



## How to Get More Clients for Your Health and/or Beauty Business

As a beauty salon or spa, you're always focused on making sure that clients look clean and pampered before they walk out the door. However, you should remember to keep your business itself looking fantastic as well. The beauty of your business depends on your marketing strategy.

Attracting more clients will be a natural byproduct of improving the ways in which you currently engage with your loyal customers. Aside from delivering a high-quality service, you should consider other tactics to motivate clients to ensure that they keep coming back. Also, think about how they can help spread the word about your business, both online and in real life.

Marketing opportunities such as social media and discount coupons are guaranteed to draw more clients to your health and/or beauty business. Keep reading for more details on why those opportunities are so successful.

### *Positive Reviews Always Win*

After their treatment, your client will be looking good, and not to mention *feeling* good. With their spirits up, ask them to tell their friends and family about how good your service was.

Of course, depending on the sort of treatment they received, the quality of your work will be obvious to anyone who sees your client. Still, a haircut or manicure isn't the only form of an advertisement on which to depend.

Reviews are the best guarantee that future clients will visit your business. This approach organically creates a sense of trust, given that potential buyers are more likely to pursue a personal recommendation from someone they know. Plus, you can offer discounts to current customers who successfully refer new people to your beauty salon or spa. This creates a strong incentive for them to help spread the word.

You can also ask your customers to review their experiences on Google reviews, Yelp, and/or social media. The more positive reviews you get from people, the higher you'll be in Google's search rankings, which means you'll have better chances at drawing in new clients.

A customer's social media update or post could be as simple as updating their Facebook profile picture and tagging your business to let their friends and followers know that you were responsible for the most recent update to their personal style. With your next client, perhaps you could suggest that their new look warrants a new profile picture.

Getting new reviews is hard. Ad Pages has a custom review generation strategy that has worked for health and beauty businesses. Our review generation programs are affordable and easy.

### *Print and Digital Coupons*

Coupons are a fun and effective marketing solution that can help your business stay relevant to your community and remind them that you value their support. Ad Pages is an industry leader in providing print and digital solutions for all of your coupon-related needs. Our popular coupon magazine reaches almost 2 million different homes every month and has helped thousands of local businesses reach their revenue goals

Ad Pages has found that [around 85% of Americans rely on coupons](#) to help lower the costs of their everyday purchases and that 82% of people online will inform their buying decisions based on print ads.

Why are these statistics significant? The answer is simple. It means that your strategy for both print and digital marketing will ultimately decide the success of your business. Acquiring more new clients is contingent upon improving your print and digital promotion of coupons.

Beauty and health coupons for your services can better target customers in your locality. Those who visit your business to take advantage of the discount will likely spend money on more of your services than they had originally planned. Our graphic artists create visually appealing ads. We make sure the call to actions are clear and that we get customers to call you or come see you.

Order your coupon materials online by visiting [AdPagesPrinting.com](http://AdPagesPrinting.com). In addition, you can promote your coupons across your social media accounts via targeted ad campaigns, designed and executed with the help of Ad Pages Solutions.

Ad Pages wants to help you work on your business without taking time away from your workday. Talk to one of our business development advisors who can help you strategize and optimize your marketing strategy to help you reach your goals.

## *Posting Instagram Stories*

Instagram is more visually oriented than Facebook, so designate Instagram as your go-to for keeping your customers and audience up to date on your business.

A popular social media strategy among hairstylists is posting the work they just completed for clients on their salon's story. Whether you cut hair or perform a different beauty-related service, as long as there is visual evidence of your work, we recommend posting on your own Instagram story.

Of course, ask your client for permission first to post them on your story. If they say yes, you can even tag them in the post so they can be notified to share your story on their own story, promoting your business to their network of followers.

Positive reviews, print, and digital coupons, and social media are all great for building a presence in your community and attracting more local clients. [Contact Ad Pages](#) to help carry out these tactics to help grow and sustain the audience.