

digital MARKETING

E-MAIL PROMOTION

Feel Beautiful

Eric Fisher Salons, Three locations in Wichita, Kansas
Owned by: Eric Fisher

Every month at Eric Fisher Salon, the salon emails clients a Feel Beautiful e-newsletter featuring the latest promotions, trends, products and services.

"This newsletter helps us stay in touch with our guests and keep them up-to-date with EFS," Fisher says. "Included in each email newsletter is a link for the client to schedule their next hair appointment, plus links to our social media sites and Yelp!"



E-CARDS

Salon Bogar

Londonderry, New Hampshire
Owned by: Amy and Alfredo Lamparelli

Salon Bogar decided to maximize its DMS custom-coded e-cards to be sent to the salon's clients. Included in the series were three e-books past three to six months but who hadn't appointments booked in the future; a thank you card for their feedback; and a miss-you email a month or more. The cards were designed to be programmed to send to clients automatically.

"One month after we launched the e-cards," says Amy Lamparelli. "Our referral program had the biggest boost in 1,000 percent and brought us \$600 from referred guests within the month."

E-MAIL NEWSLETTERS

Urban Betty

Austin, Texas
Owned by: Chelle Morrison

The hip, Texan salon sends out monthly e-newsletters showcasing events, specials, new products, blogs, new client incentives, how-to videos, new employees, VIP clients and much more. Currently, the salon has 7,500 subscribers to its newsletter and feels it's a great way to reach clients, even those who don't use social media.

"By including links to things on our website, we also increase our search engine optimization," Morrison says. "According to data collected by Mail Chimp, our average open rate is 31.8 percent, well above the industry open average of 16.7 percent."

FEEL BEAUTIFUL IN FEBRUARY

With the Eric Fisher Salon Journal!

PROMOS (Offers valid until 2/28/14)

AQUA SHAMPOO REFILL PROGRAM
Bring your empty bottle of Aqua or Shampoo Washes to any EFS location for a refill and **SAVE 20% OFF!**

500 ST'S SIGNATURE FACIAL
Look 100 of a 100 women 95% Signature Facial **NOW ONLY \$167!** (Regular price \$192)

Valentine's-inspired deals (Offers valid until 2/28/14)

GREAT GIFT IDEA
Purchase an \$75 gift card for \$320 or more and receive a **FREE Spaage treatment!**

SAVE 20% OFF ALL PINK & RED PRODUCTS

- 1 **10 Smooth Flat Iron**
The irons temperature setting makes this flat iron the ideal styling tool for all hair types. Available at all locations.
- 2 **Spaage Special Edition Pink-Arriving Spray**
This fine mist, heavenly-scented body mist hydrates skin and moisture for beautiful glowing skin for all hair types. Available at all EFS locations.
- 3 **Mitchell's Cottonless Lip Color**
Black high pigment lip color smudges on so smoothly and stays soft with no staining. Available at all locations.
- 4 **NEW! Ultimate Compact Travel Dryer**
Do your hair in a flash with this compact, lightweight and moisture for beautiful styling. Great for all hair types. Available at all EFS locations only.
- 5 **Spaage Step-By-Step Bath in Passion Fruit - Spaage**
Black high pigment lip color smudges on so smoothly and stays soft with no staining. Available at all EFS locations only.
- 6 **The Soap and Paper Factory - Love Hand Cream in Valentine**
This cream is made with natural ingredients and is gentle on your skin. Available at all EFS locations.
- 7 **Beauty Blender**
A makeup sponge that is perfect for applying foundation, concealer, and more. Available at all EFS locations.
- 8 **Spaage Shave Kit**
This kit includes everything you need for a smooth and moist shave. Available at all EFS locations.

10 BREEZE AND PRETTY
Try pink lips and flushed cheeks. Get a free Valentine look.

NEW LASHES!
Long dark natural looking lashes. Make your eyes more defined and last all day!

NEW METALLIC EYES
Shiny metallic eye shadow. Make your eyes pop!