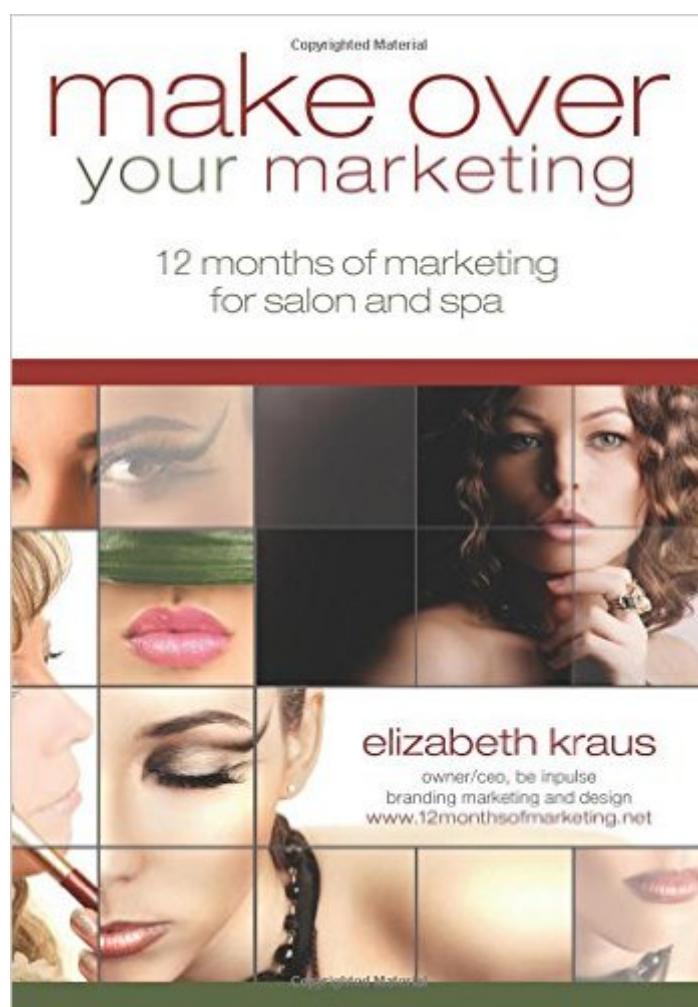


The book was found

# Make Over Your Marketing, 12 Months Of Marketing For Salon And Spa: A Guide For How-to Make Over Every Aspect Of Marketing In The Salon And Spa



## **Synopsis**

One of the few books of its kind, written specifically for salon and spa professionals, *Make Over Your Marketing* is a practical guide to salon and spa marketing. Learn how to make your marketing work to build your client base, sell more retail, generate more referrals, have more fun -- and to build a bigger role for your business in the lives of your clients. Each chapter gives guidelines for establishing or making over a specific aspect of salon and spa marketing. And each chapter is packed with a variety of unique ideas that will help you craft compelling promotions, events and an overall marketing plan for your business -- for years to come. This book is a must-have for beauty industry professionals! It will be a valuable source of inspiration, guidance and ideas for owners, managers and established industry professionals as well as for recent graduates who want to begin building their own client base.

## **Book Information**

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## **Customer Reviews**

This is a fantastic book. It covers every possible marketing idea by the relevant months. It takes the thinking out of setting up your marketing. Teamed with *Explode Your Salon Business* you can turn yourself into a marketing machine!!

Well written, good content and tons of valuable resources. I like how it is laid out in monthly increments with inspirations for the salon teams to keep them motivated. Thanks so much for this book Elisabeth.

There were a ton, and I mean a TON, of ideas in this book. If you want to do promotions in

February, there are ideas specific to February, Ideas for June? Loads of them. However, I felt like after a while it got redundant and a little unimaginative. I work in the marketing department of a salon and was hoping for a bit more in-depth, helpful advice for growing our business. Instead, I got ideas about partnering with other businesses, holding events, etc. These will grow business...to an extent. I was hoping for a lot more than just partnership ideas and events, so slightly disappointed overall, but at least I did get a few good ideas from the book.

I found this book to be very refreshing. Great tips and ideas for salons or any other business. Great book !!

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