

SPECIALS & PROMOTIONS GUIDE



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Hey Beauty Boss

Are you looking for more ways to bring new clients into your beauty salon, but you're not sure which special offers and promotions you should be running? This guide will give you plenty of ideas.

If you're in a client-building phase, you may choose to utilise 2-3 of these options simultaneously. As your demand for services increases, you can always remove the promotions.

Here are some of my top tips when it comes to running promotions and specials:

- Ensure you are creating a sense of urgency for clients to book in with your promotion. You can create a time-limit or exclusive number of appointments available for this offer.
- If you would like to incentivise re-booking, create a promotion that rewards clients when they rebook their next appointment rather than giving them a discount on their first appointment.
- Discounts can either be a \$ amount or a % amount. If under \$100, I recommend using a % amount. If over \$100, I recommend using a \$ amount.
- Always include the start and finish date for the promotion in all your marketing.
- Assess your current pricing structure and increase your prices if they don't currently allow you to have some wiggle room for discounts.
- Don't make your discounts too big. The larger the discount, the less of an ideal client you start to attract.



#1 New Client Offer

Including a discount across all services or a service that you'd like to gain more of a clientele for.

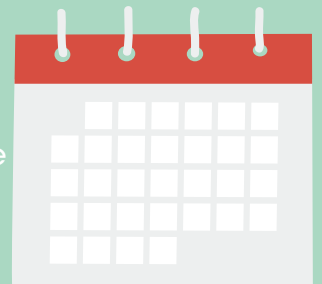
- New clients save \$10 off any service
- New clients save \$20 off service/treatment



#2 Monthly Special

Running a monthly special that is season-specific or for a special event during that month/quarter.

- Start of spring special - book in for any full-set and receive a free brow shape and wax
- Mothers day special - buy one treatment and receive 50% off your next treatment



#3 Free Service

Including a cost-effective (low cost, short time) service with the purchase of a high priced service.

- Including a free brow wax with any lash service



#4 Ongoing Discounts

Offering an ongoing discount to a specific group of people (i.e.mums, teachers, nurses, students, ambassadors).

- 10% off for all students
- 30% off for ambassadors/influencers in exchange for content



#5 Referral Program

Encourage your current clients to refer new clients into your business by rewarding them with a discount.

- Receive 20% off your next service when you refer a friend
- You and your friend both receive 10% off if you refer them and they book in for treatment



#6 Package Special

Offer packages of service or a combination of services at a discounted rate for a cash-injection upfront.

- Purchase 5 treatments and take 15% off
- Bridal package including lashes, brows, tan, makeup and take 20% off the total price



#7 Free Gift

Offer a free gift if you are trying to promote your retail or would like your clients to use certain aftercare products.

- Giving clients a free aftercare kit
- Giving clients a free sample/tester



#8 Social Share/Testimonial

Any clients that give you a shoutout on socials or leave a written testimonial for you can be thanked and rewarded with a small discount off their next appointment.

- 10% off your next service
- Save \$20 off your next treatment



#9 Introductory Offer

Run an exclusive discount for a new service your launching while you build up your confidence and skill set.

- 30% off new service in exchange for before/afters and a testimonial to our FB/Google page



#10 Loyalty Program

Rewarding your loyal customers with 5-50% off on their 5th or 10th visit to say thank you for their support and ensure they feel valued.

- 5th refill, take 20% off
- 10th treatment is half price



I wish you all the best in your future endeavours and hope that this guide will serve you in the same way it has for my clients.

If you have any further questions please feel free to reach out to me.



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*Best of luck,
Sammy*



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