Solutions Team

We've assembled data to support your growth.

Where to start while delving into data? We've curated a set of six key metrics that will be actionable for your salon or spa, along with benchmark data-points to guide your strategic planning.



03

DIGITAL PRESENCE + SOCIAL MEDIA

The beauty industry has gone fully digital - learn more about how best to establish your business presence on the web and via social media.

05

REPUTATION MANAGEMENT

A poor online reputation can have expensive consequences for a salon or spa - identify strategies for improvement.

06

ADVERTISING

Grab the attention of your ideal clientele through a robust advertising strategy across multiple high-performing channels.

08

OMNICHANNEL CLIENTELE MANAGEMENT

The salon + spa clients of today are accustomed to instant contact within a multitude of platforms - learn more about omnichannel contact solutions.

09

REBOOKING + RETENTION

Find new clients, but keep the old. Understand the importance of rebooking and retention for maintaining consistent revenue.



Digital Presence

web + social media

It's undeniable: the beauty industry has gone fully digital. Consumers now research salon and spa experiences via both the web and social media, and the businesses who succeed in this new landscape will be those with enough digital presence to attract clientele to their services.

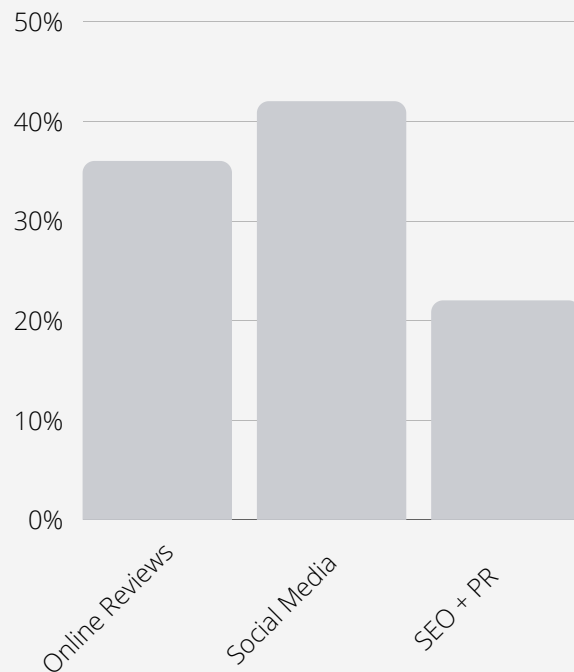
In this day and age, many people fully investigate businesses prior to scheduling appointments; aggregated search indices featuring testimonials and reviews have also emerged as a critical factor in the decision-making process for potential clients. With an increasingly dynamic digital landscape, beauty entrepreneurs must now saturate multiple digital channels to ensure exposure to the widest possible breadth of high-value clientele.

We've taken look at industry metrics that depict the importance of digital presence to your bottom line, and have compiled suggestions on how you can establish one for your brand.

First and foremost, salons + spas should establish a multi-faceted approach. One digital strategy is not enough - in the beauty industry a variety of mechanisms can contribute to a success with clientele acquisition, ranging from an SEO-rich webpage to engaging social media accounts.

A good place to start is by determining which digital media platforms you'd ideally want your salon business to appear on, as well as which platforms work best for your customer base. There are many platforms available (local news + PR, SEO-enabled blog, Google My Business + reviews, Yelp, Instagram, Facebook, YouTube, Pinterest, SnapChat, TikTok, etc.) and it's always a good idea to pay attention to what your local competitors are doing - endeavor to mimic their best practices and adapt them specifically for your business and unique audience.

A recent survey of salon consumers highlights the importance of a diversified digital strategy: while 63% of respondents are rely on recommendations from friends and family, 36% rely on online reviews. Another 42% also learn of salons from social media posts and endorsements. SEO-rich blog posts and local PR influence 22% of potential clients. At least 50% of consumers opt to try a new salon based on aesthetically pleasing social media posts, with numbers trending even higher for members of Gen Z and Millennials (Square, "How Consumers Look for and Discover Salons").



Also, bear in mind that both Apple Maps and Google Maps are powered by reviews from aggregated search indices (Yelp and Google respectively). An effective business profile and review generation strategy can help your business stand out in geo-location searches.



87%

Customers who check online reviews before making appointments

52%

Customers who only visit a business with 4 or 5 stars

73%

Customers who primarily consider reviews written in the past month

Reputation Management

Reviews are a difficult but necessary part of being a professional within the beauty industry. It's heart-warming to receive glowing reviews from clients who genuinely appreciate your time and efforts, but a negative review can be particularly demoralizing.

There are two primary platforms within which you'll be soliciting online reviews: Social Media + Online Business Aggregators. Always collect + post client photos of your best work (taken with their consent!). Consider developing a custom hashtag that you and your clients can attach to your posts.

Google My Business, Yelp and Facebook are the three most prominent business aggregators used to locate local business, so a high volume of great reviews can do wonders for your brand.

You can also feature client testimonials on your website if you desire – testimonials with videos and / or photos (and names if possible) are far more persuasive than plain text.

Advertising *for salons + spas*

Beauty-related businesses enjoy some of the most successful digital advertising metrics among all other industries. Conversion rates within the industry tower above the rest for both the mobile search and display networks - 5.95% and 4.45% respectively. Costs per conversion are as low as \$19.35 on the mobile search network. Google-based conversion rates in excess of 20% are not unheard of - ads featuring one-step booking or voice-calling powered by Google My Business are a significant draw for smartphone users. Google Shopping ads are priced more competitively at \$35.89 per conversion for beauty-related retail products (Wordstream, "Conversion Rate Benchmarks: Find Out How YOUR Conversion Rate Compares", 7/2020).

On Facebook, beauty businesses see a 1.16% click-through rate and a modest \$1.81 cost-per-click. However, conversion rates lag behind the general business average at only 7.1%. All in all, one can expect to spend approximately \$25 per conversion (Wordstream, "Facebook Ad Benchmarks for YOUR Industry", 7/2020).



Advertising Metrics

What are "good numbers" for a salon or spa leveraging digital advertising? See the data visualized.

Create consumer envy and generate conversions

Attractive photography and copy writing are vital to the success of beauty-related advertising - client conversion is easily facilitated by "consumer envy" upon observing desirable outcomes on prior clients. Re-marketing ads are also becoming an extremely common way for beauty businesses to boost overall conversion.



GOOGLE
CONVERSION RATES

6%

GOOGLE
COSTS / CONVERSION

\$19.35



FACEBOOK
CONVERSION RATES

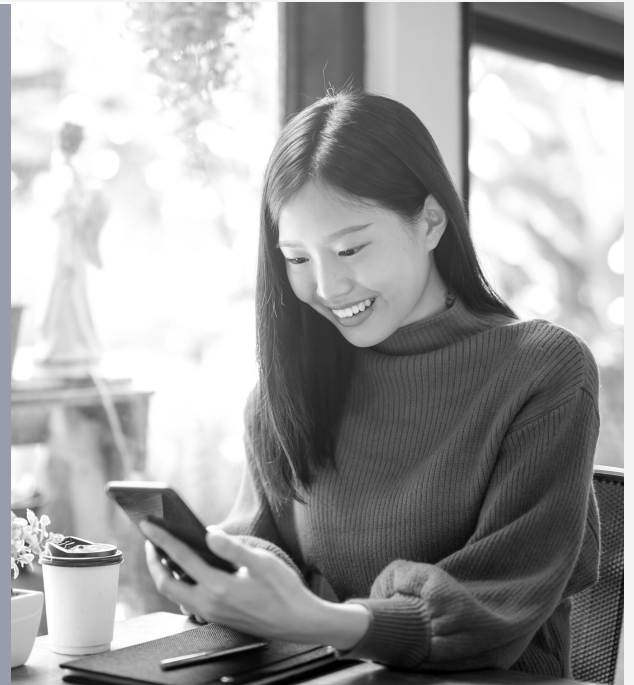
7.1%

FACEBOOK
COSTS / CONVERSION

\$25.15

omnichannel Clientele Management

In today's day and age, B2C consumers are expecting quick + convenient contact. When you don't respond immediately to your clients' inquiries, you risk losing them to other beauty businesses - a staggering 62% of calls to small businesses go unanswered, and 85% of missed callers will not ultimately book an appointment with you even if you offer a voicemail box ("Customer Support", Capterra 3/2017).



01 IMPLEMENT MULTIPLE COMMUNICATION CHANNELS.

The "omni" in omnichannel references the integration of multiple communication channels: phone, text message, social media, web-chat, email, What's App, etc. Younger clients may prefer texting or web-chat, but may still appreciate the ease of phone calls during busier moments. Don't limit your potential revenues by only providing one or two preferred contact options.

02 UNIFY YOUR CONTACT METHODS WITHIN ONE STREAMLINED SOLUTION.

Avoid frustrating your clients by requiring them to repeat details of previous conversations - maintaining a unified contact center will centralize information and expedite your support process. Consider using a small business CRM, business phone system with data entry potential, or a full-scale contact center solution.

03 CONSIDER IMPLEMENTING A THIRD-PARTY BUSINESS SOLUTION.

95% of American cosmetologists work as independent contractors, meaning that many beauty professionals are tasked with handling any and all client inquiries on their own - leading inevitably to missed calls (and missed revenues). Consider an Answering Service with a specialty in the beauty industry, like **My Salon Desk!**



Client Rebooking

Salons + spas with specifically outlined protocol for retaining clients experience the best rebooking success - successful strategies include the provision of retail product discounts, subscription-based or pre-paid services, or even the deployment of "concierges" to schedule clients before their appointments have concluded.

Omnichannel client communications can also be leveraged to boost retention and to avoid missed appointments - advanced salon software can disseminate automated appointment reminders and require client confirmations via SMS two days before appointments, followed up by manually generated phone calls for AWOL clients.

Industry coaches and advisors often suggest target rebooking rates between 20-30%. However, many successful salons + spas boast rates in excess of 85% (Salon Today, "Be Our Guest: Successful Client Strategies for Retention, Referral and Prebooking").

An effective re-booking strategy will significantly reduce your customer acquisition costs and boost your bottom line.

