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# YOUR



# BOSS

# PLAN

# MONTHLY STRATEGY

Each month needs to deliver an offering to your audience. Think about what "call to action" will work best for your business each month. Here are some suggestions:

- Change your banner pic on the first of each month
- Share this post and win (ask your audience to share and tag three friends)
- Reward your clients for 'checking in' or posting an Instagram story
- Capture email addresses for your newsletter and re-targeting marketing
- Ask for testimonials or reviews
- Work with other local businesses to create a prize pool for new followers
- Incentivise 'user-generated content'. Get your audience using your hashtag and photo tagging you.
- Reward your most engaged audience members (find out who they are by installing a WooBox app)

# QUARTERLY STRATEGY

You should have seasonal strategies as well as monthly campaigns. Use each season to promote services that relevant to the market

## Summer

- Use summer based colours across your social output. Choose six key tones to work with across the season. This gives your feed consistency and structure.
- Promote services and retail for beach hair and environmental damage

## Autumn

- Share a trend forecast that will cover the cooler months.
- Use this period to show colour transitions - celebs are a great example.
- Don't forget to maximise holidays such as Mothers Day and Easter

## Winter

- Use this quiet period to upsell new services and increase your rebookings.
- Keep your audience updated with your training and education.
- Maximise your staff and share their skill sets and specialities in your content

## Spring

- This is a key time to explain why you are a blonde specialist.
- Share your dark to light colour corrections and explain to clients about technique.
- Create some Christmas campaigns. Don't forget Black Friday & Cyber Monday for gift card sales

# PIMP YOUR PLAN

## SET SOME GOALS AT THE BEGINNING OF EACH YEAR. HERE ARE SOME SUGGESTIONS

- Reassess your content from the previous year and identify what received engagement and what didn't.
- Write out your seasonal plan and break that down into monthly plans.
- Give yourself a budget on what you want to spend on Facebook/Instagram ads across the year
- Think about how you will create your content. Will you outsource tiles to a designer or will you create them yourself?
- Think about your busy times and quiet times from the previous year and consider those when developing content.
- Schedule a day each month to your social media or a few hours each week.
- Subscribe to Facebook groups and websites for the latest updates across social media and adjust your plan accordingly.
- Make sure you are using videos or GIFs at least once a week.
- Share plenty of content from other pages to piggyback off their high engagement?
- Heard about growth hacking? Drop plenty of likes and comments on pages where you can attract new followers
- Set up some templates or create a style guide so your content all looks like it belongs together.
- Allow some 'white space' in your feed that gives the content room to breathe.
- Show your salon space. Give virtual tours and make new clients feel the space before they set foot in the door.
- Make sure your handle and hashtags are visible in the salon
- Have a social media policy for your staff and a plan of action for when things go wrong.
- If your website gets good traffic make sure you have a Facebook pixel
- Think about doing some online courses or one-on-one coaching sessions every season
- Be authentic. You don't need to be too formal. Let your personality come through and be a bit cheeky.

# WEEK ONE

MON

**7:00 AM**

MEME or Quote. Something people want to read on a Monday morning to inspire or give them a laugh

TUE

**2.00 PM**

Ramp up your bookings and let your audience know about your weekly availabilities or cancellations

WED

**8:00 AM**

CELEB HAIR. Write an opinion piece about a celeb with great hair and explain what makes it so great. Add a call to action to "BOOK NOW"

THU

**7:00 PM**

VIDEO OR GIF. Use your quiet days to create some tutorials. Engage your audience with moving images..

FRI

**5:00 PM**

Share a funny MEME or a content piece that has already got great engagement on another page

SAT

**8:00 AM**

RETAIL. It's the weekend and people are looking to spend their money. Share a retail promotion or hero product

SUN

**7:00 PM**

Use your best content in this time slot. A give away, incentive or competition. Share some recent salon success or a great before and after

# WEEK TWO

MON

**7:00 AM**

MEME or Quote. Something people want to read on a Monday morning to inspire or give them a laugh

TUE

**2.00 PM**

Tell your clients about your unique points of difference. Salon Pay? Refreshments etc

WED

**7:00 PM**

MARKETING. Get your clients to do something for you. Share a post, sign up to a newsletter, give a review

THU

**7:00 PM**

Promote your minority services that don't get much attention. Men's cut/colour or add on services/treatments

FRI

**7:00 AM**

Write a trend forecast and share your thoughts on upcoming colours and cuts. Also great for red carpet forecasting

SAT

**4:00 PM**

Share a hair tip or styling hack aimed at people doing their hair for a Saturday night

SUN

**7:00 PM**

Use your best content in this time slot. A give away, incentive or competition. Share some recent salon success or a great before and after

# WEEK THREE

MON

**7:00 AM**

MEME or Quote. Something people want to read on a Monday morning to inspire or give them a laugh

TUE

**7.00 PM**

Give a shout out to your neighbours. Profile a local business on your page and encourage them to do the same for you

WED

**2:00 PM**

Share a post from your product company and tag them in it OR share your own work and mention the colour range so your company will look to share it also

THU

**7:00 PM**

VIDEO OR GIF. Use your quiet days to create some tutorials. Engage your audience with moving images..

FRI

**5:00 PM**

Ask your audience a question and use the POLL function. Watch your engagement skyrocket

SAT

**2:00 PM**

Share a live walk through of the salon while it is bustling on a saturday. Share your salon energy

SUN

**7:00 PM**

Use your best content in this time slot. A give away, incentive or competition. Share some recent salon success or a great before and after

# WEEK FOUR

MON

**7:00 AM**

Last Monday of the month. Forecast the trends you expect to see the following month

TUE

**7.00 PM**

Does your salon do packages or GIFT vouchers? This is a great opportunity to use Facebook shop to sell them.

WED

**7:00 AM**

HUMP day meme. If you can't find a meme you like, create one in Canva

THU

**7:00 PM**

Staff Profile, share some insight on your team members and their specialty skills

FRI

**7:00 AM**

Tease the campaign or competition you will be launching the next week

SAT

**4:00 PM**

Make use of your best pics from the Selfie Station and feature a beautiful cut/colour service

SUN

**7:00 PM**

Announce your monthly competition winner.

# NEED OUR HELP?

Pack of FOUR GIFS

**\$175 + GST**

Pack of Ten Tiles

**\$300 + GST**

Pack of 20 Tiles

**\$500 + GST**

Consultation/Coaching (per hour)

**\$200 + GST**

New Logo, business card, and 5 variations

Includes two variations and 3  
background colours on the logo

**\$500 + GST**

Instagram management from:

Per week, inclusive of custom artwork

**\$85 - 120 + GST**

Facebook Management from

Per week, inclusive of custom artwork

**\$130 - 220 GST**

Facebook and Instagram management from:

Per week, inclusive of custom artwork

**\$180- 300 GST**



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