

The book was found

Make Over Your Marketing: 12 Months Of Marketing For Salon And Spa

make over
your marketing

12 months of marketing
for salon and spa



Synopsis

One of the few books of its kind, written specifically for salon and spa professionals, *Make Over Your Marketing* is a practical guide to changing the way that you understand marketing and to learn how to make your marketing work to build your client base, sell more retail, generate referrals organically, have more fun, and to build a bigger role for the salon and spa in the lives of clients. Each chapter provides the knowledge and tools to make over a specific aspect of salon and spa marketing. And each chapter is packed with page after page of unique ideas to help create compelling promotions, events and overall marketing in the salon and spa throughout the year. While it is written specifically with the salon or spa in mind, it can be utilized equally well by any personal care or service-oriented professional or business. This book will be a valuable source of inspiration, guidance and ideas for owners, managers and established industry professionals as well as for recent graduates who want to begin building their own client base.

Book Information

File Size: 691 KB

Print Length: 300 pages

Page Numbers Source ISBN: 1456593382

Publication Date: March 15, 2011

Sold by: Digital Services LLC

Language: English

ASIN: B004YE6WMS

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #519,014 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #162

in Books > Business & Money > Marketing & Sales > Marketing > Industrial #2159 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing #185874 in Kindle Store > Kindle eBooks > Nonfiction

Customer Reviews

This is a fantastic book. It covers every possible marketing idea by the relevant months. It takes the thinking out of setting up your marketing. Teamed with *Explode Your Salon Business* you can turn

yourself into a marketing machine!!

Well written, good content and tons of valuable resources. I like how it is laid out in monthly increments with inspirations for the salon teams to keep them motivated. Thanks so much for this book Elisabeth.

There were a ton, and I mean a TON, of ideas in this book. If you want to do promotions in February, there are ideas specific to February, Ideas for June? Loads of them. However, I felt like after a while it got redundant and a little unimaginative. I work in the marketing department of a salon and was hoping for a bit more in-depth, helpful advice for growing our business. Instead, I got ideas about partnering with other businesses, holding events, etc. These will grow business...to an extent. I was hoping for a lot more than just partnership ideas and events, so slightly disappointed overall, but at least I did get a few good ideas from the book.

I found this book to be very refreshing. Great tips and ideas for salons or any other business. Great book !!

[Download to continue reading...](#)

Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Make Over Your Marketing: 12 Months of Marketing for Salon and Spa Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) How to Exercise When You're Expecting: For the 9 Months of Pregnancy and the 5 Months It Takes to Get Your Best Body Back Spa-mazing!: Discover your own way to relax and pamper yourself with activities, quizzes, crafts-and more! (Truly Me) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing The Salon Professional's Guide to Foot Care Annual Tax Mess Organizer For Barbers, Hair Stylists & Salon Owners: Help for help for self-employed individuals who did not keep itemized income & ... during the business year. (Annual Taxes) FabJob Guide to Become a Bridal Salon Owner [With CDROM] (FabJob Guides) SEO:

2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) The Complete Spa Manual for Homeowners: A Step-by-Step Maintenance and Therapy Guide Golden Door Cooks at Home: Favorite Recipes from the Celebrated Spa Pool & Spa Planner (Better Homes & Gardens) Spa Bodywork: A Guide for Massage Therapists The Amazing Make-Ahead Baby Food Book: Make 3 Months of Homemade Purees in 3 Hours How To Be Millionaire In 7 Months Digitla Network Marketing eBook for Smart Passive Income Source: Latest Business Idea How To Make Money Online

[Dmca](#)