



Grand Opening Ideas for Your Health and/or Beauty Business

Grand openings are called “grand” for a reason. As a small business owner making a first impression among the community, this is your opportunity to illustrate the value of your health and/or beauty business to the fullest extent. Grand opening events and advertising them are all about going big, having fun, and being creative. But they’re also necessary for initiating and cultivating long-lasting relationships with locals to ensure your business stays around.

If you’re an entrepreneur about to open a new spa, beauty salon, doctor, or dentist office, you might be wondering how to develop and advertise a grand opening. Here are some ideas for how to launch a grand opening that makes a splash, while garnering support for the business long term.

Promote In-Person Exclusive Deals Online

Whether you’re launching ad campaigns on mobile, email, social media, or some other digital means, the fundamental goal is to make sure you get people walking into your business and requesting your products or services. The following tactics can be leveraged for in-person grand openings.

Research keywords that are relevant to locals so you can incorporate them into targeted online ad campaigns. As a result, people who browse social media or who read Patch.com and other local news outlets will learn about your business. Targeted Google display ads, for instance, are cost-effective and show your business to the precise audience you’re ultimately trying to attract.

In these targeted ads, be sure to emphasize your upcoming grand opening celebration. Sure, grand openings can be very exciting and build anticipation for a new local business by prospective clients/customers. But to really guarantee that people show up, mention in your ads that the event will offer exclusive deals which can't be found online or anywhere else. Meaning, in order to receive the deal or to "activate" the coupon, it must be done in person at your health and/or beauty business's establishment.

In addition to social media, email, and mobile, you can also promote your grand opening celebration in print media like [Ad Pages](#), which is a Local Direct Mail Specialist for getting the word out to your community, delivering results to small business owners. Print media is alive and well; you should take advantage of it for the grand opening as well as for future promotional endeavors.

So what sort of exclusive deals can you offer in-person at the grand opening event? To motivate potential customers to come back as soon as possible, promote limited-time offers like discounted haircuts or teeth-cleanings that end within a specified period. If you offer manicures, you can offer patrons a free bottle of nail polish with their first manicure with you.

There's a lot of room for fun and creative discount ideas to publicize simultaneously as your grand opening. When people know that you're offering special deals or discounts, they'll want to check back with you often, beyond just the grand opening.

Plan a Soft Launch

Advertising will certainly give potential customers a sense of what to expect from your business and its grand opening. But before your actual grand opening, you can also do a soft launch leading up to the grand opening event.

During the soft launch, curious passersby in the neighborhood will likely drop in and want to find out more about your health and/or beauty business. Make sure to be available and your establishment fully operational during the soft launch period so people can learn more about the products and/or services you offer. This also provides you, as the business owner, an opportunity to learn about the community and answer any questions they may have. A soft launch will be good practice for how to run your business for the grand opening and the long haul.

You can also seek press coverage from local media to write about your new health and/or beauty business. The soft launch will give local journalists, social media influencers, and bloggers time to stop by and get an understanding of your business. When they publish articles about your business, you can share them on your social media pages and via email and generate that much more excitement for your grand opening.

You can even offer a select version of exclusive deals during the soft launch. But obviously, you want to build anticipation for the grand opening deal celebration. So don't publicize all of your discounts at once!

Invite Fellow Local Businesses

Reach out to local businesses in proximity to yours to see if they'd like to take part in your grand opening. Food vendors can give out free samples and other snacks to hungry new customers. Maybe there's a local business that can design shirts for your business while also promoting their services.

You'll need to build a foundation of support with local consumers, but doing the same with local business owners is just as essential. Your grand opening will set the tone for how involved you want to be in your community, so inviting local businesses will only benefit you over time.

Are you planning to launch a grand opening? Ad Pages is offering Free Grand Opening Ads in our magazine. That means design, postage, printing, and delivery to 25,000 homes are FREE for new business owners.

If you want to advertise the event among your local community and draw in a large crowd of customers, contact our consultants at Ad Pages for a [free consultation](#).