

OPENING A SALON CHECKLIST



STEP 1: THINGS TO DO BEFORE OPENING A SALON

Learn salon business knowledge

Get a salon mentor

Learn about competition

Decide the type of your salon business

Figure out the cost

- Rent a space
- Buy salon furniture & equipment
- Pay employees, at least for the first 6 months
- Licensing
- Buy a truck if you want to venture into a mobile salon
- Marketing, advertisement, and promotion
- Buy salon products if you want to sell, and so on

Consider financing options

Put up with a salon name

Get your salon business registered

STEP 2: THINGS TO DO FOR SALON BRANDING

Get inspiration

Come up with a salon logo

- Keep it neat and simple
- Avoid unrhymed colors
- Let logo reflects story
- Use clean fonts

Design the visual identity

Define your competitive advantage

Build your website

Upgrade your website

- Focus on your brand – clearly state your mission/vision/goals
- User-friendly UI
- Let logo and color themes reflect salon's vibe
- Use quality content for your website
- Upload high-quality images and videos of products
- Include CTA to make it easier for connection
- Add a salon scheduling software to book online

STEP 3: THINGS TO DO FOR SCALING YOUR SALON BUSINESS

Develop a salon marketing plan

Try networking more

Make use of social media

- Choose the right platforms, and then focus on those
- Register your business on Google My Business
- Make your profile look professional and appealing
- Optimize your profiles for search engines
- Use contests and giveaways to increase social media engagement and reach
- Consistency is key to success

Figure out your clients' needs

Engaged with digital marketing

- Email marketing
- SMS marketing
- Search Engine Optimization
- Content marketing
- Viral marketing
- Affiliate marketing
- Influencer marketing

Omy *Salon*

QUALITY • AFFORDABLE • PROFESSIONAL
BARBER, SALON AND SPA EQUIPMENT

Need More Advice?

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