

# RUN CONTESTS. ENCOURAGE. SET EXPECTATIONS.

## RUN CONTESTS

Running contests is a fun way to get your guests and coworkers excited and involved. What are some examples of contests that you could run with your clients?

1.

2.

3.

## ENCOURAGE

When Peyton's guests come in, they are already aware of the fact that they will be doing a photoshoot. What do you say to your clients and or new clients that have never had that "photoshoot experience"?

What tools does Peyton use for her photoshoot?



## SET EXPECTATIONS

What kind of strategies do you use when posting clients pictures?

How could your post influence or inspire your guests to share your work?



## SOCIAL MEDIA STRATEGY

### **RUN CONTESTS:**

Who doesn't like to play games? It feels fun and like you're a part of something. Plus, if you win, you get bragging rights and a cool prize out of it. Peyton runs contests to keep her clients excited about posting and engaging. When they tag a service provider and the salon they get entered into the contest. SMART.

### **ENCOURAGE:**

Do you even photoshoot, though? Peyton makes the photoshoot a part of her service and the guests already know it's going to happen. When you encourage your guest by making them feel great, this creates a seamless experience.

### **SET EXPECTATIONS:**

It's good to post your clients photo, but it could be even better if you post it just a little bit later. Setting this expectation really helps because the client will be eager to post it right away, that gives opportunity to be tagged and featured by your client again which gives you more visibility!

