

Get With the [Marketing] Program

Try as you might, sometimes you can't do it all on your own. Fortunately, for salons owners seeking to amp up their promotional and PR efforts, help is available. Here's a trio of salon marketing support services for your consideration.



This "Thank You" card example is available from Hello as a postcard or greeting card.

"Hello" Aids in Client Retention. Ad Salon offers a subscription-based client retention service entitled "Hello" that converts a salon owner or tech's handwriting into a font, prints salon-branded note cards in that person's handwriting, and mails them to the salon's clientele automatically. Hello members can write personal notes or use form letters. They can also manage their client list with an online client manager. Subscriptions are \$59.95 per month. For more information, go to www.adsalon.com>Hello.



This four-color salon poster was included in a recent offering of promotional materials from Your Beauty Network.

YBN Offers Monthly Marketing Support.

Every month, Your Beauty Network distributes a four-color promotion kit ready for salon owners to print and use immediately. The promotional kits include marketing flyers, postcards, shelf talkers, gift certificates, a promotional planner, tracking forms, and instructions for implementation. These monthly marketing promotions are included free with a YBN platinum membership. For more information, visit www.yourbeautynetwork.com or e-mail devorah@yourbeautynetwork.com.

Rocky Mountain
HAIR DESIGNS

Community Connection

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At Rocky Mountain Hair Designs It's a Beautiful Day In the Neighborhood

There is nothing like summer-time in Southwestern Colorado. Sun, fresh air, lots of outdoor activities—it's undoubtedly the best time of the year.

Here at Rocky Mountain Hair Designs we want to make your summer memorable, by helping you to look and feel your best.

Our team of talented beauty specialists is ready and willing to provide all of the styles, the services and the unique beauty products you need. Best of all, we're committed to making your time with us as easy, comfortable and pleasant as we possibly can.

Think of us as the local "Cheers" for beauty—a casual, friendly place in the neighborhood where everybody leaves your name!

Friends like to stay in touch. That's why we've launched Rocky Mountain Hair Design's Community Connection.

Every season, we'll send you a copy of the current issue. Inside you'll find loads of special deals on services and beauty items.

We'll also bring you great style, beauty and fashion tips, and we'll bring you the latest news from the worlds of hair design and skin, body and nail care. Above all, we hope that it will help you get to know us just a little bit better.

WIN A \$100 GIFT CERTIFICATE TO THE WINNER!

Now clients are the future of our business. From when you refer a friend, relative or neighbor you trust, you'll be a part of our referral reward program. The client who refers the most new clients in May, June and July will win a \$100 gift certificate to the Winery. Check with your stylist for details.

Durocher Has Custom PR Plans. Durocher Enterprises, a Miami-based salon business consulting and coaching company, provides salons with customized, affordable public relations. Clients can select from packages that target various combinations of trade, local, and national beauty media. They can also opt for a customized client newsletter. "After clients establish their target audiences, goals, and budget, we do the rest — from research to writing to design, printing, mailing, and media follow-up," says Durocher. For more information, call (305) 667-5870 or e-mail bryan@durocherenterprises.com.

Durocher provides customizable client newsletters as a PR tool.