

# Marketing

This is something that you will need to learn to be successful in just about any field, but especially this one. Even the first light bulb had to be installed for free as part of a marketing plan.

There are many ways to market yourself: Social Media, paid advertising (newspapers, magazines, online ads), introducing yourself to people with intention and more.

This is the thing you will need to spend time on **before, during and after** servicing your clients. As you get good at this you will have less and less time to do it, because you will have so many clients! Be aware: you will always want to dedicate some time to this part of your career since it is a crucial part to not only getting new clients, but keeping the clients you have.

We are going to focus on the free advertising in Social media: Instagram, Facebook and Snapchat. Most of you already have social media accounts. This is the same, but also different.

**Professionally** you will be posting with intention. The intention is to gain sales-attract clients and employers so you may gain more income. That is it!

Some simple no-no rules to posting professionally. **No bad language, no lewd pictures, no politics, or religion.** Simple social and supertime rules. Your prospective clients do not know you and are not your friends and may be turned off or even offended with these types of postings. You are not trying to attract friends, but clients so that you may increase your income. More than likely along the way many of your clients will become your friends over time.

Professional posting on social media does not mean you must share the intimate details of your life either. In fact, it means quite the opposite. Your personal life can and should stay personal in this arena. If you chose to share otherwise under other accounts, I suggest you do so with prejudice. Your postings once out there can not really be undone. Even if you delete them. A good tip is to never post if you are feeling overly emotional.

We will be teaching you on each of these three platforms. Each platform reaches out to a certain kind of demographic or client. Like Facebook is an older group, Instagram in the middle and snapchat is probably the youngest. All three of these demographics/clients get salon and spa services. Why should we exclude one?

Marketing Requirements:

Come up with your professional Facebook, Instagram and Snapchat name. These accounts can not be private. Remember: we are trying to reach to the public.

Then you will make a 'page' on your facebook account. (ie HairyMaryWaxer, PolishPeople, or just your name). Make your professional Instagram account and your Snapchat accounts.

Here at the school you will be required to take at least one picture every day. One third should be before and after's- so you will need to get into the habit of taking the picture of your client before you work on her/him, during the procedure and after.

You will learn how to take good photo's, tell a story and connect with your public. You will journal, create a portfolio and will have the most awesome story to look back on!

Every story starts with YOU!

Facebook name: \_\_\_\_\_

Facebook Page name and free website address: \_\_\_\_\_

Instagram name: \_\_\_\_\_

Snapchat name: \_\_\_\_\_

**Important Note: There will be one or more school officials/teachers following your accounts to help you along the way! (Don't worry- publicly there will only be thumbs up- but keep an eye on your private messages in the platforms so you can get valuable advice.)**

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