

Clipper Magazine

Featured In...

Direct Marketing Mania

Direct mail should be a critically important element within your overall salon marketing strategy! If you have not started to collect names, addresses, telephone numbers and birthday dates from your clients – it's not too late.

Newsletters and direct mail marketing devices should be educationally-oriented, stylish and consistent with your total salon image. Your clients, vendors and staff will be excited to hear about your salon news and promotions. It's worth the extra investment to create custom designed direct mail pieces to help your staff sell clients into new services and products throughout the year.

SOLO DIRECT MAIL: You can create and independently distribute your own seasonal direct mail program. Solo direct mail postcards and personalized letters are a perfect way to promote new staff, seasonal haircolor, nailcare and new salon services. You can mail out postcards to say 'Thank You' for a client's first visit. Use them to recruit staff, pre-book appointments and promote professional products. Use them to welcome new residents to your neighborhood, by working with local realtors.

Create full color promotional postcards with a photograph and your logo on the front with a personalized message on the backside. Solo direct mail will give you a very upscale and prestigious presentation. The costs of design, printing and postage may be approximately fifty to seventy-five cents per piece. Letters should be professionally written and sent on special stationery with your logo.

COOPERATIVE & MARRIAGE MAIL: Explore cooperative, marriage mail and direct mail magazine resources! Marriage mail is traditionally where multiple advertisers are within the same full color high quality glossy magazine. Clipper Magazine, Savvy Shopper and Mint Magazines are upscale direct mail coupon magazines. Cooperative direct mail is where multiple advertisers are within the same envelope – like Valpak or Money Mailer. It is important to note that even if everyone else is offering deep discounts and special offers, you really can run your offers at full price.

If you do use the discounts and coupons, use strong offers with dollar off discounts rather than percentages. Or, offer a free gift with purchase within a mini gift certificate. Always use an expiration date. These national companies will consult with you on your marketing offers, create the artwork, print the materials and deliver them to the area homes for only two to four cents per home. They each mail in targeted areas of 10,000 to 50,000 homes per area, four to twelve times per year. Negotiate for an annual agreement with multiple mailing



discounts. Look in your local Yellow Pages for Direct Mail Advertising resources.

NEWSLETTERS: Salon newsletters are a terrific way to educate your clients on all of your services while promoting your staff's honors, technical abilities and special creative skills. These devices will help sell more products, services and gift certificates to your existing clientele, while also helping to introduce you to many new people in your area. Newsletter content should usually take a minimalist approach with a nice assortment of feature articles covering the various departments within your salon. Tell what makes your salon team exciting, different and unique.

Make your newsletter designs elegant and attractive. They should not be just typewritten words on a single sheet of white paper. Nor, should they be just typewritten copy on some neon colored paper. Make them represent the high quality image

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your salon deserves. Make them visually exciting with your logo and photographs. Create a special name and a 'masthead' for your newsletter. If necessary, hire a local graphic designer or a freelance writer to help you. Create exciting and informative newsletter content.

You can mail or hand out salon newsletters to your regular clients. Work with a local direct mail house to mail several thousand of them out to homes near your salon. The best times are early spring and just after Thanksgiving. Once or twice a year is plenty for newsletters.

FLIERS & Free Standing Inserts: You know what these are. You get an entire package in the Sunday newspapers. You can create colorful salon fliers and freestanding inserts ~ F.S.I.'s, that can be delivered to neighborhood homes within your local newspapers. This is often as inexpensive if not less expensive than direct mail distribution. If you use Clipper Magazine or buy a full page in one of the marriage mail resources, you can inexpensively purchase extra copies of your Clipper advertisement to independently use as a separate F.S.I flier.

INTERNET & EMAIL NEWSLETTERS: The Internet is wonderful. We suggest that you collect email addresses and create a bi-monthly e-newsletter. Share ideas, promotions and news with your clients at least four to six times per year through the Internet. Make them creative and colorful by using your best photographs. Work with your webmaster to create and distribute these email newsletters. There is no cost for the postage! Today, you can also collect email addresses from your clients, so that you can email electronic copies to your clients at home or at work.

DIRECT DISTRIBUTION NOTES: There are numerous ways to get the word out! Offer some of your newsletters and direct marketing pieces to every client at your front desk. Create your own computerized mailing lists. Explore the use of a 'Bulk Rate Postal Indicia' at the post office, to save money on

larger mailings. Work with a local direct mail distribution company to mail at least 10,000 to 25,000 extra copies into the homes that surround your salon within the same zip code. Ask the local community newspapers how much they would charge to use your newsletter as a F.S.I -- freestanding insert. Hand some out at the local Chamber of Commerce and to the college dorms. Mail one to every TV and radio producer as well as all of the newspaper and magazine editors in town.

PROMOTE BEAUTY ~ IN THE DESIGN: Consistency in your direct mail marketing will be critical to maintaining your salon image! Make sure you create beautiful direct mail designs that match with a very consistent use of type fonts, graphic designs, layouts and colors. Like your salon service menu, your postcards and newsletters should match the image of your business cards, appointment cards, stationery, point-of-purchase materials and the outdoor signage.

A picture is still worth a thousand words. Plan to facilitate a professional photography session, so these images will work well together for all of your advertising, marketing and PR programs. Photographs are a necessity in most direct mail devices and service menu brochures, especially if you offer complete day spa services. Makeover photographs will show your true hair and makeup talents! Your clients cannot see a client's private facial, massage or body treatment service hidden behind closed doors unless you share it in a photograph. Clip art may be nice, yet it will cheapen the overall effect. Photography offers a more elegant approach. Remember that it is illegal to copy photos from magazines into your marketing materials.

Make your direct marketing program very special and very unique! Avoid boilerplate newsletters and postcards that every other salon in town can use by merely imprinting their logo. It's really not much more expensive to create your own. Make each postcard, letter, flier and newsletter a well-designed showpiece that distinctively sets you apart from the local competition as one of the most progressive salons in your community.

For a complimentary direct mail advertising consultation with Clipper Magazine, please call 866-802-1429 or visit www.ClipperMagazine.com or www.MyClipper.com.

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