



# **ENCOURAGE. KEEP MOVING. INNOVATE.**



## **ENCOURAGE**

From the video, what are examples of easy ways to get your guests to follow your social media pages?

Is it important to create easy and fun ways to interact with and inform your guests? Explain why or why not.



## **KEEP MOVING**

When you email and text your guest, it makes it easier because not many people really want to call to book anymore.

True.

False





## INNOVATE

What ways does Jaison's team use to connect with guests and update appointments?

Is this helpful? Why?



## SOCIAL MEDIA STRATEGY

**ENCOURAGE:** If you show them, they will follow! By placing simple things like social media handles and fun phone holders in convenient areas for guests to have a fun experience really helps Jaison's salon really stand out AND create a unique and Instagram-able experience. Can anyone say "Free Press"?

**KEEP MOVING:** When it's easy there is a higher chance of retention, which means more \$\$\$\$. By using easy email and text apps to remind guest's it's time to book, this helps keep (especially busy guests) up to date and feeling happy! That means no calls trying to fit in and missing appointments or frustrated clients.

**INNOVATE:** By using up to date technology, this helps everyone stay at the pulse of everything. So, the entire salon can work together. Blowout running longer than expected? It also updates in real time to everyone, including the client, if you update a time change! Now, that's cool.

