

Elevating Client Experiences in 2024



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Class Outline

- ④ Your Experience Is Your Brand
- ④ Market Trends
- ④ The Awesome Client Journey
- ④ Elevating Your Client Experience
- ④ AI & Elevating Your Client Experiences

Creating Your Awesome Brand

a complete course for
beauty professionals



Think about your favorite experiences you've had with brands.

What did the experience look and feel like?

What did they do that made them stand out from other experiences you've had?



Why



It's All Connected

Your salon brand story is the foundation and your compass for every business decision you make.

Brand Outcomes & Objectives

Your desired outcomes and business objectives, goals, etc.

Brand Business Model

The type of business you choose; employment or lease-based salon, independent stylist, digital, etc.

Brand Experience

This is a big part of your brand promise. Everything that happens when engaging with your brand, online and in the salon

Your Salon Brand Story

Brand Identity

Look, feel, voice, vibe, logos, colors, fonts, textures, sounds, smells, feels.

Brand Marketing

Pricing, menus, content, promotions, programs, referrals, building relationships, awareness, etc.

Brand Culture and Communications

Business Agreements, Handbooks, Leadership, Client, Team, Tenant Care

Brand Story Framework

1 2

Brand purpose
Brand promise
Brand people
Brand services & products
Brand business model

Brand story
Brand vision
Brand values
Brand voice



3

Brand identity

4

Marketing

Pricing
Culture
Content
Programs
Operations and systems
Education
Communications
Client, team, tenant care



Your Brand Promise and Differentiation

Your salon experience is a big part of your *brand promise*. It is your point of difference!

- How do you solve the problems your client has?
- What does your salon experience look and feel like?
- What expectations are you setting for your clients?
- How do you want your clients to feel and say about your brand?

The Fundamentals of Growing A Salon Business

- Consistency Builds Trust
- Trust Builds Relationships
- Relationships Can Lead To Referrals
- Referrals Can Be Retained When You Deliver Experiences Consistently In Alignment With Your Brand
- Retained Referrals Create Long Term Revenue and A Brand

Lifetime Client Value



Lifetime client value is the total amount of value (revenue, referrals, joy!) a client brings your salon business over the time they spend as a client of yours (retention!).

Lifetime Client Value



- A client comes to the salon 6 times per year and has been your client for 3 years
- They spend \$100 on every visit
- They've sent you 25 referrals which represents \$5000 in annual revenue
- They bring you joy a majority of the time
- How much is retaining this client relationship worth to you?

Why Clients Stay and Why Clients Leave

Why Clients Leave

Retaining existing clients is one of the important fundamentals of growing your salon business long-term

- Feeling unheard, insignificant, and undervalued
- Shaming social media content
- Inconsistent communication
- Inconsistent experience
- Inconsistent results
- Difficult to do business with
- Price no longer consistent with the value
- Change in budget
- They move

Why Clients Stay

Consistently executing the fundamentals of an awesome experience aligned with your salon brand increases client retention

- Feeling seen, heard, and valued
- Value is aligned with the price of the service and product
- Comprehensive consultation including pricing, timing, and maintenance
- Clear communication before, during, and after the experience
- Easy to find, read, and understand Agreements
- Consistent experience
- Kept promises
- Simple to do business with

What



2024



When clients are feeling uneasy and unsettled, they seek consistency and comfort, which means getting back to the fundamentals of clear communication, availability aligned with the brand promise, delivering consistent, aligned experiences, getting the value they expect for the money they spend, and making it simple to do business with you.

The overcorrection of some salons and hairdressers who confused *healthy boundaries* with *walls* is coming back to bite them because clients will not tolerate it, in the long term.



The Economy



What I said in January 2023

"Whether there is a recession coming or not, there is a psychological component just as there is with inflation."

The Economy for 2024

While inflation continues to decline, and interest rates are leveling and expected to go down in 2024, we are absolutely in a "psychological" recession

The Economy In 2024



Savings are dwindling, credit card debt and BNPL are rising, and some businesses went way overboard with their price increases and consumers are beginning to reduce their spending on things they no longer see value in or what they deem "overpriced"

Crown Care

A 2023 Pinterest Predicts Trend

Tapping into the wellness macro trend, the skinification of hair trend began many years ago.

Scalp care, hair loss treatments, and more holistic, clean beauty brands all play into this trend and people's desire to increase their health, wellness, and self-care



Care, Trust, and Value



What I said in January 2023

"Care, trust, and value will be the most important things you can focus on this year."

I believe the same for 2024!



What does care look like in the salon?

- Listening!
- Consistent consultations
- Clear communication
- System for following up post experience and on clients who are outside their regular schedule
- Finding new solutions to their problems

What does trust look like in the salon?

- Clear communication
- Price transparency
- Consistency of experience
- Evolving the experience to fit your clients current needs

What does value look like in the salon?

- Elevating the client experience based on what they value
- Value-added services and products
- Doing less with more, time saving
- Same-day pick-up or appointments
- Maintenance packages
- Referral or loyalty programs

How



The Awesome Client Journey

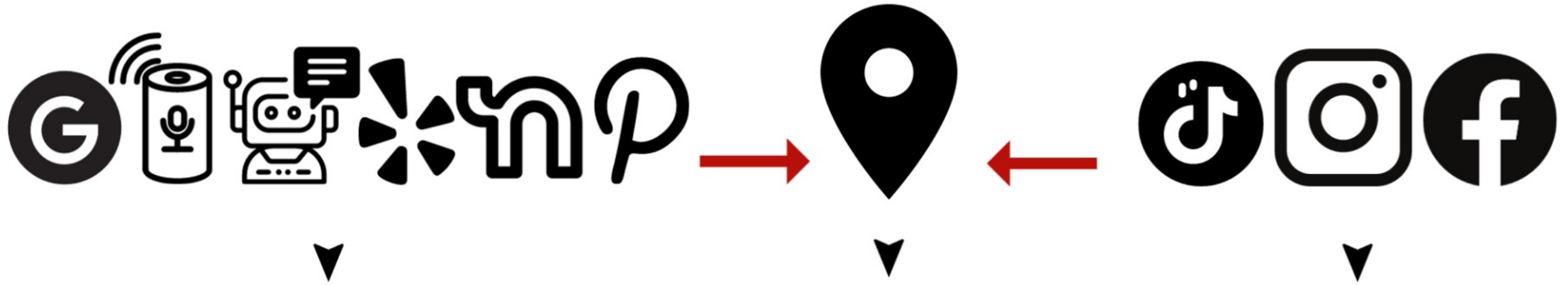


The Awesome Client Journey

- The experience begins the moment a client discovers your salon brand online and after they leave your salon
- Tap into the technology and tools available to create an online experience that's aligned with your offline experience

Awesome Client Journey

How do clients, teams, or tenants discover you online?



Digital Search

Everything is searchable which is one reason captions, page descriptions, optimizing pages, and about sections aligned with your brand are so important. This is how clients find you and do business with you.

Your Brand

Your website, booking page, client list, email list, and text list are all platforms you own and have complete control over. Social & digital search need to lead clients here

Social Search

Optimizing your social pages through your bio, content, hashtags, location tags, how to book and contact, information helps folks find you and do business with you



Awesome Client Journey

The Pre-Salon Visit Experience



Reservation

You got a new reservation, well done, YAY!



Confirmation

Be sure your confirmation sequence is simple and clear.



Agreement Sent & Signed

You can embed your Agreement in just about any booking app or salon software program, DO IT!



Reminder

We all need reminders, be sure it's simple and clear for your client to cancel and reschedule

Awesome Client Journey

The Salon Experience



Greeting and Check-In

Ensure the client feels comfortable and has a place to put their things, charge their phone, etc.



Beverage Capture Before Content

Offer your client a beverage or snack, and consent for content if you are planning on creating



Consultation, Expectations Education, Home Care, Maintenance Schedule

This is the time to reserve future appointments and recommend home care products based on maintenance



Service Begins

It's show time! Be sure your client is comfortable and clear on the experience

Awesome Client Journey

The Salon Experience



Check-In with Client Comfort

Whether you choose to double-book or not, client comfort checks during the experience are a way of creating more value



Finish Experience

This is a good time to wrap up anything you may have missed in the experience so far



After Photos

If content is being captured, get your after photos & AirDrop them for your client to have and share



Close Experience

A strong close includes a call to action; future reservation, home care, words of gratitude

Awesome Client Journey

Post Salon Visit Experience



Follow Up Thank you

This can be done via email or text and can usually be automated. This follow-up can include an invite to rebook and to share their experience



Follow Up Rebook

One way to keep your clients on their regular maintenance schedule is to run a report to see who has not been in and reaching out to invite them back



Check In Rebook

Consistently reaching out to clients who are outside of their regular maintenance schedule shows you care and keeps clients coming back



Share Experience On Socials

When reaching out to your clients, include a call to action. When sending photos, invite them to share their experience including your hashtag.

Let's Talk About Communications And The Awesome Client Journey



light salon + head spa Salon Client Agreements



What the experience and promise are

The light salon + head spa experience is focused on ensuring you feel seen, heard, and loved. Our commitment to you is to consistently deliver on that promise.

What the communication process looks like in detail

To ensure you have a joyful, seamless experience, we use both text messaging and email for our client communications during business hours which are 10 am - 6 pm Tuesday through Saturday.

The process for reserving an experience in detail

We use an online reservation platform to ensure you can reserve your experience when it's most convenient for you, 24/7, 365. Simply visit lightsalonhedspa.com to see your current reservation, make changes, and reserve future experiences.

What the confirmation process looks like in detail

Upon reserving your experience, you will receive both a text and email confirmation with the details of your reservation. You will receive two reservation reminders; two days before your reservation and 1 hour before.

light salon + head spa Salon Client Agreements



What the cancellation process looks like in detail

If you need to cancel your reservation, you are given that option with the 2-day reminder text and email. If you need to cancel after you have confirmed your reservation, you can do that on our reservation platform at lightsalonheadspa.com. There will be a \$50 charge to your credit card on file if you cancel inside the 48-hour confirmation window.

We do understand emergencies happen, if that is the case, please email us at hello@lightsalonheadspa.com and we will find a solution. If we need to cancel your reservation within the 48-hour confirmation window, a \$50 credit will be added to your account for future experiences or product purchases.

What the missed appointment process looks like in detail

If you forget about your reservation after confirming and do not show up, there will be a \$100 charge. We do understand emergencies happen, if that is the case, please email us at hello@lightsalonheadspa.com and we will find a solution together.

What we both agree to in this process and promise

We are honored you have chosen light salon + head spa to take care of your beauty and wellness needs. We promise to take care of you and ask that you promise to help us do that by adhering to our Agreement.

Simple optin/signing of the agreement.

Click here to sign and agree. Check this box to sign and agree.



Client Agreements Placement

- Clearly visible and able to be opted into on your booking page
- Instagram Highlight with link to opt in
- Linked to text and email reminders
- Part of the new client intake and welcome process

Where Do Your Salon Client Agreements Need To Be?

It depends on how you communicate with your clients and your Awesome Client Journey which we will discuss more in Module 8.

Some Good Places To Consider Are

- Your website services page, contact us page, booking page
- Your booking app
- A dedicated Instagram Highlight called Agreements
- Linked to your email communications
- Linked to your text communications



Linktree*



Experience Menus

- Aligned with your brand promise
- Speaks in the language of your client
- Has clear descriptions of who it's for and what the experiences looks like
- Has clear timing
- Has transparent pricing

A common salon menu, still



The Hair Place

price list

HAIRCUT \$75
BLOWDRY \$50
BLOWDRY WITH CURLING IRON \$60
BLOWDRY WITH TWO IRONS \$70
DEMI COLOR \$60
PERMANENT COLOR \$70
DOUBLE PROCESS \$80
HIGHLIGHT \$100
5 FOILS \$60
BALAYAGE \$150
OMBRE \$150
BABYLIGHTS \$100
VIVID COLOR \$90
MENS CUT \$20
MENS COLOR \$30
KIDS COLOR \$25
WOMEN OVER 50 COLOR \$30
EXTRA TUBE OF COLOR \$10
OLAPLEX TREATMENT IF YOUR HAIR MELTS \$10
EXTRA WATER \$5
ANNOYANCE FEE \$20



A clear, consistent, simple, aligned experience menu

HAIRCUT EXPERIENCE

Your experience includes a relaxing 10-minute head, neck, scalp, and shoulder massage, blow-dry, refreshing adult beverage of your choice, and a home care kit sampler.

Time: 1 hour

Investment: \$150

COLOR EXPERIENCE 1.0

Color 1.0 is for simple color processes and techniques and for the color beginner and people who desire low-maintenance.

Your experience includes a pre-appointment consultation done in person or via video chat, a relaxing 10-minute head, neck, and shoulder massage, blow-dry, refreshing adult beverage of your choice, and a customized color insurance kit.

Time: 2 hours

Investment: \$300

COLOR EXPERIENCE 2.0

Color 2.0 is for the more advanced color experience, including blonding, vivid color, unicorns, and for our rainbow people. Your experience includes a pre-appointment consultation done in person or via video chat, a relaxing 10-minute head, neck, and shoulder massage, style, refreshing adult beverage of your choice and customized color insurance kit

Time: 3+ hours

Investment: \$500+

HEAD SPA EXPERIENCE

This experience is the ultimate self-care for the health of your scalp and hair. Your experience includes a consultation to assess your scalp, an exfoliating and detoxifying scalp and hair mask treatment, head, shoulder and neck massage, detox tea, and a home care sampler kit.

Time: 1 hour

Investment: \$150

LIGHT DRY

The light dry experience is for when you just need some extra love and care. This experience includes a relaxing shampoo, head, shoulder, and neck massage, beverage and blowdry.

Time: 30 minutes

Investment: \$75

Building trust with you through healthy communication and transparency is important to us at light salon + head spa. This is why we include a consultation with every experience. Thank you for choosing us.

Post Experience Communications

- Aligned with your brand
- Consistent and clear
- Shows you care about your clients and their experience
- Increases online reviews
- Increases lifetime client value by getting clients back in who are outside their usual maintenance schedule



Hello Nina, Thank you for coming to light salon + head spa. Your experience matters to us and I'd be so grateful if you shared your experience (link to referral platform) If you have questions before your next visit, please message us (where you would like communication)

read at 7:00

Thank you! I loved my experience and will be sharing it with all my friends.

Delivered



Hi Nina! It's been a while since you've been in, and I wanted to check in with you to see how you and your hair are doing. When you're ready, click here (booking link) to reserve your appointment and we can get you back on your regular maintenance schedule.

read at 7:00

OMG thank you! My hair is a mess and I am booking now! Really appreciate the reminder.

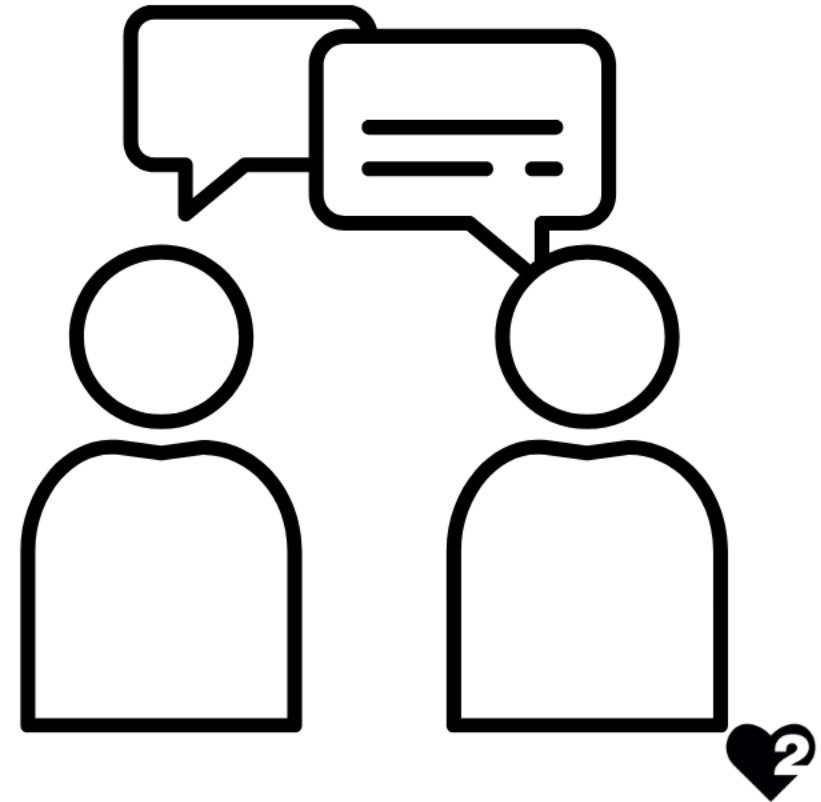
Delivered

Elevating Your Client Experiences



When thinking about how to elevate your client's experiences, you first need to understand what your current experience looks and feels like, to clients.

- What do they love most about their experience?
- What do they love least?
- What, if anything, would they change?



Experience Audit

Pre-Experience

How simple, or difficult is it to book an appointment, contact you, ask questions, get prompt responses, get directions, know where to park, how to prepare for the appointment, etc.

Experience Audit

Experience

What does the actual salon experience look and feel like, from the moment your client enters the salon, to when they leave?

Experience Audit

PostExperience

How does the postexperience follow-up look and feel like for your clients, from emails to texts to check-ins?

Elevating Your Client Experience Considerations

- Finding New, Relevant Solutions to Your Clients Problems
- Clear Communication In The Language of Your Client
- Price Transparency
- Managing Expectations
- The comfort of the waiting area if applicable and if there is no waiting area, what does a client do if they arrive and you are still with a client
- A place to put belongings, beverages, and snacks that's simple to access
- WiFi password visible and/or in the confirmation communications
- Charging stations for devices
- Consultation including expectations of the experience, timing, maintenance, home care, budget, pricing, and content capture



Elevating Your Client Experience Considerations

- Quality of and simple access to beverage and snack service
- Quality of towels, capes, and aprons
- Hot towels infused into the experience or cool towels in the hot seasons The comfort of shampoo bowls (footstool) Aromas and sounds of space
- Cleanliness of all spaces, corners, walls, changing room, restroom
- Size inclusivity of capes, drapes, chairs
- Staying present during the experience
- A special something to take home aligned with your brand
- Post experience follow up
- Focusing on creating value

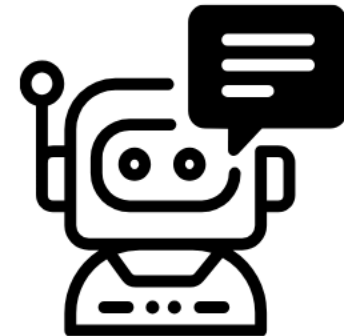
Elevating Your Client Experience Considerations

- Scalp detox treatment with every service
- Craft bags with logo stamps for eco-brands
- Affirmation cards or crystals for healing vibe brands
- Mini lip balms for dryer climates
- New client gift bags with essentials for at-home care
- Same day or next day pick up for home care essentials
- Comfortable Sanitized earbuds for folks who want to chill and listen to meditations or just want quiet
- Extra comfort with shampoo experience QR code to order at-home care and look at your experience menu
- Pre-reserve the next experience during the consultation along with home care making the close of the experience simpler
- Seasonal treatments and beverages
- New Parent experiences or packages

Elevating Your Client Experience Considerations

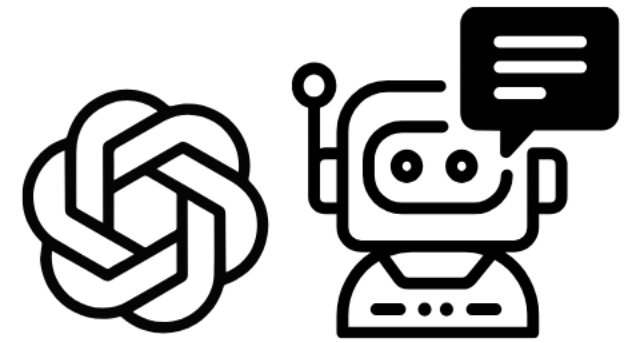
- Do you have training for all team members on what the client experience looks and feels like from start to finish?
- How do you measure the brand alignment and effectiveness of your client experience?
- Do you have a proprietary consultation framework?
- Do you have different consultation frameworks for new and existing clients?
- Do you have clear persons responsible for greeting, changing, salon tours, refreshments, pre-booking, etc?
- Do you create and offer seasonal or relevant services, refreshments, and products?
- Clear, Simple, Seamless Easy To Find Business Information
- Easy To Find and Use Booking Information
- Easy To Find and Understand Agreements
- Easy To Find and Understand Menu including descriptions of experiences, timing, pricing
- Easy To Reserve Virtual Consultations
- Easy To Find and Book As A New Client
- Consistency and Relevancy of Newsletters
- Relevancy of social content





AI and Elevating Your Client Experiences

AI and Elevating Your Client Experiences



NI You

Hello. I am looking for ways to elevate my salon client experiences in 2024 to create more value, build more trust, and show our clients we really care about them. Can you give me 10 ideas of how I can elevate our salon clients' experiences based on our brand story outline below? Thank you.

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

Brand Promise

Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

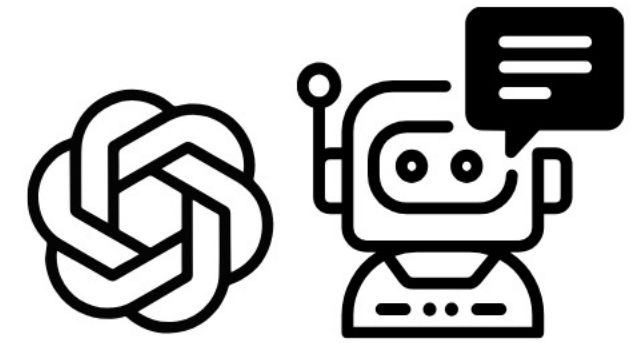
Brand People

Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences

Brand Services and Products

Eco-friendly and modern color, cut and styling services, scalp therapy and head spa treatments, holistic home care for color-treated hair

AI and Elevating Your Client Experiences



ChatGPT

Certainly! Based on your brand story and the outlined brand purpose, promise, people, and services/products, here are 10 ideas to elevate your salon client experiences in 2024:

1. **Personalized Consultations:**

Provide in-depth consultations to understand each client's unique needs, preferences, and lifestyle. This ensures personalized recommendations and reinforces the feeling of being seen and heard.

2. **Wellness Packages:**

Introduce holistic wellness packages that combine beauty services with elements of meditation or inner work. This aligns with your clients seeking a more holistic and healthy approach to beauty.

3. **Educational Workshops:**

Host workshops on the latest beauty trends, wellness practices, and eco-friendly beauty routines. This positions your salon as a knowledge hub and keeps clients informed about industry trends.

4. **Sustainable Initiatives:**

Showcase your commitment to the planet by implementing sustainable practices in the salon, such as using eco-friendly products, recycling programs, or partnering with green initiatives. This resonates with clients who are passionate about the environment.

5. **Exclusive Memberships:**

Create a premium membership program that offers exclusive perks, such as discounts, priority booking, and access to special events. This builds a sense of belonging and provides a premium experience.

6. **Digital Engagement:**

Leverage social media and other digital platforms to engage with clients. Share behind-the-scenes content, beauty tips, and client stories to foster a sense of community and empowerment.

7. **Wellness Corner:**

Designate a space within the salon for wellness activities, like meditation or mindfulness corners. Clients can engage in brief relaxation sessions before or after their appointments.

8. **Product Loyalty Programs:**

Implement a loyalty program for your holistic home care products. This encourages clients to stick with your recommended products, enhancing the effectiveness of their at-home care routines.

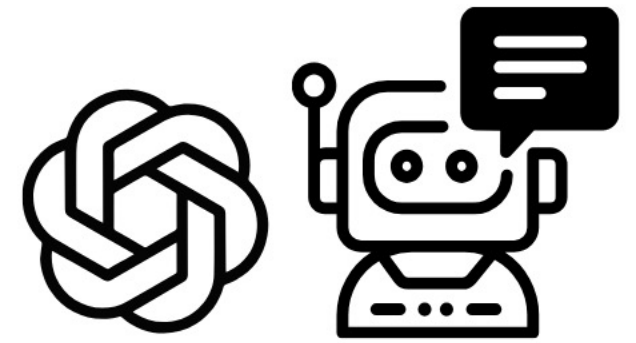
9. **Feedback Loop:**

Establish a feedback system to regularly collect insights from clients. This not only shows that you value their opinions but also helps you continuously improve your services based on their preferences.

10. **Event Collaborations:**

Collaborate with local fitness studios or healthy food providers for joint events. This cross-promotion introduces clients to complementary wellness experiences, reinforcing your brand's commitment to a holistic approach.

AI and Elevating Your Client Experiences



NI You

Hello. I am looking for ways to elevate my salon client experiences in 2024 to create more value, build more trust, and show our clients we really care about them. Can you give me 10 low cost, high value things we can add to our existing services to elevate our salon clients' experiences based on our brand story outline below? Thank you.

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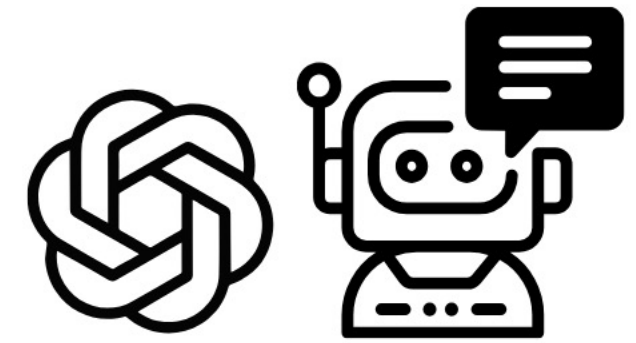
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AI and Elevating Your Client Experiences



ChatGPT

Certainly! Based on your brand story and the desire to create a holistic and empowering experience, here are 10 low-cost, high-value additions to elevate your salon clients' experiences in 2024:

1. Personalized Consultations:

- Implement a detailed consultation process that goes beyond discussing hair needs. Include questions about lifestyle, wellness, and beauty preferences to tailor services accordingly.

2. Wellness Packages:

- Introduce wellness-focused packages that combine hair services with elements like scalp massages, aromatherapy, and healthy refreshments. This adds a holistic touch to the salon experience.

3. Educational Workshops:

- Offer free or low-cost workshops on trends in hair care, healthy living, or styling tips. This positions your salon as an educational hub and builds trust with clients.

4. Eco-Friendly Product Samples:

- Provide clients with eco-friendly samples of hair care products, allowing them to experience the quality and sustainability of your offerings before committing to a purchase.

5. Digital Style Lookbooks:

- Create a digital lookbook featuring trendy styles, haircare routines, and lifestyle tips. Share this with clients, offering inspiration and guidance beyond the salon visit.

6. Personalized Home Care Kits:

- Develop customized home care kits for clients based on their specific hair needs and lifestyle. Include samples of eco-friendly products and simple instructions for maintaining salon results at home.

7. Mindfulness Moments:

- Introduce brief mindfulness or relaxation exercises during salon treatments. This can be a simple meditation or breathing exercise to enhance the overall sense of well-being.

8. Social Media Engagement:

- Engage with clients on social media by sharing behind-the-scenes glimpses of your salon, tips for healthy living, and client spotlights. This builds a sense of community and connection.

9. Loyalty Rewards Program:

- Create a loyalty program that rewards clients for repeat visits and referrals. This not only adds value but also encourages clients to become ambassadors for your brand.

10. Interactive Feedback Sessions:

- Implement regular feedback sessions with clients to understand their evolving needs and preferences. Act on their input to demonstrate that your salon is committed to continuous improvement and client satisfaction.



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Creating Your Awesome Brand
a complete course for
beauty professionals



passionsquared.mykajabi.com

use code SALONMARKETINGSERIES
for your \$250 gift



Resources

Creating Your Awesome Brand Course

Awesome Client Journey Map

ChatGPT Experience Prompts
chat.openai.com



The Awesome Client Journey Map



Awesome Client Journey

The Pre-Salon Visit Experience



Reservation



Confirmation



Agreement Sent & Signed



Reminder

Awesome Client Journey

The Salon Experience



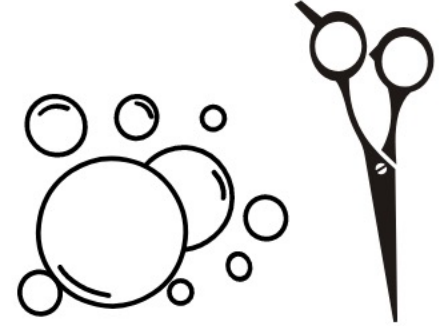
Greeting and Check-In



Beverage
Capture Before Content



Consultation, Expectations
Education, Home Care,
Maintenance Schedule



Service Begins

Awesome Client Journey

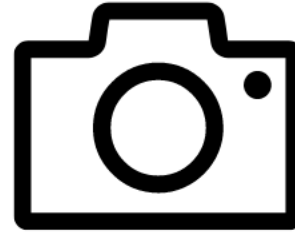
The Salon Experience



Check-In with Client Comfort



Finish Experience



After Photos



Close Experience

Awesome Client Journey

Post-Salon Visit Experience



Follow Up Thank you



Follow Up Rebook



Check In Rebook



Share Experience On Socials

Thank you



Elevating Client Experiences in 2024



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