

Why Salon Success Strategies?

Salon Success Strategies is a marketing agency catering to the beauty industry. We act as the marketing department for salons, day spas and medical spas using our tested strategies to grow long lasting, profitable businesses.



We Understand Your Business

Our company was created on the foundation of tested marketing strategies that are proven to grow businesses in this industry. With over 18 years of beauty industry experience and multiple marketing awards, Salon Success Strategies has revolutionized the way salons, spas and medical spas are marketing their businesses in today's market.

Our Philosophy Is Different

We build a marketing culture for our clients on the basis of "grow from within," focusing first on maximizing your existing clients' frequency of visit, average ticket sale, referrals and loyalty. Our experience has shown that when your client base is strong, your business will grow effortlessly with many of our clients experiencing a 30-50% growth in their first year in our marketing program.



We're Here For You

We understand that all businesses are not created alike and the same solutions do not work for everyone. This is why we take the time to cater to each client individually and work together to understand your unique goals, your distinctive client demographic and the marketing language that appeals to your client base.

We're Innovative

Our team is always testing and implementing unique strategies that will capture clients attention and create interaction. With an in-house design department and team of marketers, our designs and campaign creations are high quality, cutting edge and more affordable than traditional advertising and marketing options.



What Do We Have to Offer?

Salon Success Strategies offers a range of services to help all your marketing needs, in and out of the beauty industry.

SALON
SUCCESS
STRATEGIES

LEARN • MARKET • GROW

SALON BUSINESS MARKETING

- Salon Business Marketing is a full-service program created to fulfill the marketing needs of larger salons, day spas and medical spas.
- Allows owners to effectively market their business using the benefits of a dedicated marketing department without the huge expense.
- Offers a team of graphic designers, copywriters and marketing professionals that will strengthen your business and help take your growth to the next level.

SALON BUSINESS today

- Exclusively for solo practitioners, rental stylists or smaller salons & spas.
- A do-it-yourself membership site that delivers customizable marketing sets each month complete with suggested offers, a marketing strategy, goals, tracking and more.
- Created by our expert marketing team each month giving you the marketing tools you need to create more sales for your business.

SALON SUCCESS workshop

- A two-day event designed for salon, spa & medi-spa owners that teaches proven methods on how to grow their business using the most current marketing strategies.
- Offers marketing education like no other to create & implement successful marketing campaigns.
- These workshops are held at various locations around the nation. For dates and times visit successmarketingworkshop.com.

Marketing Education We Can Show You the Way

- Success Marketing Workshops provide you with the knowledge of today's proven and tested marketing techniques.
- Online education through webinars and teleseminars.
- Our experts speak nationwide at industry tradeshow, conferences and extended learning events.

Salon Success Strategies
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