



SOCIAL DIGITAL iSUMMIT

MARKET, BRAND,
and GROW through
SOCIAL DIGITAL
STRATEGIES

TWO SESSIONS IN 2021
MAY 23-26 & OCT. 24-27
TAMPA, FLORIDA



Has the thought of becoming skillful at Digital Marketing Strategies ever made you feel...

- OVERWHELMED about Google page one SEO, online reviews, online booking, website savviness, mastering social media?

- FRUSTRATED when your posts aren't bringing in new guests?
- Like you're WASTING your time and money?

- WORRIED that your team knows more about social media than you?

YOU ARE NOT ALONE!

WE'RE HERE TO HELP YOU...

- INCREASE your percentage of growth by using Digital Marketing and Branding

- RAISE your NEW GUEST COUNT
- NAVIGATE the ONLINE BOOKING curve more efficiently
- Get to PAGE ONE on Google

- BECOME a Social Media coach and mentor for your staff
- Leave with a SPECIFIC Digital Marketing and Branding plan for SUCCESS!

THE RIGHT CLASS AT THE RIGHT TIME! HERE'S WHAT ATTENDEES ARE SAYING.



Having a Social Digital plan is so refreshing and so much less overwhelming. We now have a sense of where we are going and what we need to focus on.

- Lisa Lipani, Carl Michael Salon



The Social Digital iSummit program taught me that it's not just about posting and hoping for the best. It's about Digital Marketing and Branding in specific leveraged ways. It's a learning process.

- Jennifer Boutwell, Salon Sanity



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SUMMIT
SALON BUSINESS CENTER

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or call 1-800-718-5949.



SOCIAL DIGITAL iSUMMIT DAY BY DAY

DAY 1 GOOGLE EXPERIENCE

- Explore the quantum leap in the salon company's Social Digital Ecosystem.
- Understand the Google Experience and the impact it has on growing your company.
- Google My Business™ Reboot: Unleash the Power of your Google My Business Page.

DAY 2 WEBSITE EXPERIENCE

- Understand the Website Experience and what new websites are doing to create surges in new business.
- Learn the eight key strategies to creating a powerful social-digital-friendly website.
- Understand Google Analytics and what it says about your website's impact on driving new guests into your salon company.

DAY 3 SOCIAL MEDIA EXPERIENCE

- Get your staff behind your marketing and branding efforts.
- Increase your year-to-date growth by as much as 20 percent.
- Retain and grow new and veteran staff faster than ever.

DAY 4 SOCIAL DIGITAL GUEST EXPERIENCE

- Make exciting first impressions on potential guests before they step foot in your business.
- Build an extraordinary Social Digital Experience for each guest within your salon company.
- Retain and grow new and veteran staff faster than ever.



As a salon owner when I first came to The Summit I left with a road map for what to do to grow my company. After attending the Social Digital iSummit I have another roadmap—a Social Digital roadmap. It is just what I was looking for to take my salon company to the next level.

—Denise Briones Russell,
Special FX Salon and Day Spa

Proven Systems! Proven Results! Summit Salon Business Center is the world's largest salon, spa, barbershop, and school consulting company. Our Summit Salon Seminar, Consulting, Product, Front Desk, Associate, Social Digital, and Financial Services divisions offer field-proven initiatives, best-in-class expertise, world-class infrastructure, and a culture that values trust.

REQUIREMENTS FOR ATTENDANCE

Must have attended our core 3.5 day program, THE SUMMIT



TUITION: \$1,750 or 116,675 points for **two people** from the same business

- \$500 each for additional staff
- Single Ticket: \$1,000 (Limited Seats)
- \$250 deposit due at signup

3.5 DAYS IN TAMPA, FL

2021 DATES TO CHOOSE FROM

MAY 23–26
CLICK TO RESERVE

OCTOBER 24–27
CLICK TO RESERVE



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