



Marketing Ideas - 6

Designed for Hairdressing Salons

The following marketing idea have been tried and tested, however UK Exhibition accepts no responsibility for your own adoption to your business. Please treat the following as guidance notes:

Feedback: Please email us if you find the below information of great benefit + if you have used the idea, also tell us the results as feedback is paramount to all businesses - [Best of Luck](#)

Advertising on Mirror Frames

The following marketing idea is designed to assist Hairdressing Salons and outlets that allow customers to use a mirror, such as a changing room etc however; it can also be adopted in a wide range of service areas

Marketing idea is popular with public as it is easy to enter and the administration is easier to run

The Promotion:

Approach local firms and your suppliers to encourage them to advertise their services with you for a small fee. Firms supply their own advertising leaflet (size specified by you) and these are displayed around each mirror within your premises.

- Each mirror could hold 20 / 30 leaflets (business card size is more than ideal)

When customers are seated, they are invited to take part in a competition which is held once a month and offer an attractive prize, to enter the competition customers write down on their application forms the names of the firms or locate what they sell on a hidden on a rectangle word frame (this is better). To make this harder only use 65% of the firms mentioned.

- The game helps pass the time while customers are waiting in the salon

The entry forms are entered into a drum then drawn at the end of the month, Winner is the first correct name drawn - Make sure that you have a master form to double check the entry - When the winner has been verified display this name on a poster and make direct contact with them as customers do not come to hairdressing salons every day - So direct contact is vital

Equipment needed:

- Entry forms 6" x 4"
- Raffle Drum for placing completed forms + for drawing the winners name
- 25 advertisements on business cards or postcards (bright and colourful)

Your advertising rate should be at least £50 per annum:

- With 25 advertises this generates £1,250 income
- Advertisers are responsible for supplying the business card / postcard
- Advertisers should amend the cards to meet with their latest offer
- Encourage them to amend as this also ensures that the competition does not lose its appeal.
- **The draw:** Ask a customer to make the draw not members of staff - this makes the draw fair
- **The Prize:** Hair cuts / Perm/ Highlights - perfect if given out in slack periods
- **Limitation:** Create no limit on each customer entering, encourage family members