



Top 10 Marketing Strategies for Health and/or Beauty Businesses

You're naturally focused on making sure that clients look and feel good before they walk out of your beauty salon or spa. Don't forget to also keep your business itself looking fantastic. The beauty of your business depends on your approach to marketing.

With the right tactics, you can motivate clients to keep coming back as well as draw even more clients to your health and/or beauty business. Below are 10 marketing solutions for how to make all of this a reality.

1. *Maintain the Positive Reviews*

Online reviews will guarantee that more clients come to your business at some point in the future. That's because more positive reviews from people will elevate where your spa or beauty salon ranks in Google's search results.

Ask your clients to write about their experiences on Google reviews, Yelp, and/or social media like Facebook. Maybe they can also include a selfie to give visual evidence of your work.

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, so you don't have to worry about taking time away from handling the day-to-day operations of your business.

2. *Adopt Direct Mail Advertising*

Print is far from a dying medium. It's why coupon magazines, like Ad Pages, reach almost 2 million homes a month and thousands of local businesses choose to be in their magazine every month. You can submit coupons to print media, which informs locals about small businesses in their area.

3. *Ask Clients for Referrals*

Referrals organically draw new customers to your health and/or beauty business. People enjoy being recommended places face-to-face and/or over the phone by someone they trust and feel comfortable around.

Ask clients to help out by spreading the word about your haircuts, facials, manicures, etc. They can mention your business while chatting with friends and family or posting a selfie on social media.

Your client's social media post could be as little effort as updating their Facebook profile picture and tagging your business. That will let their friends and followers know that you were responsible for the most recent update to their personal style.

4. *Send Email Campaigns*

Email campaigns will solidify your loyal base of clients and help you attract new ones. Have a sign-up option on your website so clients can enter their emails, learn about exciting updates from your business, and forward your messages to friends and family.

Reach out to one of the business development advisors here at Ad Pages. We can help you strategize and optimize your email marketing strategy to help you reach your goals. Attracting new customers and generating more revenue are the core services we provide our clients.

Ad Pages Solutions offers comprehensive support for email marketing. It is vital that you get in front of your customers. Think of all of the different brands that you're subscribed to, and the emails you get in your inbox that keep you engaged with those brands.

5. *Bolster your SEO*

Another way to boost your website to the top of search results is by publishing unique keyword-related content. You will surely escape Google's dreaded second-page results thanks to effective SEO (search engine optimization) keywords.

In fact, you don't have to incorporate SEO solely within blog content. You can also use SEO in different subpages around your website. Keeping up with the algorithms of Google, Yahoo and Bing will enable your business to build on its existing site and appeal to new beauty clients. High-quality and authoritative content will make this achievable.

6. *Generate Targeted Ads*

To reach potential customers based on their browsing behavior and content preferences, you'll need to adopt display advertising. Targeted ads help you to raise brand awareness while staying on a budget, which is a necessary perk for any small business owner.

7. *Print Coupons*

Coupons are essential to growing your business. It's a smart tactic to offer coupons aligned with special occasions. For example, find out when the busiest time of year is for weddings and you can promote relevant coupons accordingly.

Order custom-designed coupon materials for your health and/or beauty business online by visiting AdPagesPrinting.com.

8. *Beautify Your Website*

Along with the beauty services in which you specialize, your website sets the overall tone for your brand image. Given that trends in web design are rapidly changing, you should review your website to see how aesthetically up-to-date it looks. Potential clients will have more trust in the quality of your services if the website design is clean and intuitive.

Did you know that Ad Pages Solutions offers [free website audits](#) to improve your online presence? These audits cover web design and a myriad of other services.

9. *Devote Time to Social Media*

People can access basic information about your business on social media, such as your hours of operation, where you're located, and what services you provide. Since Instagram is more visually oriented than Facebook, you should assign Instagram as your go-to for keeping followers up to date on your business.

Many hairstylists post the work they just completed for clients on their salon's story. It doesn't matter if you do or don't cut hair: As long as there is visual evidence of your work, we recommend posting frequently on your own Instagram story.

Ad Pages can help you and step in to create engaging content and posts on social media. We have 7 graphic designers on staff that help to create beautiful and appealing ads that get noticed. Give us a call today if you want to chat about our Digital Lead Generation programs today.

10. Boost Exclusive Digital Deals

Publicize monthly contests by asking your Instagram followers to share a particular post on their stories. Those followers can then be entered into a raffle to win free services. Contests like these will generate excitement and grab the attention of new customers.

Are you eager to boost your health and/or business and expand your clientele like never before? Does your small business need support in areas such as SEO, Websites, Direct Mail, Geofencing, SMS, and Email Campaigns? If so, contact our consultants at Ad Pages right away for a [free consultation](#).