



Awesome Social Media Advertising Tips & Marketing Tricks

Salon Owner

GUIDE

Discover the secrets how to reach all the people
who matter most to your business

J . A L A N F L Y N N

Copyright 2015. All Rights Reserved

CHAPTER 1

WHAT IS SOCIAL MEDIA AND WHY DO YOU NEED IT?

To social or not to social? That is the question many people are asking themselves. Are all those Tweets, Likes, and Posts worth the effort? Quite simply, yes. Whether you want to promote your personal blog or launch a corporate Twitter account, you can successfully engage audiences through social networks. This guide will help you figure out what is SM and why you need it to connect with others.

What is social media?

Wikipedia has this definition:

Social media are media for social interaction, using highly accessible and scalable publishing techniques. The sites use web-based technologies to transform and broadcast media monologues into social media dialogues.

I think that still leaves you asking what is social media? I'll break it down a little more.

In other words, it refers to a group of sites that allow you to participate. For instance, on some blogs, you can comment. This starts off the opportunity to be social. You might find an article with 2500 comments. If you look at the article, you'll find several people having arguments or discussions in the comment section.

Next, you'll find sites that let you have discussions more easily. Like a chat room, for example, where you can have a text conversation in real time. Some of these also have voice, and many support video. Skype, for example, has become a major online communication company.

But many others specialize in being just social. Facebook has excellent capability to talk back and forth, but also has integrated games into it. You can play with people from around the world and talk while you do it.

Instagram offers a somewhat different idea. You can upload photos galore to these sites, and then friends can comment on the photos.

You can take this to many different levels that leave the question, what is social media, in the dust. For example, try out blurtit.com. This is a little bit different. Where Facebook allows you to sort of live online, this site gives you the chance to ask a question of the social Q&A community.

After you get answers or a lot of time passes, you can move on to another question. Weird, right? But kind of cool and addicting to answer questions and see what results people get and the comments.

SM is where the conversation happens.

From friends to family and colleagues to consumers, one of the ways to use SM is to connect with the people, places, and companies who are communicating online. As a SM user, you'll be able to engage with like-minded people, whether it's another café owner who shares your insistence on selling the freshest coffee possible or the consumer who cannot get through one more day without the product you're selling.

SM is how individuals and small companies enhance their revenue.

Now more than ever additional revenue streams are more important for individuals and small companies. One of the ways to use SM is to expand the reach of your message. You're no longer limited to audiences in the tri-state area. SM sites, such as Facebook, Twitter, and

YouTube, will help you spread your brand from Buffalo to Brussels. SM is how big companies stay competitive.

What is social media? Consumers use social networks and sites to read and share product reviews, search for solutions, and connect with companies. Large firms who want to maintain a competitive edge will use social media networks as part of a targeted campaign to engage audiences. For instance, one of the ways to use SM might include a nationwide contest to create the next company commercial or a YouTube video designed to generate viral buzz for your next gotta-have product.

Social media is how your advocates get the message out.

Do clients rave about your new muffin flavor? Will customers line up for hours just to get into your club? One of the ways to use SM is to make it easy for your biggest fans to share their love with others in the connected world, whether it's "liking" your Facebook Page or posting a Yelp review.

Social media is the cultural trend.

What is social media? Right now, it is how individuals and companies are choosing to gather and share information. And it's not just a fad for the young: more than one-quarter of adults over 50 years old use social networking sites, according to a 2010 A.A.R.P. study. So even if you think SM has all the staying power of a silly bands-type bracelet, you still need to have a presence-because SM is where your customers are right now.

What are you waiting for?

Now that you can answer the question "What is social media?" it's time to get onboard.

Whether you want to start a blog sharing your experiences as the home-schooling mom of seven or use Twitter to provide insight into your industry, don't wait any longer.

CHAPTER 2

WHAT MAKES SOCIAL MEDIA DIFFERENT?

To understand what makes Social Media Marketing different when considering the all-encompassing world of Online Marketing, it is important first of all to cover what exactly it is.

Social Media, by its very nature, is very socially driven and built on communication, interaction and relationships. It involves, but is not limited to, marketing via means of user-driven content. Social Media Marketing can therefore involve blogging, forums, social networking and social bookmarking sites to promote a product, service or even person.

If someone finds something of interest to them the natural reaction is to want to forward it on to friends who may then send it on to their friends and so on and so forth. If you are being forwarded a personal recommendation for a product or service by a friend, you are more likely to be open minded about accepting and trying it yourself. There is immediately a level of trust involved in recommendations of this kind and marketing of this type is generally thought to have more success than traditional marketing as it comes with an endorsement.

Social Media Marketing as part of your Online Marketing Strategy

Compared to traditional marketing and media, SMM grows from the interactions and communication you create around yourself. If you are able to communicate with your clients or

customers via online networks, you can build trust and relationships to improve the chances of people remembering you and recommending you to others.

Traditional marketing is less about communicating with others and concentrates on getting a message out. In this way it can be quite one-sided whereas Social Media Marketing is fun and natural.

Search Engine Optimisation focuses on ensuring the right content and information gets out to the right audience and Social Media Marketing concentrates on building on your online presence to ensure that your information is found by those who may not have been looking for you but who are within the reach of your social circles online.

Social Media Marketing Can Help To Reduce Your Marketing Costs

If you have happy customers, they will want to share reviews of your products or services with others and the more happy customers you have, the wider the net of potential new customers you could get. If you have a product or service that lends itself well to Social Media, for example, one that is easy enough for people to convey and explain simply enough on social networking sites then doing this can be more effective and targeted than relying on the hit and miss nature of traditional marketing and advertising. You could spend less money on Social Media Marketing than traditional marketing and find it to be more successful.

Social media can get your content out to a huge number of people through what is essentially word-of-mouth marketing. SMM can also increase your "linkability", i.e. the chances that your

website will be linked to from other websites and will drive traffic to your site through a community that you may not have been able to reach via traditional marketing methods.

Search Engine Optimisation and Social Media Marketing

There are obvious benefits for your SEO strategy if you are combining it with SMM. If your content is being shared online the chances are that there will be a link back to your website. A link is akin to a virtual thumbs up and online endorsement and the number of inbound links to your site is a way in which Google assesses the authority and relevance of your site. If you have a good number of high quality links to your website, you could see improvements on your rankings in the search engine results pages.

Your Social Media Strategy

Social Media Marketing does not need complex technical knowledge, neither does it require knowledge of how a website is set up. It is true that an understanding of HTML and search engines will definitely help you but if you do not have this information you can still build a successful campaign without it.

You can always take your strategy to the next level and use the services of an Online Marketing consultancy for a certain amount of guidance and direction when you feel comfortable knowing what to ask for but a successful Digital Marketing consultant will also be able to explain any area of Online Marketing to you to ensure you understand the value of the work being done.

Social Media Marketing should form an essential part of your Online Marketing strategy and is highly recommended for any salon owner looking to take their salon business to the next level.

THE ONE THING TO REMEMBER

Really, that's the point of what is social media - it's participation. You could just as easily call these sites participation sites.

You use them to interact with other people. You can post websites you like to Stumbleupon, news you like to Digg, videos you like to YouTube, or start a new personal blog at livejournal or blogspot.

And at every one of these sites, you can comment on everybody else's stuff. It makes the web a community, a place to get to know people or at least to share views. You can take that to another level if you want, or remain anonymous behind your screen name - it's up to you.

You can build a your salon salon business through these same sites, by sharing what you know through your sites and leading people to try solutions - products for sale - that will help them.

For each sale, you can earn a fee. If you can contact all of them at once and tell them when a new style to help them comes out, you can do quite well. What is social media? A way to join in, and the future of the web. That's the thing to remember.

CHAPTER 3

WHAT IS IT GOING TO DO FOR YOU?

When you belong to a group, you share information on your favourite hobbies, or talk about your work. With social media online it is the same concept. So, if you have been wondering what social media is all about, you now know that this is a platform where people can interact together.

You may be thinking that is great; but what is social media going to do for me? Good Question.

1. First of all, social media is a way for you to gain education, news, make friends and even speak up for a cause that is dear to you.

2. Secondly it can help salon business owners. What is social media going to do for your business? In salon business it is always important to try and reach new customers and that is why most salon businesses sign up with, at least, Facebook and Twitter.

These two social media sites are the most widely used, which in turn makes them the most powerful to the salon business owner. People, who are interested in what you are selling, or talking about, will follow you on these social networks. This means not only will they see the regular messages you put in front of them; they will be able to respond. What a great way to monitor what people are thinking about in relation to your business, and even yourself.

Along with the good though, comes the bad simply because it is so easy for some people to make slanderous or misleading remarks about your company, you need to spot these comments and make sure you handle them in a professional manner. This provides a great opportunity for you to perform some great public relations work. If this does happen to you, it may be possible for you to turn someone's bad thoughts about you, or your company, into good ones. Just remember to always pay attention to what anyone says on your social site, respond in a pleasant manner, and then you have a chance to turn a potentially bad situation into a good one.

So now that you know about media sites, what is this platform likely to do for your salon business? Well nothing actually - if you don't use it regularly. However, if you work them correctly, these social media sites can drive tons of traffic to your website, and many loyal customers. People like being able to leave comments, and even send you an email and in some cases, ask questions about your products.

If you are new to having a salon business online, you may be wondering what 'social media' is going to cost you. You can rest easy on this matter because places like Facebook and Twitter are absolutely free! This form of media provides you with a way to advertise your product, services or salon business opportunity, without costing you any money. You can pay to place an advertisement on Facebook, if you want to reach more people outside of your immediate followers - and it is extremely inexpensive.

It is time to bring your salon business into the twenty-first century, and quit wondering what social media is about and what is it good for, and simply start using it to interact online and build your salon business. There is no better way to get free traffic and prospects.

Why Is It So Important For My Salon Salon business?

Hang around with a couple of Internet marketers and you bound to hear the words "social media" or "web 2.0" (which is pretty much the same thing) every now and then.

Before getting to know why it is important to Internet marketers, you should first ask "what is social media"?

Everyday before work you go through the morning paper or perhaps listen to the radio to keep yourself updated on the latest news. The newspaper and radio are forms of media, a type of communication.

As you would have guessed, "web 2.0" or "social media" is a type of communication, e.g. Facebook, Twitter, and YouTube. Due to their huge user base, it would come as no surprise why getting in tune with these kinds of networking services is important for Internet marketers.

Why Social Media?

First of all, social media is a great advertising tool.

Anyone can view the contents you post up. It is not limited to hundred of people only. For example, Facebook and Twitters have millions of registered users and that means there are millions of possible visitors. The easiest way to get people to spread the word for you is to be unique.

You should read more about Facebook Viral Marketing and ensure you get your slice of the massive social media pie while you still can!

Getting your products or websites known is not easy due to huge competition.

After all, you are not the only fish in the pond. By using Facebook or Twitter, you can get your friends and families to help you spread the word. This method is easy, free and has the potential to go viral.

Second, using these new media strategies is a great way to make your presence known. You want to get as much exposure as possible, getting people to know who you are. There's no better way than to participate in social media... which is by far the most popular communication tool of today.

It is recommended to join as many social media networks as possible but only focus on a few.

Let say your blog is your main social media platform and you keep it updated with articles or product information. From there you can spread the word about your blogs through other networking sites like Facebook or Twitter. This way you need not spend much effort providing special content for each social media but at the same time, still get the word out to as many people as you can.

Market Research

Social media can be used as a market research. People love to share things on Facebook, Twitter, Facebook - the list goes on...

Take a look at what's popular, find a gap and fulfill it.

One of the best ways to make sure you come up with a product your market would want is to find out what problems they are facing. Through use of these free tools, you'll be able to pinpoint what they need and maybe even find the solution directly from your market as well.

CHAPTER 4

HOW TO USE SOCIAL MEDIA FOR SALON BUSINESS MARKETING!

How to use social media for salon business marketing effectively is a question most salon business owners ask themselves nowadays. The growing awareness of the importance of implementing an effective social media strategy to market your salon business online is a sure message that you need to use social media.

Social media can be that one factor that can make or break your salon business. It can either be the most effective and efficient tool that will help you achieve your goals, or the worst thing that will give you frustrating experiences in your online marketing career. You get to plan, choose and decide on how you will approach and influence the effect of social media marketing in your salon business, so everything depends on you.

To make sure that you are on the right track, here are some considerations to ensure that your social media marketing investments are working for you and your salon business.

Choose & Execute Your Strategy Properly

There are a number of ways to use social media to market a salon business, but you should only choose the most suitable and most effective ones. Select the strategy that you feel will really support or contribute to your salon business as a whole. Make sure to use this method

appropriately to achieve the best possible results. You will get easily overwhelmed if you try to do too many things at once so concentrate on a single goal and eventually you shall achieve your primary objective.

Plan Your Activities

Mapping the decisions that you have made about your social media activities is a sure efficient way to excel in this type of marketing. You should have a planning calendar where you can put all of your activities, as well as the accounts that you are using in posting and how often you update your posts.

A social media calendar is a 'must have' planning tool because it will help you organize your social activities so you can deliver your marketing message clearly to your followers or community. When you have filled the calendar with all your activities, you will see the exact topics and themes that you should cover, together with the other marketing and promotional activities that you still need to undertake.

In addition to keeping a calendar, you should make sure that all of the things that you published can be created, shared, tracked and managed to maximize their exposure.

Monitor Your Results

You planned, you executed the plan now you have to keep an eye on your results, monitor the results and figure out what they mean for your salon business. The calendar is an excellent tool

for tracking your metrics for the entire year. It can keep tallies of several statistics that can help you determine which campaign is working and which one is not.

Check and analyze these results you are receiving from social media, they will help you adjust your plans to optimize your campaigns and hit your goals.

CHAPTER 5

Tips On How To Use Social Media For Your Business

Here are 5 tips on how to use social media for your salon business. If you have a business, or if you wish to create a brand new salon business online, then social media is an absolute must for you to use, as the potential is incredible.

Tip 1. Social media is a vehicle to build your salon business, but it is not wise to sell directly from your social media pages. People will interact with you if they feel you have some interesting information, or you can give them tips and advice, but they will soon get fed up with you if you try to sell to them directly. What you need to do is engage with them and get them to visit your blog or website, and from there start to move them on from simply being social media acquaintances.

Tip 2. The best way to get someone from your Facebook page or Twitter page etc, is to tempt them with some free information or gifts which they can obtain if they go to your blog or website. Once they get there you should have an opt in box that they need to fill in with their name and email address in order to get the free information or gifts they want. Once you have captured their email addresses you can then send them more quality content along with promotional material that you can start making money from.

Tip 3. You may be wondering which sites you should use to promote your salon business. There are many, many sites that you can use, but I will pick out 5 that I think are crucial to your ongoing success. I would certainly use Facebook and Twitter, which as you are probably aware are enormously popular and can be of great benefit to you. I would also use YouTube, as this site has billions of hits per year, and if you use it in the correct way can get you hundreds of daily visitors to your website. I would use LinkedIn, which many of the big hitters in the internet marketing field use, and which you could forge some very important links with many salon business professionals. And lastly I would use Pinterest, which is a fast growing and popular social media site that lots of people are raving about and are getting great results from.

Tip 4. When you are interacting with people on social media sites and building up your contacts on these pages, you must not come over as a sales person in any way. Remember that people use these sites to find information, contact people and make friends, they do not go there for some heavy sales patter. So you must be friendly and helpful to people, build up their trust by showing interest in them and their lives and activities.

Tip 5. On many sites there are groups that you can join. What you need to do is search for groups that are directly or even indirectly linked to your form of salon business. Once you have joined these groups you can then join in discussions with people, give them advice, helpful information, and generally make lots of contacts with people that could be interested in what you have to offer for your salon business further down the line.

I hope these 5 tips on how to use social media to promote your salon business have been helpful to you, all you now need to do is take action.

Choose the Social Media Sites You Want to Use and Set Up Accounts.

I recommend using Facebook, Twitter and LinkedIn as a minimum and start connecting and searching for people you know and building your inner circle. It's likely you already use one or more of these for personal use (such as Facebook) and already have a good deal of contacts. Use that as a start and remember to start connecting with people online that you meet in person as well. It allows you to network not just in person but on the internet and more deeply engage with contacts you wouldn't normally see all the time.

Have a central online hub and send visitors there.

This could be your company website or your personal blog, but you need to have a centralized place online to send visitors. Social media such as Twitter, Facebook, and LinkedIn are tools to send contacts to your central hub online and find out what it is that you do.

Provide Valuable Information to Your Contacts.

The more you give the more you shall receive has always been my motto of life, but it applies here too. Give away more free valuable information and the more people will be willing to engage with you and listen to what you have to say. I suggest posting 1 - 2 articles per week and 1 - 2 shorter posts on your social media sites that could be useful to your target audience.

Develop Your List.

'The List' no longer refers to purchased lists of contacts or even your personal lists of prospects to call. We live in an age where messages and people can be easily ignored if we feel bothered by them. By providing useful information to your target you are slowly but surely positioning yourself as an expert in your field and pulling leads to you or your salon business. Your goal is to send traffic to your central hub by providing valuable content and lead potential customers to opt-in to your e-mail list. By doing this instead of continually bugging your leads, you are more likely to have an engaged and loyal following of your brand because your contacts are giving you permission to market to them. They're more likely to value you and your company or service and potentially buy from you because they chose to instead of you trying to cold-call or convince them they need your product or service.

Rinse, Repeat.

Consistency is key here. I've made the mistake of being inconsistent with my value-driven content in the past and what did it bring? Zero results. You must continually be creating content through articles, videos, podcasts, and blog posts and be consistent to see results in the online marketing arena. Continue to provide content, share with your social media outlets,

send contacts to your site, and build relationships with your e-mail list and you will see results.

But like anything else, results are not instant. Give it time and you will begin to pull in potential customers instead of push away irritated prospects.

CHAPTER 6

How to Use for Providing Effective Customer Care Experience

The face of social interaction is changing with time. People rather prefer to send an sms or an e-mail to others to stay in touch than calling them personally. In fact, many people have been using social media to vent bad experiences about a bad service or a product, which poses a potential threat for companies that are trying hard to promote their products for the online community. But if done wisely, negative comments or complaints posted online can also prove to be a potential salon business opportunity to promote your products and attract new customers.

If you look at the benefits of using social media as an effective customer service tool, they are huge. The strategy provides you with quick reach to real problems faced by your customers, interact with them directly, and provide them with immediate solutions and win back their trust and also of others. It is your chance to prove that you care for your customers and are ready to go that extra mile. It also conveys to your customers that the company is available and listening in case something goes wrong again- even in future.

Various social media firms have understood the potential benefits of using social media as an effective customer care tool. Listed below are some of the tips that can make your customer service more beneficial:

1) Intelligent handling

For those using Twitter, it makes sense to use a secondary account for maintaining your customer service portfolio. For example, you can create another twitter id in addition to your main id such as @ABCCustomerService. When you receive a tweet from a client on your main account, you can reply to the customer from your main account telling him/her that you are aware of the issue and that the @ABCCustomerService will be contacting them. This way, you have made it public that you are concerned about the problem the customer has been facing, and at the same time, you respect customer's privacy and avoiding getting a clutter on your timeline.

2) Respond quickly

Try to be as quick as possible when it comes to complaint handling. Aim at sending a reply within 5 minutes of receiving a complaint.

3) Humanize the conversation

Always try to make it sound like a personal interaction between a customer and the organization. The customers should know with whom they are interacting with. Draft a reply such as "We are sorry to hear about your experience with our product/service.

We will do whatever possible to resolve this. - Merissa K." Having a human face to deal with their problems is something every salon business should look for when a customer is raising a concern rather than sending an automated message.

4) Reply in a helpful tone

Always let the customer know that you are concerned about their problem and are willing to do anything possible to help them. This would not only help you maintain an existing customer but also win a few more. Never, at any cost, sound hostile, indifferent, or mean to your customers. Also, don't ever make an attempt to hide or control the issue by using wrong means. Social media is a powerful and effective tool to gather public attention and harness an image that would stay with you for the longest possible duration.

5) Monitor and update the progress regularly

Monitor all interactions regularly - whether resolved or unresolved. Just check whether your team did whatever was possible to handle a situation and what was the outcome from this.

Handling social media requires a good amount of intelligence, customer servicing attitude, and regular follow up. Just ensure that you are all ears to your customers and let nothing come in your way while promising them a good customer service experience.