



Planning and Organizing Your Marketing Workshop

Workshop Purpose + Outcome

In this Workshop, we will walk through creating, planning, and organizing your offline and online marketing to help you better focus your energy and help meet your business objectives and desired outcomes. You will leave with tools, processes, and clarity to create marketing plans you can stick to!

Workshop Overview

01

What Is A Marketing Plan?

02

Marketing Plan Frameworks

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Creating A Marketing Plan

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AI and Your Marketing Plans

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Next Steps



What Outcome Are You Seeking From This Workshop?



The Outcomes Of Having A Plan

- Focused and clear
- More aligned and intentional
- Less overwhelmed
- Simpler decision making
- More in control
- More consistent revenue

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 Experience

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

Brand Marketing

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

Your Salon Brand Story

Brand Business Model

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

Brand Identity

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

Brand Culture and Communications

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

01

What Is A Marketing Plan?

A marketing plan is a roadmap.

It is your guide.

It moves you towards your objectives, desired outcomes,
and goals for your business.



Types of Marketing Plans

A plan for the overall business.

'Your salon marketing plan and calendar'

A plan for a specific part of the business.

'New client retention'

'Content plan'

'New service or product plan'

'Online marketing plan'

'Offline marketing plan'

02

Marketing Plan Frameworks

Marketing Plan Framework

- What is your objective?
- What outcome are you seeking?
- What are your specific goals?
- What are the details of the plan?
- Create the plan.
- Execute the plan.
- Measure the plan.



Meaning of Words

Plan

The Big Picture

Objective/Outcome

The purpose and outcomes desired

Goal

The quantitative and qualitative results desired (numbers or vibes)

Strategy

The roadmap or framework that supports the objectives, outcomes, and goals

Meaning of Words

Plan

A detailed proposal for doing or achieving something.

Objective/Outcome

a thing aimed at or sought; a goal.

Goal

the object of a person's ambition or effort; an aim or desired result.

Strategy

a plan of action or policy designed to achieve a major or overall aim.

Tactics

an action or strategy carefully planned to achieve a specific end.

Marketing Plan



Creating Awesome Business Playbook (example)

BIZ STRATEGY

Objective

1. Increase referrals
2. Promote service/product
3. Introduce service/product
4. Become more discoverable

Vision

1. 20 new referrals per month
2. Sell 20 new services per month
3. Sell \$100 in new product per month
4. Obtain 5 YELP reviews per month

Tactics

1. Implement referral program in the salon
2. In-Salon Marketing pieces and dialogue around new product/service
3. Online content for new product/service
4. Create YELP dialogue, add social plug ins, promote on social pages

Measurement

1. Referral report
2. Salon services report
3. Retail sales report
4. YELP business owners dashboard/referral report
5. Google Analytics

Results

- 1.
- 2.
- 3.
- 4.
- 5.

Creating Your Awesome Business Playbook (fill in your dreams)

BIZ STRATEGY

Objective

- 1.
- 2.
- 3.
- 4.

Vision

- 1.
- 2.
- 3.
- 4.

Tactics

- 1.
- 2.
- 3.
- 4.

Measurement

- 1.
- 2.
- 3.
- 4.
- 5.

Results

- 1.
- 2.
- 3.
- 4.
- 5.

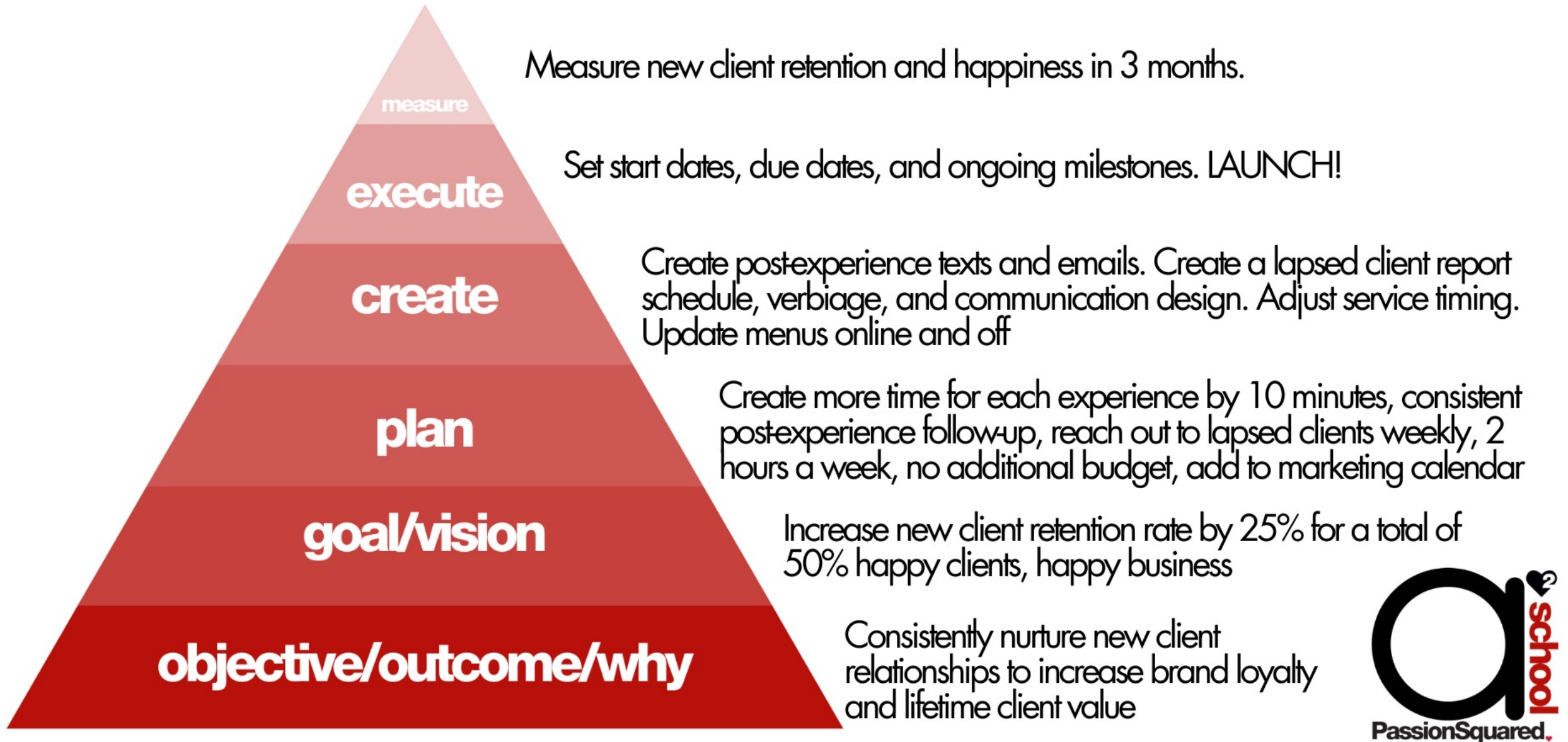


Marketing Calendar

Creating Awesome Marketing Calender - 12 months												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
General Theme	New Year	Love	Spring	Wedding/ Prom/Earth	Mom	Dad	Summer	Back to School	Fall	Halloween	Winter	Holiday
Business Theme												
Service Focus												
Product Focus (include affiliates)												
Education/ Event Focus												
Social/ Digital Focus												
Email Newsletter												
Text Marketing												
Website												
Instagram												
TikTok												
Facebook												
YELP, Google, Nextdoor												



New Client Retention Marketing Plan Example



03

Creating A Marketing Plan

New Clients and Retention





New client visits, new client retention, new relationships in the community, engagement and referrals from social and digital platforms

Build calendar and schedule all the dates for each tactic and launch!

Content plan, referral program, new client welcome kits, postexperience follow up schedule and content, set budget for programs

Research local events aligned with my brand and build relationships
Connect with like-minded businesses in my community
Consistent content plan that speaks directly to my people
Referral program for clients and stylists with a budget
New client welcome kits and postexperience follow-up and budget

Increase new client visits to 20 per month
Increase engagement and referrals online
Increase new stylist inquiries to 2 per month

Build new relationships in the community
Become known as a friendly, knowledgeable, honest space for clients and team members, make clients feel cared about

Creating Awesome Marketing Calendar - 12 months

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
General Theme	New Year	Love	Spring	Wedding/ Prom/Earth	Mom	Dad	Summer	Back to School	Fall	Halloween	Winter	Holiday
Business Theme			Renewal									
Service Focus			New client experience									
Product Focus (include affiliates)			New client welcome kit									
Education/ Event Focus			Referral Program for Existing Clients									
Social/ Digital Focus Email Newsletter			Referral Program									
Text Marketing			New client follow up									
Website			New client experience									
Instagram			New client experience									
TikTok												
Facebook												
YELP, Google, Nextdoor			Optimize pages, new client experience, post experience outreach, respond to reviews									



light salon + head spa content storyboard and plan



light salon + head spa content storyboard

Color Transformations
Client spotlights



Empowerment,
Health, Sustainability,
Fashion

Original content + User
Generated Content

“
There is a crack in everything,
that's how the light gets in.
-Leonard Cohen
”



Experiences
Head Spa experience, Outside
the salon experiences



Products, Promotions and Events
Sales Events and Salon Information

Fall Self-Care Event

Stock up on your favorite cozy at-home self-care essentials and save 50% this month.

light
salon + head spa



light salon + head spa new client content plan

Color Transformations
Client spotlights

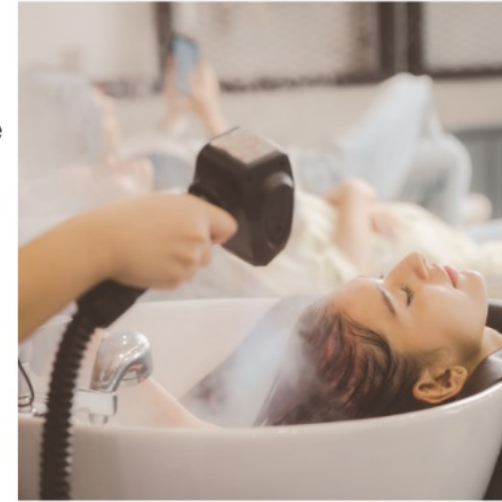


Empowerment,
Health, Sustainability,
Fashion
Original content + User
Generated Content



Experiences

Head Spa experience, Outside
the salon experiences



Products, Promotions and Events
Sales Events and Salon Information



**the new client
experience**

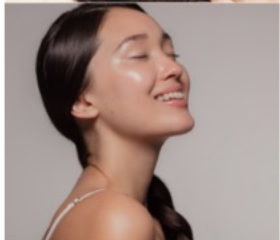
- in-depth consultation
- scalp and hair health analysis
- custom scalp and hair spa treatment
- rejuvenating tea service
- custom home care gift



light salon + head spa new client content plan

Products, Promotions and Events

Sales Events and Salon Information



the new client experience

- in-depth consultation
- scalp and hair health analysis
- custom scalp and hair spa treatment
- rejuvenating tea service
- custom home care gift



you light up our lives

Enjoy a \$75 home care product and tool credit every time you refer three of your besties to light salon + head spa



light salon + head spa new client content plan

Text and Email Campaigns

Post Experience Follow Up and Lapsed Client Follow Up



light salon + head spa new client content plan

Social and Digital Reviews

In salon signage



we'd be so grateful if you shared
about your experience on Yelp



thank you for being an awesome client



we'd be so grateful if you shared your experience on
Instagram using #lightsalonheadspa



thank you for being an awesome client





you light up our lives

Enjoy a \$75 home care product and tool credit every time you refer three of your besties to light salon + head spa



you light up our lives referral program details

Thanks to your ongoing support, loyalty, and referrals, light salon + head spa has the privilege of serving our local community.

Simply refer three besties to light salon + head spa and let them know to put your name in their new client form.

We handle the rest and will notify you once you've earned a \$75 credit on home care products and tools.



Details

Timeline: 2 weeks to build program Launch March 1

Budget: \$40 for each gift including our craft shopping bag

Tracking: Use our salon software to track new client referrals and existing client credits

Promote: On website, socials, newsletter, in salon signage and dialogue

Measure: Measure monthly, review after three months

04

AI and Your Marketing Plans

It Begins With Your Brand Story Outline

light salon + head spa Brand Story Outline

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



ChatGPT Prompt for New Client Marketing

NI You

Hello. I am working on a marketing plan for my salon called light salon + head spa. My focus for this plan is to attract new clients to our salon who see value in the light salon + head spa experience. Can you please give me 5 marketing ideas to attract new clients that are aligned with my brand story below? Thank you.

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ChatGPT

Here are five marketing ideas aligned with your brand story for attracting new clients to Light Salon + Head Spa:

1. **Social Media Campaign:**

Develop a social media campaign centered around the theme of "Unveil Your True Beauty." Create visually stunning content featuring eco-friendly color treatments, scalp therapy sessions, and head spa treatments. Highlight testimonials from satisfied clients who felt seen, heard, and understood during their salon experience. Encourage user-generated content by hosting a contest where clients share their transformation stories with the hashtag #UnveilYourBeauty.

2. **Community Events:**

Host regular community events at your salon that align with your brand values. For example, organize a wellness day featuring mini meditation sessions, healthy snacks, and talks on inner beauty and self-care. Partner with local fitness studios or health food cafes to cross-promote the event and attract like-minded individuals interested in holistic beauty experiences.

3. **Collaborations with Influencers:**

Partner with influencers who resonate with your brand's ethos and target demographic. Invite them to experience your salon services and share their journey on social media platforms. Look for influencers who are passionate about wellness, sustainability, and holistic living. Their endorsement can help introduce your salon to their followers and generate buzz around your unique offerings.

4. **Referral Program:**

Implement a referral program to incentivize your existing clients to refer friends and family to Light Salon + Head Spa. Offer rewards such as discounts on future services or complimentary add-ons for every successful referral. Encourage clients to share their positive experiences with others, emphasizing how your salon makes them feel seen, heard, and beautiful from the inside out.

5. **Educational Workshops:**

Host educational workshops or seminars focusing on holistic hair care and wellness. Offer insights into eco-friendly hair treatments, scalp health, and DIY home care tips for maintaining vibrant color-treated hair. Position your salon as a trusted resource for clients seeking to enhance their beauty regimen while staying true to their values of sustainability and holistic living. Promote these workshops through targeted email campaigns, social media posts, and partnerships with local wellness organizations.



ChatGPT Prompt for New Client Social Content



You

Hello. I am working on a marketing plan for my salon called light salon + head spa. My focus for this plan is to attract new clients to our salon. Can you please give me 5 social media marketing content ideas to attract new clients to our salon that are aligned with my brand story below?

Thank you.

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ChatGPT

Certainly! Here are five social media content ideas tailored to attract new clients to your salon, aligning with your brand story:

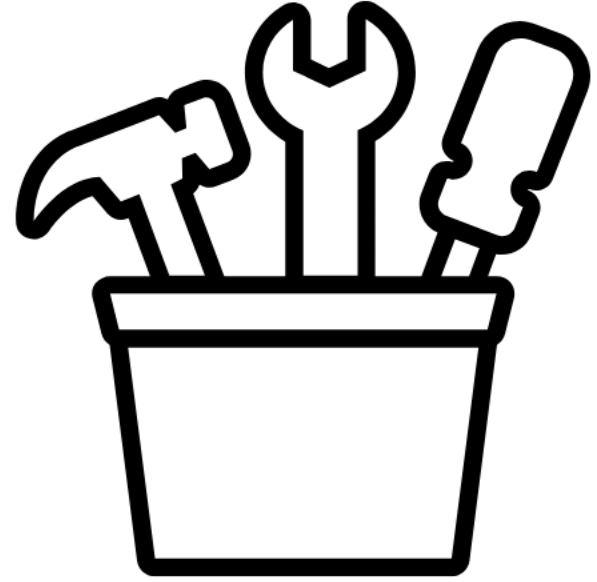
1. **Client Testimonials and Transformation Stories:** Share before-and-after pictures of clients who have visited your salon, along with their testimonials about how they felt unseen or unheard before but found belonging and empowerment after their experience at Light Salon + Head Spa. Highlight their journey towards feeling beautiful, confident, and aligned with your holistic approach to beauty.
2. **Educational Content on Holistic Beauty:** Create engaging posts, videos, or blog articles that educate your audience about the benefits of holistic beauty practices and how they align with your salon's values. Discuss topics such as scalp therapy, eco-friendly hair care, and the importance of inner well-being for outer beauty. Offer tips and advice on maintaining healthy hair and a balanced lifestyle.
3. **Behind-the-Scenes Look at Your Salon:** Take your audience behind the scenes of your salon to showcase your eco-friendly practices, modern styling techniques, and serene head spa environment. Share snippets of your team members engaging in meditation or discussing holistic beauty philosophies. This provides an insider look into your salon's culture and values, appealing to those seeking a premium, mindful experience.
4. **Interactive Polls and Q&A Sessions:** Engage your audience with interactive content such as polls and Q&A sessions on topics related to beauty, wellness, and sustainability. Encourage your followers to ask questions about scalp health, eco-friendly hair products, or holistic beauty routines. Use these opportunities to showcase your expertise and demonstrate how your salon can meet their needs for a more holistic approach to beauty.
5. **Exclusive Offers and Promotions:** Create special offers or promotions specifically targeted towards new clients. For example, offer a discounted scalp therapy treatment or a complimentary holistic hair care consultation for first-time visitors. Promote these offers on social media to attract attention and encourage potential clients to experience the unique services and atmosphere of Light Salon + Head Spa.

05

Resources

Organization Tools

- Marketing calendar
- Scheduling time
- Using a timer to stay focused
- Computer folders
- Dropbox for folders
- Canva folders
- Canva templates for graphics
- Phone folders for images
- Phone calendar for reminders
- Virtual assistant



A School Workshops

Organizing Your Online and Offline Marketing Workshop



Marketing is storytelling.
Marketing is problem-solving.
Marketing is value-creating.
Marketing is connection.
Marketing is communications.
Marketing is building relationships.



what you will learn

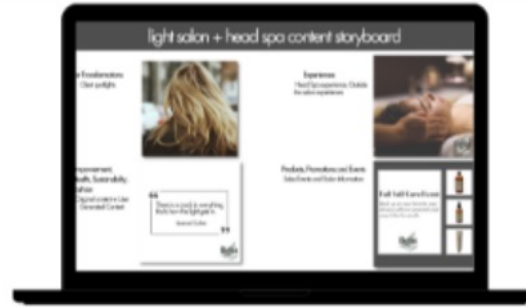
Provide organizational frameworks and tools to help you find clarity to better focus on your objectives and outcomes and feel more focused and less overwhelmed.

workshop materials

Workshop PDF, Creating Awesome Playbook and Marketing Calendar, Promotion Planner template



Your Social Media Content Is Your Marketing



what you will learn

A review of the fundamentals of social media marketing, aligning your content with your brand, and how your content helps connect you with the clients, teams, or tenants (renters) you wish to serve.

materials

Class video and PDF, Content Storyboard Template, ChatGPT prompts



How To Become More Discoverable Online



what you will learn

A review of the fundamentals of how to optimize your social and digital pages to become more discoverable to new clients, teams, and tenants online, from Instagram to Google Business, Your Website and More.

materials

Class video and PDF, How To Become More Discoverable Online Checklist, ChatGPT prompts

06

Next Steps



Take some time to get clear on your blocks and planning style



Decide that creating a marketing plan matters to you



Choose one area of your business you want to start



Create and execute a marketing plan focused on that one area



Celebrate your major accomplishment and choose the next area you want to focus on



Tap into your resources in A School



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