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# Make Over Your Marketing: 12 Months Of Marketing For Salon And Spa

make over  
your marketing

12 months of marketing  
for salon and spa



## Synopsis

One of the few books of its kind, written specifically for salon and spa professionals, *Make Over Your Marketing* is a practical guide to changing the way that you understand marketing and to learn how to make your marketing work to build your client base, sell more retail, generate referrals organically, have more fun, and to build a bigger role for the salon and spa in the lives of clients. Each chapter provides the knowledge and tools to make over a specific aspect of salon and spa marketing. And each chapter is packed with page after page of unique ideas to help create compelling promotions, events and overall marketing in the salon and spa throughout the year. While it is written specifically with the salon or spa in mind, it can be utilized equally well by any personal care or service-oriented professional or business. This book will be a valuable source of inspiration, guidance and ideas for owners, managers and established industry professionals as well as for recent graduates who want to begin building their own client base.

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## Customer Reviews

This is a fantastic book. It covers every possible marketing idea by the relevant months. It takes the thinking out of setting up your marketing. Teamed with *Explode Your Salon Business* you can turn

yourself into a marketing machine!!

Well written, good content and tons of valuable resources. I like how it is laid out in monthly increments with inspirations for the salon teams to keep them motivated. Thanks so much for this book Elisabeth.

There were a ton, and I mean a TON, of ideas in this book. If you want to do promotions in February, there are ideas specific to February, Ideas for June? Loads of them. However, I felt like after a while it got redundant and a little unimaginative. I work in the marketing department of a salon and was hoping for a bit more in-depth, helpful advice for growing our business. Instead, I got ideas about partnering with other businesses, holding events, etc. These will grow business...to an extent. I was hoping for a lot more than just partnership ideas and events, so slightly disappointed overall, but at least I did get a few good ideas from the book.

I found this book to be very refreshing. Great tips and ideas for salons or any other business. Great book !!

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