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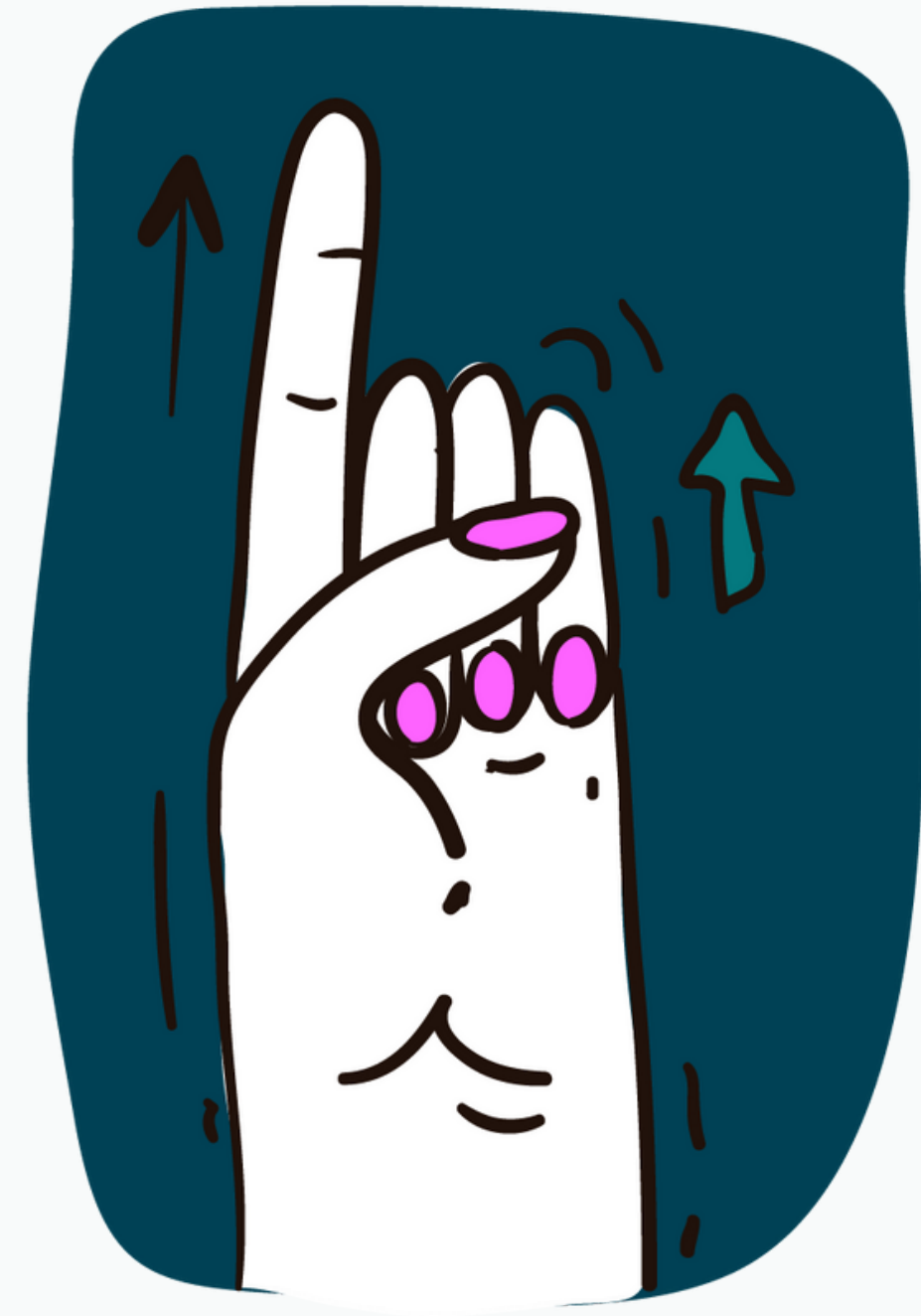
7 Digital Marketing Ideas That Will Give Your Beauty Business a Boost



overview

Ready to build a better digital marketing strategy for your beauty business?

Follow our tips and get started being found by more clients online!



1. Get more reviews.

Your potential customers want to hear and see how your current customers are feeling about their experiences at your business.

Your online reputation is extremely important, and this can be a determining factor for consumers who are looking for a new beauty provider. Finding a new stylist can be intimidating, but positive feedback can be the deciding factor when looking at a new beauty provider.

And, consumers are more likely to click on businesses with a high review star rating. A recent study found that 56 percent of people will click on a business in the local search results if it has positive reviews, even if it's not the top result.

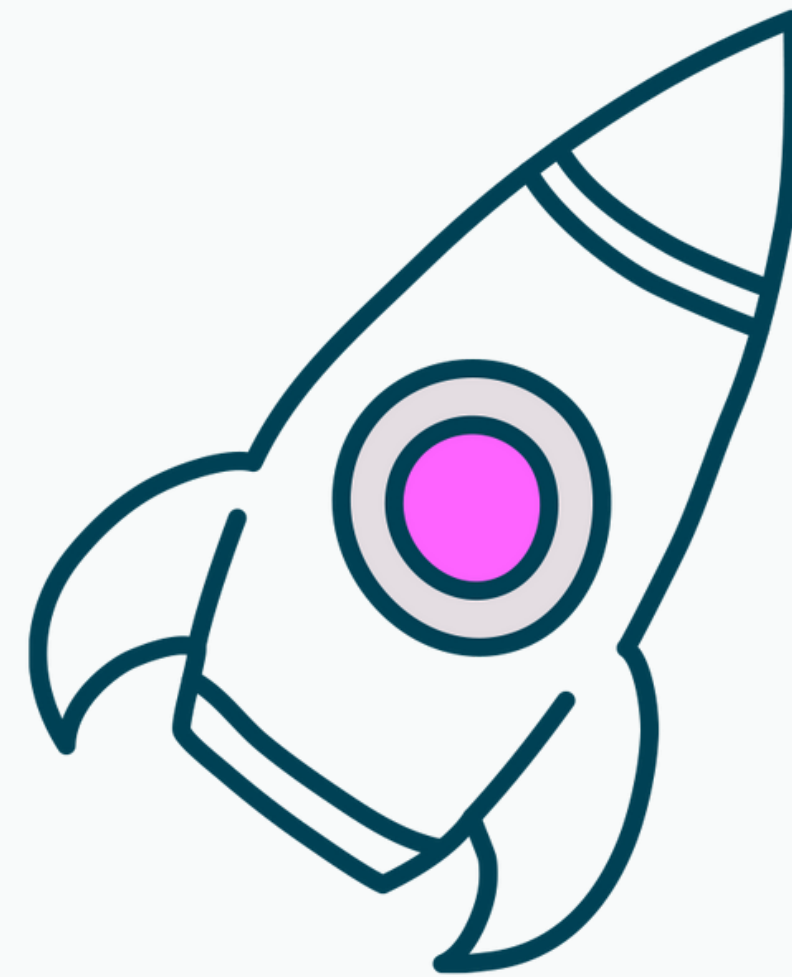
Make sure you have a steady

... Get more reviews.

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Encourage your happy clients to leave feedback with the exact services they purchased during their visit. This will highlight your team's skills in reviews, showing consumers that you are good at what you do.

And, when clients mention a specific service, they are adding keywords to their review, giving it some local search marketing power!



2. Perfect your online social game.

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Potential customers will go to Facebook or Instagram to see your most recent work. Photos are a great way to showcase your team's skills and get new clients in the door.

Post often and post high-quality content that will validate your experience within your industry.

Setting up a daily or weekly social media to-do list is a great way to stay organised and on task with getting those posts up.

... Perfect your online social game.

Here are some ideas for photos your beauty business can post on social media:

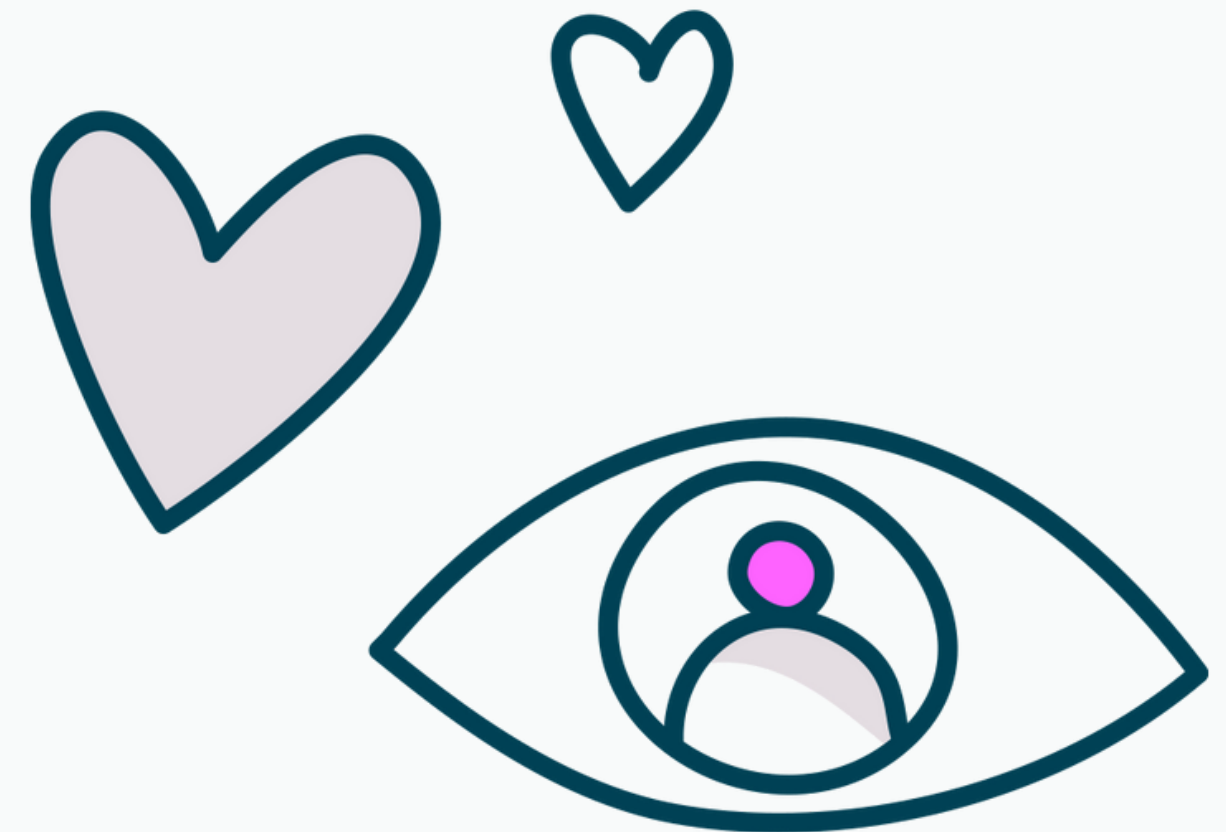
- Before and after images of clients
- Photos of the interior of your salon or spa
- Photos of your stylists, technicians, aestheticians, etc (you can feature a new employee each week)
- Products or sale items
- Gift baskets during holidays
- Quick tutorial videos (how to curl your hair using a straightener, etc)

And if you're on Instagram, don't forget to use local hashtags.

3. Be brand consistent.

A great brand is built over time but requires great intention.

From your business name, logo and tagline to your products and services, consistency is key. Be strategic about how you represent your business in all aspects from the moment your customers meet your business online to the moment they walk through your door.



4. Allow clients to book appointments online.

This makes it easy for a consumer who is researching your business to choose your business over the competition.

Who uses a phone to call people anymore, anyway?



5. List pricing and services on your website.

If you list these in the content of your site, you'll give those browsing consumers a good idea of how much they are going to pay, and that content can help your local search ranking!



7. Update your Google My Business listing.

Make sure when people search for your on Google, your business information is up to date and they can get in contact with you in a couple of clicks.



7. Try social media advertising.

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Facebook and Instagram ads with location-specific (and demographic) targeting are a great way to put your beauty business in front of local consumers who have never heard of your business or are still on the fence about trying you.

Pair those ads with a landing page or discount, and you'll improve your chances of bringing in even more customers. Using a service like Leedr means you don't need to be an expert or break the bank to get amazing results.

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