

# **EVOLVE. PROPEL. BUILD RELATIONSHIPS.**

## **EVOLVE**

Social media is a great tool that can get us connected with potential referrals and current clients. Alex makes sure his entire salon is off of “private” and on social media. Are you on social media?

If so, do you have a separate business profile?

Why is this important?

## **PROPEL**

When we share our work on social media, plain and simple, it gives us free exposure. So, the more it's shown, the better! In what ways could you gain more exposure just from ONE appointment?



## BUILD RELATIONSHIPS

As we all know, being a stylist is more than just “doing hair.” We see so many guests each week, it can be hard to remember everything! In what ways could you show your clients you care and make them feel special?



## SOCIAL MEDIA STRATEGY

### **EVOLVE:**

Social media changes faster than you can blink your eyes and if you want to be up to date and involved YOU need to change with it. When Alex’s whole team is actively posting and utilizing social media, that equals more exposure. What does that mean? FREE ADVERTISING! Use your resources. Don’t be silly.

### **PROPEL:**

The more the merrier! Alex makes sure he’s strategic about how he posts. He makes a post on his professional account, on the salon’s account and then the client will post as well. This creates three different avenues for his work to be seen to all different kinds of networks.

### **BUILD RELATIONSHIPS:**

Everyone just wants to be cared about. So, Alex makes sure he follows ALL of his clients on Social media to make sure he can remember small details. So, on the next appointment he won’t feel frazzled or lost when his client is saying “remember when I told you about...” He’s ahead of the game!

