

Facebook Pages – A Hairdresser’s Guide

Allegory

Your Salon Facebook page is just like your High Street Salon. Your existing clients are the people who ‘like’ and engage with your page. The people walking past your window (potential customers) are everyone you can reach through your page.

How it works

Make your place of business beautiful

In the Salon

Almost the first thing you want to do with your salon is make it beautiful. Attractive window displays and posters in the salon will please existing clients and attract new ones.

On Facebook

Your Cover Photo and Profile Picture are your Shop window and in-salon artwork. By making them visually stunning and changing them regularly, you will engage your existing ‘likes’ and encourage others to take an interest.

Tell people your story

In the Salon

Clients could well be interested know when your salon was established, when their favourite hairdresser started working there or even when you started a partnership with a particular brand. You might well tell your clients about what’s been going on in your salon while they are having their appointment.

On Facebook

Your Facebook timeline is the perfect place for you not only to tell your clients about the history of your salon but also to keep them up to date with what you and the other staff are up to on a day to day basis. By doing both of these things, you are creating a sense of community online as well as in salon, letting your clients and potential clients get to know your salon and the people who work there. Check out how many people ‘liked’ and commented on this post from [Saks Hair and Beauty in Doncaster](#) about one of their stylists winning an award:



And look what positive feedback clients have provided for a new stylist starting at [Toni & Guy in Bishops Stortford](#):



Promote your services and answer queries

In the Salon

Your staff will continually want to talk about any promotions, discounts or special offers going on in-salon, either through posters and other trade media or simply in conversation with your clients while they are having their appointments. As well as this, your clients are there to answer any questions your clients might have as well as to field calls from any prospective clients.

On Facebook

Your Facebook wall is the perfect place for you to advertise any promotions, deals or special offers you might have on in salon. As well as this, clients or potential clients can get in touch with

you via your Facebook wall. By responding to them online, you also provide that information to everyone else on your page, thus reducing the amount of information you need to provide in-salon.

Spread the Word!

In the Salon

You'd always like your current clients to recommend your salon to their friends and family. You might even provide a discount voucher to people to encourage them through your doors and create new clients.

On Facebook

Everytime you post content that people 'like', comment on or share, they are spreading your salon's page to all their family and friends. By incorporating interesting posts with offers, you encourage more people to engage which, in turn, will result in loads more people seeing your salon. Check out this example from [Voodoo Salon in Liverpool](#):



Voodoo Liverpool
6 February

Tomorrow is HALF PRICE COLOUR day! Call 0844 445 7889 to book in.

What do you think of this photo we've seen on instagram?



Like · Comment · Share 1

76 people like this.

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