

Spring & Summer Marketing Plan

For Spa's and Salons



Salon Management Studio

Precise | Accurate | Reliable

Your Spring and Summer Marketing Plan...

Putting together a Marketing Plan for your Beauty Business is easier than you think. In fact, creating your marketing plan should actually be fun. It should be an exercise that motivates, inspires and energises you as you think about all the opportunities that lie before you and your business. So in this eBook, I am going to keep things really simple and I am going to give you an easy to follow, easy to use Marketing Plan of Action that you can customize for your business depending on the unique products and services you offer.

In this eBook, I am going to focus on helping you create your Marketing Plan for the next 5 months only. Why create a Marketing Plan for 5 months? Well, winter is officially gone, spring is here. For most Salons, business automatically increases as South Africans come out of their winter hibernation. Over the next five months, you have the biggest, most important marketing opportunities of the year coming your way.

- Spring
- Summer
- Christmas
- New Year
- Back to school
- Valentine's Day
- End of financial year

The problem is that most Salon Owners are too passive when it comes to marketing at this time of the year. Are you going to actively grab these opportunities with both hands and make the most of them or are you going to be like most Salon Owners who sit on their butt hoping that business will increase.

Why is it so important to market your business aggressively right now? Simple - **what you do right now determines what kind of spring, summer, Christmas and 2014 you will have.** But the reverse is also true. What you don't do now will affect and shape your income in 2014.

Please note that this Marketing plan is designed to be a guideline as to what kind of things you need to put in your Spring and Summer Marketing Plan. This Marketing Plan is a working document, it will evolve and must never remain static. It allows you to have some focus but it doesn't have to be cast in stone when you put it on paper. If an unexpected opportunity comes your way over the next five months, be flexible and simply add it to the overall plan.

The 5 Pillars of your Marketing Plan...

A good marketing plan must contain 5 elements or pillars if it is going to put substantial profit into your bank account. So, the first pillar in your marketing plan is lead generation.

1. Lead Generation...

Your marketing plan must contain 2 – 3 strategies that are implemented on a monthly basis to increase leads. A lead is any person you engage with in a sales or marketing conversation, before they purchase your service or product. Whenever you do any form of marketing, you generate leads before you generate sales. If for example, you own a Salon or a Spa and over a year, 300 people phone or walk in and enquire about your services it means that you generated 300 leads. The first goal your marketing plan must accomplish is to generate more and more leads. Lead Generation is also known as advertising. Unfortunately, advertising is where 99% of Spa and Salon marketing plans stop. You also need...

2. Lead Conversion...

Your marketing plan must also contain 2 – 3 strategies to convert leads into sales. Now that you have more leads (i.e. people interested in you and your business) what are you going to do to get those people to book in and spend their money? If your Salon or Spa generated 300 leads in a year through walk in's and telephone enquiries, and 100 of those people bought your products and services then you have a 33% conversion ratio. Remember, don't get excited about leads, get excited about conversions so don't put an ad out there asking people to phone the salon until you first figure out what you are going to say when they phone and how you are going to rebook them when they arrive..

3. Frequency of transaction...

Your marketing plan must also include 2 – 3 strategies to get customers to come back more often. This is known as the frequency of customer transactions. In other words, now that I have this person as a customer, how can I get her to come back more often? Once you have your clients, how often they come back and repurchase your products and services determines your frequency of repurchase rate. The average Salon or Spa may find that the average customer comes back for a repurchase once every four weeks (one month). In this case, the repurchase ratio is twelve times per year – the bare minimum for Beauty Clients. A good marketing plan includes innovative ideas and strategies to get your customer to come back every three weeks.

4. Increase the average transaction value...

A good marketing plan also includes just 2 -3 strategies that entice customers to spend just a little more. So, the question to ask is, "What is the average Rand value of the customers who purchase from you?" You may discover that on the top end people purchase for R1500 and on the bottom end for R200. But, if you take an average of the quantity of purchases and then divide it by the turnover you may find that the average Rand value per purchase is R450. With a little bit of sales thinking, a good marketing plan will lead you to implement ideas that get your customer to spend just a little more every time they come.

5. Boost your profit margins...

Your marketing plan must also take boost your profit margins. You want to get the best possible return on investment for the least amount of time, effort and risk. The profit margins you make on the sale of your products and services are really what it all comes down to. How much profit you can show at the end of the day determines how successful your Salon or Spa is. Can you come up with 2 – 3 ideas to minimize expenses and increase your profit margins as you work on your marketing plan? After all, who cares if you sold a ton of facials this month, but they were facials that didn't make you any money.

Marketing Strategy Checklist...

When putting together a marketing plan you need to look at all the different ways that you can market your business so that you are delivering your message to the right market, using the right media at the right time. Here is a checklist of some of the various types of marketing media you can use to promote your business. Always choose 4 to 6 different ways of getting your promotions out there be it to existing clients to potential new clients.

- Print Media / Newspaper / Get-It ads
- Call existing customers about new offers
- Shop Front / Window Posters
- Bulk Email Marketing
- SMS Marketing
- P.O Box Flyers
- Direct Mail
- Offers placed on the front page of your Website
- Your Regular Monthly Newsletter
- Joint Ventures with other small businesses in your area
- A-Frame chalkboard or Sandwich Board
- In-Salon Posters/Table talkers
- Networking with local business and social clubs
- Product / Service of the Month
- Seasonal Promotions
- Supplier based promotions
- Promotions placed on your answering machine / voicemail
- Scripts to help staff upsell on the phone
- Staff upselling in-salon
- Facebook and other Social Media
- Car Park Vouchers
- Hand out direct response marketing flyers in street / mall
- Free PR I.e. caused based marketing (I.e. Breast Cancer Awareness month in October)
- Competitions



Your September Action Plan of Action

1. Existing Clients Marketing

When you start marketing your business, make sure that you spend a minimum of 50% of your time, money and energy marketing to your existing clients first. It is much easier and cheaper to convince an existing customer to buy from you a second time than it is to convince a new customer to buy from you the first time.

a. September Salon Newsletter

If you don't have one, then I have to ask why not? Here are some ideas for a Monthly Newsletter – product of the month, Therapist Biography, add any type of educational article, especially on topics in which you or people in your Salon are experts. Send your newsletter to your 200 clients and email it to everyone else.

b. Spring Seasonal promotion package

What kind of promotions can I run in spring? Here are some ideas. At this time of the year it is really easy to market hair removal, weightloss, tanning, gel overlays for fingers and toes, nail art, mani's and pedi's, detox treatments, wraps, spring hairstyles etc... We are also moving into wedding season so make sure you target this market also.

Make sure that you include your seasonal promotion in your existing client offer in newsletter. Make sure that you email and SMS these offers to your existing customer database using Salon Management Studio.

c. Run an Evening Workshop / VIP Night with a guest speaker

The possibilities with workshops are endless. They do require a large amount of time and effort, but they always result in good gains, exposure and more bookings for your salon.

4. Collect 5 – 10 customer testimonials for Facebook, your website and in Salon table talkers

If you say you believe in word of mouth marketing, then why aren't you collecting testimonials from satisfied, loyal customers. Get at least 5 – 10 new testimonials every month and start using them everywhere!

2. New Client Marketing

a. Salon Management Studio – New Client Folder

Go to Salon Management Studio's customer module and click on the "New Client" In this folder you will find a list of new customers who have visited your salon over the last 30 days. These people are first timers, your job is to get them to come back a second and a third time. Send your seasonal promotions created above to this list.

b. Mailbox offer delivered to 500 – 5000 local homes.

Don't forget to email this offer to a targeted customer list using Salon Management Studio

c. Place your monthly offer on your website and Facebook page.

If you are not on the web then your target market just can't find you. It is as simple as that!

3. Recurring Marketing Systems

a. Birthday Marketing

Ready-made promotion sent via sms and email to all customers celebrating a birthday in September. For detailed info on how to make money using birthdays, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready made birthday promotions from the [Members only website](#)

b. Anniversary Marketing

Ready-made promotion sent via sms and email to all customers celebrating a wedding anniversary in September. For detailed info on how to make money using Anniversaries, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready made birthday promotions from the [Members only website](#)

c. Haven't seen you for weeks

Go to Salon Management Studio's customer module and click on the "Last Visited" folders found on the left hand side of the page. Salon Management Studio will automatically present you with a list of clients who haven't been to your Salon in

- a. 4 weeks
- b. 8 weeks
- c. 12 weeks

So what are you waiting for? Contact these clients as a matter of urgency!! They will come back, they will do business with you and they will put money in your bank account.

d. Rebooking Challenge

Start now with an internal competition between staff members to get your clients to rebook through to January.

4. Marketing Ideas and events in September

- ✓ Secretary's Day Wed 4 Sept 2013
- ✓ Rosh Hashanah Wed 4 – Fri 6 Sep
- ✓ Friday the 13th Fri 13 Sept 2013
- ✓ Change of Season Sun 22 Sept 2013
- ✓ Heritage Day Tues 25 Sept 2013
- ✓ Pay Day Promo's Wed 25 Sept 2013

5. Other Promotions

Set your staff a retail challenge. Get your supplier involved and do training before the Evening Workshop / VIP night so staff retail's as much as possible. Create special offers that are only available if clients buy that evening at the workshop.

Run a rebooking challenge to see who can rebook the most clients now for the following month.

6. To do list for next month's marketing:

- ✓ Start writing October newsletter copy now
- ✓ Send newsletter to printer by end of this month – deliver first week of next month
- ✓ Pull a list of new clients from Salon Management Studio for this month on last day of month
- ✓ Pull a list of lost clients to target next month
- ✓ Pull a list of Octobers birthdays to send letters in first week of next month
- ✓ Choose businesses to approach for next month's 'business of month' promo. I.e. florist, Real Estate Agent.
- ✓ Prepare next month's Rebooking challenge and talk to staff about it in meeting

Don't forget to look at the checklist on page 4 to see how many different ways you can market various promotions

NOTHING BEATS SALON MANAGEMENT STUDIO

The training at Salon Management Studio is always life changing and practical. The tools given to us make a real difference in our businesses. I'll recommend Salon Management Studio's training and their Software to everyone I meet. I have managed a number of Spa's and I have never worked with a management system that beats Salon Management Studio.

– Michelle Mellet - Midrand



Your October Action Plan of Action

1. Existing Clients Marketing

a. October Salon Newsletter

If you don't have one, then I have to ask why not? Here are some ideas for a Monthly Newsletter – product of the month, Therapist Biography, add any type of educational article, especially on topics in which you or people in your Salon are experts. Send your newsletter to your 200 clients and email it to everyone else.

b. Marketing Ideas for October

October is Breast Cancer Awareness month. Don't forget Bosses Day, Pay Day promotions and Halloween.

2. New Client Marketing

a. Salon Management Studio – New Client Folder

Go to Salon Management Studio's customer module and click on the "New Client" In this folder you will find a list of new customers who have visited your salon over the last 30 days. These people are first timers, your job is to get them to come back a second and a third time. Send your seasonal promotions created above to this list.

b. Mailbox offer delivered to 500 – 5000 local homes.

c. Place your monthly offer on your website and Facebook page.

3. Recurring Systems

a. Birthday Marketing

Ready-made promotion sent via sms and email to all customers celebrating a birthday in September. For detailed info on how to make money using birthdays, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready made birthday promotions from the [Members only website](#)

b. Anniversary Marketing

Ready-made promotion sent via sms and email to all customers celebrating a wedding anniversary in October. For detailed info on how to make money using Anniversaries, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready made birthday promotions from the [Members only website](#)

c. Haven't seen you for weeks

Go to Salon Management Studio's customer module and click on the "Last Visited" folders found on the left hand side of the page. Salon Management Studio will automatically present you with a list of clients who haven't been to your Salon in

- a. 4 weeks
- b. 8 weeks
- c. 12 weeks

So what are you waiting for? Contact these clients as a matter of urgency!! They will come back, they will do business with you and they will put money in your bank account.

Other Promotions

d. Rebooking Challenge

Start now with an internal competition between staff members to get your clients to rebook through to January.

4. To do list for next month's marketing:

- ✓ Start promoting Christmas Vouchers now to existing clients
- ✓ Start telling clients that you are already taking bookings for December. Let them know when you are closing for the holidays and that space is limited.
- ✓ Book ad with local newspaper for new client Christmas promotion
- ✓ Download Christmas packages for new clients from Salon Management Studio's Members only Marketing Store.
- ✓ Send 'new client' Christmas package to printer ready to drop in mailboxes next month
- ✓ Write November newsletter copy
- ✓ Send newsletter to printer by end of this month – deliver first week of next month
- ✓ Pull a list of new clients for the month on last day of month using Salon Management Studio's New Client folder.
- ✓ Pull a list of lost clients to target next month. These include clients who haven't been in 4 weeks, 8 weeks and 12 weeks.
- ✓ Pull a list of November birthdays to send letters in first week of next month
- ✓ Prepare next month's Christmas Voucher sales challenge and talk to staff about it in meeting

5. Marketing Ideas and events in October

- ✓ Breast Cancer Awareness Month Tue 1 Oct 2013
- ✓ National Bosses Day Wed 16 Oct 2013
- ✓ Pay Day Fri 25 Oct 2012
- ✓ Halloween Thurs 31 Oct 2013

Don't forget to look at the checklist on page 4 to see how many different ways you can market various promotions



Your November Action Plan of Action

Did you know that most retailers in South Africa start their Christmas Marketing in October already. Get ready for the Christmas rush, don't start marketing too late!!

1. Existing Clients Marketing

a. November Salon Newsletter

If you don't have one, then I have to ask why not? Here are some ideas for a Monthly Newsletter – product of the month, Therapist Biography, add any type of educational article, especially on topics in which you or people in your Salon are experts. Send your newsletter to your 200 clients and email it to everyone else.

b. Marketing Ideas for November

This month, don't forget to be creative with Guy Fawkes promotions as well as marketing for the 94.7 Cycle Challenge. But, most importantly, Early Bird Xmas voucher sales promotion. Once again, don't forget to send out promotions via sms on payday before 10am in the morning.

c. You snooze you lose letter

At the end of November it is time to download the ready-made sales letter for Christmas bookings from Salon Management Studio's Marketing store. The letter is designed to get people to book appointments in December before they go away or before the salon closes down. Please make sure that you download the letter and email it to all existing clients – it works like a bomb. Expect to get a flood of bookings for December.

2. New Client Marketing

a. Salon Management Studio – New Client Folder

Send your Christmas promotions to all new clients. Go to Salon Management Studio's customer module and click on the "New Client" In this folder you will find a list of new customers who have visited your salon over the last 30 days. These people are first timers, your job is to get them to come back a second and a third time. Send your seasonal promotions created above to this list.

b. November's Offers delivered to local Mailboxes (500 – 5000 local homes.)

c. Place your monthly offer on your website and Facebook page.

3. Recurring Systems

a. Birthday Marketing

Ready-made promotion sent via sms and email to all customers celebrating a birthday in November
For detailed info on how to make money using birthdays, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready-made birthday promotions from the [Members only website](#)

b. Anniversary Marketing

Ready-made promotion sent via sms and email to all customers celebrating a wedding anniversary in November. For detailed info on how to make money using Anniversaries, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready-made birthday promotions from the [Members only website](#)

c. Haven't seen you for weeks

Go to Salon Management Studio's customer module and click on the "Last Visited" folders found on the left hand side of the page. Salon Management Studio will automatically present you with a list of clients who haven't been to your Salon in

- a. 4 weeks
- b. 8 weeks
- c. 12 weeks

So what are you waiting for? Contact these clients as a matter of urgency!! They will come back, they will do business with you and they will put money in your bank account.

Other Promotions

d. Rebooking Challenge

Start now with an internal competition between staff members to get your clients to rebook through Christmas to January. This is extremely important, remember that for most Salons January is dead quiet, so make sure that you get your scheduler for January 2014 full during November and December of 2013.

4. To do list for next month's marketing:

- ✓ Develop & design Christmas packages for existing clients
- ✓ Prepare your corporate vouchers for gift voucher promotion
- ✓ Write December newsletter copy
- ✓ Send newsletter to printer by end of this month – deliver first week of next month
- ✓ Pull a list of new clients from Salon Management Studio for the month on last day of month
- ✓ Pull a list of lost clients to target next month
- ✓ Pull a list of December birthdays to send letters in first week of next month
- ✓ Choose businesses to approach for next month's 'business of month' promo
- ✓ Prepare next month's Retail challenge and talk to staff about it in meeting

Don't forget to look at the checklist on page 4 to see how many different ways you can market various promotions



Your December Plan of Action

1. Existing Clients Marketing

Salon Newsletter. Send these to your top 200 – 300 clients and email to everyone else. Make sure you include your Christmas offers in this newsletter.

2. New Client Marketing

Gift Voucher promotion - offer for existing clients to buy a voucher for a friend who has never visited the salon and get one free for themselves!

3. Recurring Systems

a. Birthday Marketing

Ready-made promotion sent via sms and email to all customers celebrating a birthday in December. For detailed info on how to make money using birthdays, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready-made birthday promotions from the [Members only website](#)

b. Anniversary Marketing

Ready-made promotion sent via sms and email to all customers celebrating a wedding anniversary in December. For detailed info on how to make money using Anniversaries, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready-made birthday promotions from the [Members only website](#)

c. Haven't seen you for weeks

Go to Salon Management Studio's customer module and click on the "Last Visited" folders found on the left hand side of the page. Salon Management Studio will automatically present you with a list of clients who haven't been to your Salon in

- a. 4 weeks
- b. 8 weeks
- c. 12 weeks

So what are you waiting for? Contact these clients as a matter of urgency!! They will come back, they will do business with you and they will put money in your bank account.

4. Other Promotions

Retail Challenge - make the most of the extra foot traffic in your salon.

Rebooking challenge – get yourself fully booked for January now! Start now with an internal competition between staff members to get your clients to rebook through Christmas to January. This is extremely important, remember that for most Salons' January is dead quiet, so make sure that you get your scheduler for January 2014 full during November and December of 2013.

5. To do list for next month's marketing:

- ✓ Develop & design back to school packages for both new and existing clients
- ✓ Design & print vouchers for referral program
- ✓ Write January newsletter copy
- ✓ Send newsletter to printer by end of this month – deliver first week of next month
- ✓ Pull a list of new clients for the month on last day of month
- ✓ Pull a list of lost clients to target next month
- ✓ Pull a list of January birthdays to send letters in first week of next month
- ✓ Prepare next month's Rebooking challenge and talk to staff about it in meeting

Don't forget to look at the checklist on page 4 to see how many different ways you can market various promotions

SOFTWARE AND TRAINING THAT DOUBLED MY BUSINESS

I just want to use this opportunity to express my sincere gratitude to Salon Management Studio. When I came to see you last year I was at my wit's end as to what to do with my business. I knew that I will either have to close my doors or hope for a miracle.

I attended your Salon Studio Advanced CRM Course (The 9 Step Profit Plan) and although I have been a business person for years and have had successful businesses in the past, I learned so much from this course and you reminded me about a lot of things that I have somehow lost in my quest to make Gorgeous work.

After I attended the course I went back to my salon and through the software started implementing all the steps you told us about. It is now not even 6 months later and my business is booming. We have almost doubled in size and I was left with no choice but to extend our space, which is a great deal better than closing doors!

Thank you very much for the valuable information, and most of all that you are ALWAYS available when I call you, it's the personal touch that you add to the system that makes it so great!

Michelle Sierra – Gorgeous Hair, Nails & Body – East Rand



Your January Plan of Action

1. Existing Clients Marketing

a. Salon Newsletter

Send via post to top 200 – 300 clients – email to everyone else

b. Back to School promotion / back to work promotions

Post offers and flyers to existing clients who work as well as to clients with school going children. Create promotions for parents as well as their kids.

2. New Client Marketing

a. Back to school campaign

(Mother's pamper package - drop to 500 – 2000 mailboxes surrounding local schools, and stand outside school at end of day to hand out flyers to parents

b. Referral Program

Target top 50 -100 highest spending clients to encourage them to introduce friends

c. Salon Management Studio – New Client Folder

Go to Salon Management Studio's customer module and click on the "New Client" In this folder you will find a list of new customers who have visited your salon over the last 30 days. These people are first timers, your job is to get them to come back a second and a third time. Send your seasonal promotions created above to this list.

d. Mailbox offer delivered to 500 – 5000 local homes.

Don't forget to email this offer to a targeted customer list using Salon Management Studio

e. Place your monthly offer on your website and Facebook page.

If you are not on the web then your target market just can't find you. It is as simple as that!

3. Recurring Marketing Systems

a. Birthday Marketing

Ready-made promotion sent via sms and email to all customers celebrating a birthday in January. For detailed info on how to make money using birthdays, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready made birthday promotions from the [Members only website](#)

b. Anniversary Marketing

Ready-made promotion sent via sms and email to all customers celebrating a wedding anniversary in January. For detailed info on how to make money using Anniversaries, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready-made birthday promotions from the [Members only website](#)

c. Haven't seen you for weeks

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- a. 4 weeks
- b. 8 weeks
- c. 12 weeks

Many of your clients have been away on holiday, so you have a good excuse to contact them and get them booked in again. So what are you waiting for? Contact these clients as a matter of urgency!! They will come back, they will do business with you and they will put money in your bank account.

d. Rebooking Challenge

Start now with an internal competition between staff members to get your clients to rebook through to February.

To do list for next month's marketing:

- ✓ Develop & design Valentines special offers and packages
- ✓ Send 'new client' valentines package to printer ready to drop in mailboxes next month
- ✓ Speak with local flower shop re possible Joint venture (alternatives are chocolate shop, clothing shop, local restaurants)
- ✓ Write February newsletter copy Send newsletter to printer by end of month –
- ✓ deliver first week of next February
- ✓ Pull a list of new January clients on last day of month from Salon Management Studio
- ✓ Pull a list of lost clients to target on last day of month from Salon Management Studio
- ✓ Pull a list of February birthdays to send
- ✓ Prepare next month's upgrade challenge and talk to staff about it in meeting

Don't forget to look at the checklist on page 4 to see how many different ways you can market various promotions



Your February Plan of Action

1. Existing Clients Marketing

a. Salon Newsletter

Salon Newsletter (Post to top 200 – 300 clients – bulk email to everyone else)

b. Valentine's Day Offers for existing clients

Valentine Package (direct mail offer – include as full page in newsletter)

c. End of Financial Year Sale

End of financial year sale. Download the ready-made ad / sales letter from Salon Management Studio's Marketing Store.

2. New Client Marketing

Valentines Joint Venture (JV) with local Flower shop

Valentines offer (mailbox drop to 2000 – 5000 local homes)

3. Recurring Marketing Systems

a. Birthday Marketing

Ready-made promotion sent via sms and email to all customers celebrating a birthday in February. For detailed info on how to make money using birthdays, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready made birthday promotions from the [Members only website](#)

b. Anniversary Marketing

Ready-made promotion sent via sms and email to all customers celebrating a wedding anniversary in February. For detailed info on how to make money using Anniversaries, see Salon Management Studio's Blog – <http://shopp.systems26.com>. Make sure you also download your ready-made birthday promotions from the [Members only website](#)

c. Haven't seen you for weeks

Go to Salon Management Studio's customer module and click on the "Last Visited" folders found on the left hand side of the page. Salon Management Studio will automatically present you with a list of clients who haven't been to your Salon in

- a. 4 weeks
- b. 8 weeks
- c. 12 weeks

Many of your clients have been away on holiday, so you have a good excuse to contact them and get them booked in again. So what are you waiting for? Contact these clients as a matter of urgency!! They will come back, they will do business with you and they will put money in your bank account.

4. To do list for next month's marketing:

- ✓ Develop your offer on Car Park vouchers, design and print.
- ✓ Start thinking about Easter Marketing now. Speak with local flower and chocolate shops about an Easter Joint venture
- ✓ Write March newsletter copy
- ✓ Send newsletter to printer by end of month – deliver first week of next month
- ✓ Pull a list of new clients for the month on last day of month from Salon Management Studio
- ✓ Pull a list of lost clients to target next month from Salon Management Studio
- ✓ Pull a list of March birthdays to send letters in first week of next month

Don't forget to look at the checklist on page 4 to see how many different ways you can market various promotions