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Automatisch gegenereerde beschrijving

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**Afbeelding met tekst, illustratie

Automatisch gegenereerde beschrijvingAfbeelding met tekst

Automatisch gegenereerde beschrijving Afbeelding met tekst, illustratie

Automatisch gegenereerde beschrijving**

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# 1. Setting up a sustainable business

**Lesson 1**

Media used for this lesson is:

* Student’s manual
* Computer/laptop

**Assignments**

The assignments are made on assignment papers that can be printed. In this level the final assignment is build up out of different assignments.

**Evaluation forms**

There is an evaluation form for the presentation of the sustainable business plan and the pitch discussion with the criteria to be evaluated.

**Assignments + evaluation forms – Producing a sustainable product**

     student’s manual: page 16

**Make a presentation of your sustainable business plan, using the criteria below.**

**Present your presentation to a jury of experts/investors.**

**Convince them in a pitch discussion of your sustainable product.**

 Brainstorm and defining the concept                 student’s manual: page 16

* **Brainstorm about a sustainable product that you would like to be produced in the hairdressing sector on the next page.**
* **Think about a suitable name for the product.**
* **Define the concept and philosophy and how does this fit into the SDG’s.**
* **Choose raw materials and describe their impact on people, planet, profit.**
* **Think about the providers: local or not?**
* **Manufacturing of the product: where + how?**
* **Define the packaging.**
* **Think about means of transportation.**
* **Describe the marketing strategies and the growth rates.**
* **Think about ways to recycle.**
* **Complete the financials.**

**Brainstorm**

**A suitable name for the product: ……………………………………………………………………………………………..**

**Define the concept and philosophy:**

**How does this fit into the SDG’s?**

**Which raw materials will be used? Describe their impact on people, planet and profit.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Raw material** | **Impact on people** | **Impact on planet** | **Impact on profit** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Who will be your providers? Local or not?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Provider** | **Contact info** | **Local** | **Not local** |
|  |  | **□** | **□** |
|  |  | **□** | **□** |
|  |  | **□** | **□** |
|  |  | **□** | **□** |
|  |  | **□** | **□** |

**Where will the product be manufactured?**

|  |  |
| --- | --- |
| **What part of the product will be manufactured?** | **Manufacture company – contact info** |
|  |  |
|  |  |
|  |  |
|  |  |

**How will the different parts of the product or the product on its own be manufactured? What is the manufacturing process?**

|  |  |
| --- | --- |
| **What part of the product will be manufactured?** | **Description of the manufacturing process** |
|  |  |
|  |  |
|  |  |
|  |  |

**What packaging will be used?**

**How will your product or product parts be transported?**

**Describe the marketing strategies you will use.**

**Describe the growth rates in words or in visuals.**

**Visuals**

**How will you recycle the product and the packaging?**

|  |  |
| --- | --- |
| **Recycling of the product (parts)** | **Recycling of the packaging** |
|  |  |

**Complete the financials. Talk numbers. What do you need as an investment, what can you put in your business, what about loans, what about assurances, …**

                                                               Assignment student’s manual p. 5

**The teacher will score your brainstorm and preparation on the concept.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Evaluation criteria** | **Outstanding** | **Very good** | **Average** | **Below average** |
| Your brainstorm was wide and included good ideas. |  |  |  |  |
| You came up with a suitable name for the product. |  |  |  |  |
| You defined the concept well and clear. |  |  |  |  |
| You defined the philosophy well and clear. |  |  |  |  |
| The concept and the philosophy fit into the SDG’s. |  |  |  |  |
| You explained in a clear way how the concept and the philosophy fit into the SDG’s. |  |  |  |  |
| You made a good choice of raw material for your product. |  |  |  |  |
| You described what the impact of the chosen raw material is on people. |  |  |  |  |
| You described what the impact of the chosen raw material is on planet. |  |  |  |  |
| You described what the impact of the chosen raw material is on profit. |  |  |  |  |
| You made a good choice of providers for your product. |  |  |  |  |
| Most of the chosen providers are local providers. |  |  |  |  |
| You made it clear where the product (parts) will be manufactured. |  |  |  |  |
| You defined the manufacturing process in a clear way. |  |  |  |  |
| You defined the packaging well. |  |  |  |  |
| You described the means of transportation well. |  |  |  |  |
| You chose the most suitable marketing strategies for your product. |  |  |  |  |
| You explained the growth rates in a clear way or with good visuals. |  |  |  |  |
| You explained correctly how the product could be recycled. |  |  |  |  |
| You explained correctly how the packaging could be recycled. |  |  |  |  |
| You were clear in the explanation of the number. |  |  |  |  |
| You were complete in the explanation of the numbers. |  |  |  |  |

|  |
| --- |
| Which adjustments are needed before you start preparing the presentation for experts/investors? |
|  |

|  |
| --- |
| What did you do well? |
|  |

 Preparing presentation for experts/investors     student’s manual: page 17

**Prepare a presentation in PowerPoint/Prezi/other tool for experts or investors. Make sure you have the following subjects included in the presentation. Use the preparation from the previous assignment.**

**Name of the product**  
- define the choice of the name

**Market opportunities**  
- define your market: What business are you in?  
- total market size: What is your niche?  
- customers: clearly define exactly who you serve

**Problem – solution**  
- problem: define the problem/need you are solving and for who  
- solution: who else is already doing this and what are they doing right or wrong?

**Product and service**- tell the story of your customer and how they use/value your product

**Manufacturing**  
- which raw materials do you use and why this choice?  
- what about the packaging?  
- what about transportation?   
- how will you recycle your own waste and waste from your product?

**Marketing and growth strategy**  
- where are your customers looking today and finding the product.  
- where will you get in front of them?  
- how will you achieve your target growth rates?  
- what are the most important and unique channels and methods you will use to find and win customers?  
- how are you doing it differently than others in the space?

**Competition**  
- who do you compete with?  
- what makes you unique?

**Financials**  
- highlight each of the following items yearly for at least 3 years: total customers, total revenue, total expense, EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation)

**Investment**  
- how much money do you need from the investors?  
- how will you use the money?  
- what advice do you need from the experts?

                                                             Assignment student’s manual p. 17

**The teacher will evaluate your presentation.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Evaluation criteria** | **Outstanding** | **Very good** | **Average** | **Below average** |
| You defined the choice of the name. |  |  |  |  |
| You defined your market (what kind of business). |  |  |  |  |
| You defined the total market size (what’s your niche). |  |  |  |  |
| You defined clearly the customers. |  |  |  |  |
| You defined the problem/need you are solving and for who. |  |  |  |  |
| You defined who else is already doing this and what they are doing right or wrong. |  |  |  |  |
| You told the story of your customer and how they use/value your product. |  |  |  |  |
| You defined the choice of the raw materials. |  |  |  |  |
| You defined the packaging and its manufacturing. |  |  |  |  |
| You defined the transportation. |  |  |  |  |
| You defined how to recycle waste from the product. |  |  |  |  |
| You defined where your customers are looking today to find the product. |  |  |  |  |
| You defined where you will get in front of them. |  |  |  |  |
| You defined how you will achieve tor target growth rates. |  |  |  |  |
| You defined the most unique channels and methods to find and win customers. |  |  |  |  |
| You defined how you are doing it differently than others in the space. |  |  |  |  |
| You defined who you compete with. |  |  |  |  |
| You defined what makes you unique. |  |  |  |  |
| You highlighted the financial items. |  |  |  |  |
| You know how much money/advice you need from the investors/experts. |  |  |  |  |
| You defined how you will use their money/knowledge. |  |  |  |  |

|  |
| --- |
| What are you going to adjust and why? |
|  |

 Preparing the pitch discussion                        student’s manual: page 19

**Create a visually appealing presentation as much as possible. The goal is for your visuals to give power and create engagement that adds to your message or speech. Then, also work very conscientiously on your messaging. Use the guidelines in your student’s manual p. 18-20.**

**Have a pitch discussion.**

                                                             Assignment student’s manual p. 19

**The experts/investors will evaluate your presentation first.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Evaluation criteria – self evaluation** | **Outstanding** | **Very good** | **Average** | **Below average** |
| The information on the slides was accurate. |  |  |  |  |
| The information on the slides was complete |  |  |  |  |
| The visuals were well chosen. |  |  |  |  |
| The visuals support the spoken and written text. |  |  |  |  |
| The presentation had the right length of time. |  |  |  |  |

**The experts/investors will evaluate your pitch discussion.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Evaluation criteria** | **Outstanding** | **Very good** | **Average** | **Below average** |
| The language used was clear. |  |  |  |  |
| The speaker knows what he/she is talking about. |  |  |  |  |
| The speaker was convincing. |  |  |  |  |
| The speaker had interaction with us. |  |  |  |  |
| I will invest in the product. |  |  |  |  |

|  |
| --- |
| Did you achieve your goal? Will the experts/investors invest in your product? |
|  |

# 2.Energy in the hairdressing salon II

The tools needed for teaching are:

* Power Point presentation.
* Activity sheets.
* Computers with Internet connection.
* Projector or digital whiteboard.

**CONTENTS**

1. Legislation.
2. Green-globe energy consumption calculator.
3. Digitisation for savings.
4. Innovation and efficiency to reduce consumption.
5. Cost of investments. Financing and subsidies.

**Power Point presentation: see document Presentation ENERGY module 3**

**1. LEGISLATION**

Sessions 1-6.



**Activity Sheet:**

**Activity 1:**

Research the legal requirements for energy installations in your locality, share this with the group and discuss whether these regulations contribute to sustainability.

|  |  |  |
| --- | --- | --- |
| Local legislation on energy installations | | Locality: |
| Electricity |  | |
| Heating |  | |
| Hot water |  | |
| Other |  | |

**Other resources:**

|  |  |
| --- | --- |
| Video 1 | <https://www.youtube.com/watch?v=b1LQSezKxnA>  Video on how China plans to conquer the future of energy. |
| Video 2 | <https://www.youtube.com/watch?v=w-wINiOMYeY>  Video with statements by the Canadian International Energy Agency on its energy policies to curb climate change. |

**2. CALCULATING ENERGY CONSUMPTION**

Sessions 7-13.



**Activity sheet:**

**Activity 2:**

After analysing the annual electricity costs for the use of 100W bulbs of 950lm that you can read in the example of point 2 of the topic, you opt to change them for LED lights of similar lumens; it is cheaper than you thought: 25€ and they have a consumption of 9.5W so, to confirm if it is a good investment, you make the calculation.

What will your annual lighting consumption be once LED lights are installed?

**Activity 3:**

Discussion with colleagues: LED lights have a much longer lifetime than incandescent bulbs:

* Does the change to LEDs pay off?
* What if the bulbs we have are energy-saving?
* What do you think of the waste generated?
* Can filament bulbs be recycled?
* Can energy-saving light bulbs be recycled?

Share it with the rest of your colleagues.

**Activity 4:**

Conduct research on the hair dryer market and enter the information obtained in the table below. Find at least 5 different brands and/or models and analyse which one is the winner in terms of quality/price/energy efficiency.

Share it with the rest of your colleagues and establish a ranking of the three best and most efficient hairdryers.

|  |  |
| --- | --- |
| **DRYER COMPARISON** | |
| Brand | Gamma Più |
| Model | IES (intelligent electric saving) |
| Power (W) | 1.250 W |
| Noise level | 68 dB |
| Weight | 500g |
| Accessories | Nozzle |
| Ionic | No |
| Further information | 100% recyclable casing and box.  Special resistance for maximum efficiency. |
| Price | 90€ |

Once this is done, do the annual calculation if used 4h/day, 6 days a week and compare the most and the least efficient of all the dryers.

**Activity 5:**

The climazone is used, among other things, to reduce the time that colouring products need to remain in the client's hair. Thanks to the temperature it reaches, it manages to reduce this time by 25%.

If we consider that the colour has to stay on the hair for 30-40 minutes, the use of the climazone only saves 7 to 10 minutes.

Research the power of the climazone you have in your living room and calculate how much money you would be saving annually if you avoid using it, assuming it is used for 6 hours per week on a regular basis.

Would it be feasible to consider other options? Evaluate the following possibilities, their advantages and disadvantages compared to the current energy saving results obtained.

* Ask the customer to wait an extra 10 minutes while being offered a tablet with downloaded magazines or a coffee.
* Wrap the hair in cling film to take advantage of the warmth of the scalp.
* What other measures or options can you think of?

**Calculator in Excel table: see Excel document Sustainable Salon Energy costs calculation**

**Activity solution book:**

**Solution activity 2:**

|  |  |
| --- | --- |
| Step 1 | If there are nine bulbs in a room and each bulb is 9.5W, the total wattage consumption of the lights can be found by multiplying the number of lights by the watts they consume.  Consumption in W (9 bulbs) = 9 x 9.5W = 85.5W |
| Step 2 | To find out the watts per hour, we need to know how long they are on for. Let's consider that they are on for 9 hours.  85.5W x 8h = 684 Wh |
| Step 3 | Now, to determine how many megawatt hours this is, as this is the variable that appears on electricity bills, we divide the number of watt hours by 1,000,000.  684Wh÷ 1.000.000 = 0,000684MWh |
| Step 4 | The lights are generally on for eight hours each day, five days a week, and on Saturday only for four hours:  (8h/day x 5) + 4h = 44 hours/week |
| Step 5 | If we consider that about 40 weeks a year are worked, we have:  44h/s x 40 = 1,760 h/year |
| Step 6 | Finally, to know the energy consumed in a year, we must multiply power x hours per year:  0.000684 MWh x 1,760 h/year = 1.20384 MWh/year |
| Step 7 | To calculate the cost of this for the hairdressing salon, the price per MWh has to be multiplied by the price per MWh, which is 85.80 in January 2023.  1.20384 MWh/year x €85.80 = €103.29 annual expenditure for the hairdressing salon bulbs alone. |
| Step 8 | Considering that with incandescent bulbs the consumption was 1.087,3€ per year, the saving is 1.087,3€ - 103,29€ = 984,01€.  Even subtracting the €25 investment made for the bulbs, this would still leave a saving of almost €960. |

**Activity 3:**

Filament bulbs cannot be recycled while energy-saving bulbs can.

**Solution activity 5:**

|  |  |
| --- | --- |
| Step 1 | If our climazone is 1,500W, to know its consumption, multiply it by the number of hours it is in operation:  (1,500W x 2h/day) x 6 days/week) x 40 weeks/year = 720,000Wh/year |
| Step 2 | Now, to determine how many megawatt hours this is, as this is the variable that appears on electricity bills, we divide the number of watt hours per year by 1,000,000.  720.000Wh/year÷ 1.000.000 = 0,72MWh/year |
| Step 3 | To calculate the cost of this for the hairdressing salon, the price per MWh has to be multiplied by the price per MWh, which is 85.80 in January 2023.  0.72 MWh/year x €85.80 = €61.78 annual cost that the salon could save. |

**3. DIGITALISATION FOR SAVINGS**

Sessions 14-20



**Activity sheet:**

**Activity 6:**

Research on the Internet about the different home automation systems and prepare a presentation in which you include the elements that you would incorporate in the perfect sustainable living room to optimise energy consumption.

Describe how you would combine these elements together to get the most out of the salon. You can build on an existing salon or design one from scratch.

Present your presentation to your colleagues.

**Other resources:**

|  |  |
| --- | --- |
| Video 4 | <https://www.youtube.com/watch?v=53PeEdJIPfM>  Video on how to have a smart home that will minimize energy consumption with multiple systems. |

**4. INNOVATION AND EFFICIENCY TO REDUCE CONSUMPTION**

Sessions 21-22



**Activity sheet:**

**Activity 7:**

Debate:

Based on what you have studied, do you think that changing premises would be an irrational decision?

It raises advantages and disadvantages in the different scenarios.

**5. Cost of investments. Financing and subsidies (European and local level).**

Sessions 23-24



**Activity sheet:**

**Activity 8:**

Find out if there are any financial subsidies for the installation of renewable energy sources in your locality, and indicate the requirements for accessing them.

Share it with your colleagues.

# 3.Water

**Lesson 9: Legislation around water and setting up a water-efficient salon**

* What are the rules and laws (legislation) about water pollution in your country?
* Setting up a water-efficient (dream) salon

**Lesson 10: Corporate Social Responsibility and water**

* Companies that make products helping reduce / reuse / recycle / purify water
* Corporate Social Responsibility in relation to water
* CRS as a marketing tool

**For PowerPoints see document Module 3 PowerPoint - Water**

# 4.Waste

**Lesson 11: Legislation around waste and setting up a low-waste salon**

* What are the rules and laws (legislation) about waste in your country?
* How do you set up a low-waste salon

**Lesson 12: Corporate Social Responsibility and efficient waste management**

* Saving costs with smart waste management
* Corporate Social Responsibility in relation to waste

**For PowerPoints see document Module 3 PowerPoint - Waste**

# 5.MANAGEMENT

In addition to the Textbook, the teacher can use the following resources about:

* customer acquisition
* green marketing
* extra assignment to try a free crm who allows to manage customers and suppliers

THEORETICAL DEEPENING

**CUSTOMER ACQUISITION TECHNIQUES FOR HAIRDRESSERS**

REQUEST REVIEWS

Send   an email or  text message after  appointments to ask

The text to be  sent could be something of the REQUEST REVIEWS

Send an email or text  message  after  appointments to ask for reviews, which are  really effective when they are published on the  internet.

Here's  how  to get around.

 Reviews are a fantastic  way **to instill confidence in the people who search for you online**.

Google loves reviews and sees  them as  a  way to tell if you're a high-quality local business.  The more  positive reviews you have, the   higher you'll appear in *Google Maps*  recommendations, when someone searches for hairdressers in your area.

 However, it is true that  reviews  almost never come  spontaneously.

First of all, it    must be said that  even if  your customers love their new haircut, they  are normally  quite lazy and often do not  realize  the importance of  testimonials for you.

A great way  to  overcome this  obstacle is  to send an email or  text  message  via *Whatsapp* (you can automate it  with your booking software  or  simply do it manually, given  that a copy-paste is sufficient)  after an appointment.  Or**loyal customers can ask for  the evaluation while waiting**, perhaps accompanied by  an herbal tea or a coffee.  They are unlikely to say no.

The text to be  sent could be something like:

"Hello Maria!  It was great to have you with us this week.  Hope you enjoy  your new style!

I have a favor to ask you:

 Would you mind leaving me a quick  review?    Testimonials  are an important way to  grow my business and I'd love to receive your recommendation.

You can review me on Google by clicking here.

As always,  for any information, call me at 123-456-789."

ENGAGE A SOCIAL INFLUENCER

This practice is too underestimated.

Perhaps because as soon as we talk about Influencers on Instagram and other social networks we  think of world stars with millions of followers.

In reality, you  need  a very different figure.

Surely you have noticed the boom in Influencer marketing in recent years.  Large brands (but also small businesses) are increasingly turning to  these figures to make their  offers known.

This partly replaces  traditional methods  of advertising.

For you the best influencer marketing  strategy is to work with local  micro influencers. They are people who live nearby and have a following of 3,000 to 30,000 actively involved followers  .

It is one of the most effective marketing ideas for hairdressers who offer remarkable results through their service. All it takes is for the right influencer to post  an image of the result of a transformative hair color from your salon to make the phone ring for days.

Where to find the influencer who is right for you and who is willing to push your service?

And here comes the beauty.

Almost certainly if you review the list of customers of your salon you will notice that you  already know some of them  .

Try working with gold  and  grant some incentive to promote and mention your salon.  Maybe let you try the latest news for free.

Since they are already your customers, they will be authentic and their followers are very relevant to  your business.

iNFORM ABOUT THE PRODUCTS YOU USE

  Always inform  your customers about what products you are using in order to  increase the retail  sales of the salon.

Compared   to any other store you have a  huge advantage in selling  a product.   You have already successfully used   it together with the client.

Retail products often provide a good margin and do not take much additional staff time to sell.  So   retail is an important activity  for any salon.

However, it is common for hairdressers and beauticians   not to  feel   comfortable with direct  sales.   At  the same time, salon customers  place great value on  being advised on the right products to take home as part of their service.

So there is clearly a disconnect here.  A disconnection that costs   your salon money.

Even if  your        staff doesn't feel comfortable with selling, a  simple marketing activity you can install as a good habit today is to train  your staff to (at least) always  tell their customers which product they are using during the service.

    This way you will  significantly increase the  chances that  your customer will buy the  product to take home at the end  of their appointment.

  The ideal is  that the   treatment  is reported at the  cash desk and the  person issuing the receipt exposes a clear sales proposal.

Try this strategy immediately.  You will be  speechless.

PROMO "BRING A FRIEND"

This is one of the most effective techniques...  But practically no one uses it.

It is about exercising control over word of mouth, the most effective form of advertising that has ever existed (and  will never exist).

The best type of new customer you can get is someone who has been recommended  your   salon to by someone who has already bought  your services.

When people try a new salon because it was recommended to them by a friend, they are more likely to become loyal customers after their first visit.

Of course, your customers will definitely recommend your salon to friends and family if they are doing well.

 But now  is the time to go   one step further.

You'll see droves of new customers coming... and the old ones come back more often.  What?

Simple: make word of mouth "official" and profitable.

Create cards printed with an official invitation. You deliver them to your current customers. All they have to do is write their name on it and give it to an acquaintance convincing him to come to you. When the  new customer shows up, they will give you the card to get a small gift. Remember to also mark the name of the person who provided the reference. At the next appointment, your old loyal customer will also  be entitled to a gift or discount.

To make things even more interesting, you can create a points card and each(for example) 5 friends brought you receive an even more important gift.  In short, invent something  fun and really tempting.

Consider card printing and freebies as the costs of acquiring new customers. This is definitely the best money invested in your business.  There is nothing  more useful that you can buy.

Remember to ALWAYS deliver "Refer a Friend"  cards to all  your customers.

So it will be like having a bevy of salespeople working tirelessly for you , constantly bringing you  new customers.

The beauty is that the reward for their commitment... They will spend it in your store.  All happy and double gain for you.

START A LOYALTY PROGRAM

Getting new customers is important.  However,  most   of  the salon's  profits should always come from existing, loyal  customers.

 Constantly   attracting  new customers always costs more than   existing  ones.

What are you  doing today to reward those who are faithful to you?

Having the right incentive in place for  your salon customers  to stay loyal can save you a lot of time and (unexpectedly) money.

   It's extremely simple to run a loyalty program if you have the right salon software.

In any case, the most powerful aspect of the  strategies  you find collected in this eBook is the speed of implementation.   That is: implementing    strategies instantly is the aspect that will grow   your business.

So if you  do not have   a management  software, immediately print  your  business card on the back of which you have drawn a table to fill  with your stamp and signature.   To be filled in as  the customer spends an appointment at  your premises.  Once you have completed the card you will be entitled to a   free service or a gift product.

To recap: start  rewarding  your loyal customers NOW.

Make explicit the fact that the more  times they  come to you, the  more benefits they will receive.

MAKE THE  NEW APPOINTMENT DURING THE SESSION

"When is a good time for the next date?"

This is a simple question to ask that has an immediate impact on your salon  business  .  Unfortunately, we often  forget to ask it.

Instead take it as a work  routine.  Always do it.

If you install the habit of rebooking your customers for their  next visit during their appointment, you will improve the  frequency of your customers' visit and reduce the risk that they will book with someone else next  time.

 It's that simple.

The worst that can happen is a "I'll call you and let you know". Instead, focus on the vast majority of people you will be able to put on the calendar without any effort and at 0 cost. In addition to helping you organize your work in the  medium to long term.

This is probably the simplest marketing tactic on this list, but it's so important.

This type of work should at least be started by the staff in the salon, during treatment. At the time of issuing the receipt it is therefore only a matter of agreeing with the customer the exact day and time in which the  next work must  be performed.

Inform   the staff and receptionist   (  i.e.  cashier) that they should always invite them to leave new bookings during the checkout phase (if not earlier).

Remember regularly to follow this procedure, so that it is never forgotten again .

ALWAYS  OFFER  GIFT CARDS

 Gift cards are  an effective way to  generate additional revenue and are great to promote as part of seasonal   promotions.

 More importantly,     Gift Cards are an effective tool for attracting new customers as  they  also function as "invitations" into your salon from  loyal  customers. their loved ones.

 These are  services that the customer pays in advance and   can give to friends and relatives.   To make  this purchase tangible,  give the customer a nice card (perhaps card  size) that can easily be delivered and stored.

 Professional  and elegant card printing.  Something that physically conveys the great value they  contain.  It also indicates  all  the ways in  which  you  can make an appointment.

 Make sure you always have them  available for  sale and  train  your staff to propose and promote them.

   Create  Gift Cards associated with specific services or packages.

Tip: Do not set up more than two cards during the same period. For example, one of 50 euros (which you could call Silver) and one of 100 euros (named Gold).  Each corresponding to a specific package.

Leave a  nice sign in a prominent position.  At any time your  customers must be able to buy one of your Gift Cards to  give.

  It is not   a bad idea to set expiration dates  beyond which you can no  longer use these  cards.  It is only  an incentive to  actually consume the gift to those who receive  it.

START COLLABORATIONS WITH OTHER LOCAL BUSINESSES

 You're not  the only entrepreneur in your area.

There are so many people, just like you, who are trying to grow their business. Take a stroll through your salon area and see what other shops  there are.

Talk to them.

You will surely find other local, non-competitive businesses thatare interested in partnerships with you that can benefit both  parties.

In fact, when choosing the location of   your salon, an important consideration  should be the opportunity for local  partnerships.

You can organize joint promotions (for example you could offer a  free coffee at the café next door with your service) and these in turn offer their visitors a discount on your services.

The partnership must be mutually     beneficial  or it will fail.

The nice thing about collaborations is that they represent a cost (of customer acquisition) only when the sale has already taken place.

If, for example, you create personalized slips to leave at the bar next to your salon where you offer a free shampoo to those who come to get the style by you, you will face the cost of the treatment given away only after the customer has made the firstor purchase.  You pay for the "advertising" after the sale is executed.

Ditto you could do the same with your business partner. The perception is that customers THANKS TO YOU can get discounts and gifts in other stores ...  that otherwise they could not have.  So being your customer is even  more convenient.

CREATE OFFERS IN THE  FORM OF PACKAGES

Packages are a set of services and products that share a specific theme.

These are not necessarily promotions or discounts. Simply all the elementsof a package "work" together to achieve a certain goal.

Obviously a discount or a gift makes the package more interesting in the eyes of an average buyer, but as mentioned it is not always necessary. In fact, the  advantage for the customer already consists  in  the "all in one".

Here are some examples of effective packages to offer   that can help you  manage  purchases and maximize profits.

Remember that you are the industry expert. You have to advise customers on which  treatments are best and which products should accompany them.  Packages are an amazing tool to accomplish this.

There is a big difference between offering an attractive package versus discounting a service. Too manyor often salons only run discounted promotions. Moreover, this is applied on the main services, such as "get a 15% discount on your next haircut". Try to avoid it. The discount of the main services undermines the normal price list.

Instead of just giving one    a  discount, give more  value.

You should keep your list prices on your main service and add the related secondary services (or products) that together form a package.

People value experiential rewards more than monetary rewards.   And that doesn't  undermine your normal price  list.

Let's say  you're a hairdresser or hairdressing manager and want to  create a promotion with the goal  of attracting new customers to your salon.

To attract new customers, you definitely need a special offer that is very interesting for your audience and that allows you to get exactly the result you want.  It must be irresistible.

The customer must think: "I absolutely have to have it or I miss a great opportunity!"

You don't have to be afraid to give a little more... When your goal is to get a new customer with the offer.  Customer who will come back to you in the future  again  and again.

How do I create a good Package?

Start by selecting one of yourmost desirable main services. A service that would be very attractive for the type of customers you want in your salon.  Let's say for example that you choose the hair  coloring service.

Next you should think about what other side services you have on your menu that would be attractive to a person buying your color service.  Try to identify a couple of services that you can run at the same time as your main service. In this way the discounted or free addition will  not have many costs.

It's important that additional products and services further enhance the core service you're promoting. This could for example be a   coloringand  eyebrow service and a post color  treatment.

You can also (and highly recommended) include a retail product as part of your offering. The customer is now in "purchase mode" for a coloring service , so don't confuse ideas with some unrelated additions  they might  not even want.

Your "Color Pack" could then be a coloring service for 200 euros. Very? Consider that together you get a free service for eyebrows (value 40 euros), a post color care treatment (value 30 euros) and  a product to be used at home to protect the color (value 30 euros).

So he actually pays 200 euros, but gets back a value of 100 euros.

If you are then able to perform the eyebrow service during the color laying time and care treatment in justa few minutes more when the customer is already in the chair, then your actual cost to the value of $ 100 will be very low indeed.

How does it look to you? A 50% discount received for the customer at a cost that could easily be  10% for you.  Not bad, right?

So you also keep the prices of your main services and you   will have happy clientele who has just received great value for money.

It's time to get creative. Try different services and product combinations to see what works best.

Remember that Packages work when all the parts that compose them work towards a common goal or are identified by the same theme.

Here are some ideas  to create  your own custom packages.

>> Lunch Break Package

Create and promote a package whose total duration of the services that compose it  is 30-45 minutes.

Something convenient and simple that anyone can enjoy during their lunch break  in a day's work.

Print coupons or flyers and approach local   businesses in your area to market your new spa plan that can provide the force with effective stress  relief.

Remember: the key point of this offer is speed. You have to be impeccable. Guarantee a moment of relaxation in the hustle and bustle of a working day.  So no delays or other worries   .

The interesting side of the coin? Since it is a service that requires speed and accuracy at the same time, I do not hesitate to place it and a higher price than usual. This will guarantee you the right amount of customers (ie not too many, which you would not be able to manage adequately) with an excellent  collection.

This is an ideal solution if your salon is fully booked but you are not yet making enough profits.

When you have created a good clientele for the salon, you need to focus on increasing the amount each  client spends during  their visit.

And a great way to  do this is to add "express services" to your menu.

>> Specific  hair  package

Put inside a nice promo in the form of a Package, everything you need for the well-being  of  a particular type of hair.

Something like the "Red Hair Pack", the "Pablonde", the "Curly Pack",  etc.

Invent something  interesting, give it a proper name and put in the package everything that you think can be used to achieve an exceptional result.

>> Seasonal packages

The anniversaries give you the opportunity to propose themed packages.  Some moments could be:

* Valentine's Day (example: shampoo +  fold + gift)
* Mother's Day (example: treatment for mother and daughter with relaxing moment )
* Father's Day  (example: beard treatment and  related  products)
* Wedding season (example: service dedicated to guests, who must attend weddings )
* Summer (example: short cut and skin  products  )
* Back to school (example: special discount for customers under 16)
* Halloween (example: coloring with particular colors )
* Christmas time

Seasonal packages have the great advantage of being by definition limited time. This will create a sense of urgency in the audience. To emphasize the effect, you can decide to set a limited number of Packages. In that case it is not a bad idea to offer them at very high prices

source: [WWW.SIBASRL.IT](http://www.sibasrl.it)

THEORETICAL DEEPENING

JOHN GRANT:



John's new book Greener Marketing came out in August 2020 and was just shortlisted for the Business Book Awards. John's previous book BETTER (2018) was about the wellbeing revolution and human friendly business. John is also author of Made With (2013), Co-opportunity (2010), the award winning Green Marketing Manifesto (2007) and three other books. His first book The New Marketing Manifesto (1999) was named one of The 10 Best Business Books of 1999 by Books Online. John started his communications strategy career at JWT and then BMP-DDB where he won the IPA Effectiveness Grand Prix. He went on to become co-founder and head of strategy at the values-led London creative hot shop St Luke's (as featured in the Harvard Business Review, Fast Company Magazine and Campaign Agency of the Year). Since then John has advised clients on brands, marketing, behavior change, strategy and innovation. John's clients have included AQUIS, the BBC, Cafe Direct, Carlsberg, Cisco, the Co-operative Bank, Daylesford, Ecotricity, Ernst & Young, Freshfields, The Guardian, Heidrick & Struggles, HSBC, IBM, IKEA, ING, innocent, LEGO, Lloyd's of London, Microsoft, Ministry of Sound, Nando's, Natura Cosmetics, O2, Orange, Pictet, Philips, the Royal Mail, Samsung, Sony, Tech Nation, Unilever, Vaisala, Wärtsilä and the UK and Swedish governments. John has extensive international experience working with brands across Europe, the Americas and Asia.

GREEN MARKETING MANIFESTO

*The Green Marketing Manifesto* provides a roadmap on how to organize green marketing effectively and sustainably. It offers a fresh start for green marketing, one that provides a practical and ingenious approach. The book offers many examples from companies and brands who are making headway in this difficult arena, such as Marks & Spencer, Sky, Virgin, Toyota, Tesco, O2 to give an indication of the potential of this route. John Grant creates a Green Matrix as a tool for examining current practice and the practice that the future needs to embrace.

SOURCE: google scholar and linkedin



-Search on the Google Ebeauty app.

Prepare a Power Point presentation in which you describe the functions, disadvantages and advantages of using it.

-Download the app and set the crm, the warehouse and try to produce graphs.

How was the use? What's your opinion? Try searching for other similar apps and make a comparison.

