



**REAL
DEAL**
PR

SOCIAL

As the old saying goes, "Any publicity is good publicity." Nowadays, however, the incline in popularity of social media makes it more important than ever for businesses to establish and maintain a positive image online.



Hayley Mears, the founder of Six Underground Media, is one of Australia's top beauty PR pros and attributes much of the success of her PR agency to her previous first-hand knowledge of the beauty space. The former hairdresser turned beauty media pro shares her top PR tips for salon owners.

SUCCESS

Think of your online presence as your first impression on a customer. An attractive, user-friendly and efficient website including a list of services, prices and a section for booking appointments should translate to a similarly smooth in-store experience.

ESTABLISH AN ONLINE PRESENCE

1



Make the transition from online to in-store as seamless as possible. When a consumer Googles your business, the first things to pop up should be the official website, followed by your company's social media platforms.



2

WORK WITH A PR OR MARKETING AGENCY ON BRANDING.

More people have access to great content creation tools than ever before, so simply having an online presence for your business is not enough. With an abundance of content on the web, you need to make sure your content stands out from the crowd. An easy way to do that is to work with someone to establish your brand

Your brand should be coherent across all platforms, from your website to your Instagram profile.



3

ENGAGE YOUR AUDIENCE

Now, all it takes is one negative post or comment to create a potential customer away from your services and towards someone else.

Receive a negative review or comment on one of your social media platforms?

Respond in a courteous and professional manner and in a timely fashion. Even if potential customers read the negative review, taking the time to respond on that platform on behalf of the business shows you care about your clients and their experiences. It's all about communication.



USE SOCIAL MEDIA TO NETWORK AND GAIN CLIENTS

Many consumers turn to social media to find their next haircut or style.

Showcase your salon's talent and abilities by sharing images or short videos. To increase local visibility, tag your location each time you post an image, as consumers will often search for local hot spots through tags and hashtags.

Develop relationships with brands by tagging the ones used in the salon in each post.

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