



PREMIER  
BEAUTY

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PREMIER MARKETING GUIDE TO:  
***HELP YOUR  
BUSINESS GROW***

# *INTRO*

Time restraints, long business hours, inventory, working directly with clients... it's a lot and takes up most of our day.

As the years pass, we find it harder to find time for our family and friends let alone working on our marketing plans and effectively building our business.

**Now is the time!** As the world reboots, we want to give you the most effective resources to implement and move forward bigger and better than before!

YOUR  
*BRAND*

YOUR  
*BUSINESS*

YOUR  
*GOALS*

YOUR  
*GROWTH*

# WHAT IS *BRAND* *AWARENESS*

Brand awareness is the capability of your target audience recognizing your brand and how well they can do that among your competition. Brands that are high in “brand awareness” tend to be referred to as “trending” “popular” or “buzzworthy.”



*Establishing your brand as a value to your customers through strategic marketing and promoting techniques, not only builds your business's familiarity but also creates trust between you and your potential and current clients.*



Remember that brand awareness through marketing is a tool for you to tell your story and build that authentic followership with your potential and current clients. Let them get to know your human side. Make them feel heard and let them hear your story. It's important to not be seen as just another company trying to pitch another sale.

Once a customer bonds with your brand and trusts your company, they are far more likely to purchase from you and continue to repeat purchases without any extra thought given. Why? Because you have taken the time to let them get to know you, your brand, and why they should support your company.

Sounds simple? It is, but work is behind it and it does take time to adjust to marketing tools that can help you in the long run. No one ever said it would be easy but laying a strong foundation now will help build that success.





## ***YOUR VALUE***

What is the overall perception of your brand? What is the value your brand brings to the table? You must think of those concepts while moving forward with your marketing plan.

When a client has a positive experience, that brings positive brand value and vice versa if your client has a negative experience it give a your brand a negative value. So how do you build your value? It may sound simple, but by consistently promoting positive experiences with the brand. This is the foundation to any marketing business plan.

Remember that no one wants to hear another's complaints. They want to rejoice in celebrations and be included in them. Would you rather attend a local fete and join in the dancing or sit in a glum room listening to a boring lecture? Think of that moving forward and how you want to appear to the world.

***Be that positive  
force, that light  
in the darkness.***





## WHAT IS ***YOUR STORY?***

Your narrative is what will inspire those around you and want to patron your business. Where did you come from? Why did you open your business? What do you love most about the beauty industry? By crafting your narrative and adding those essential why's and how's, you are essentially marketing yourself, your brand, your products and your services with out screaming to your audience "Buy from me."

Take the time to think like a buyer and think of what they would want to hear from you? A beautiful story of entrepreneurship, community growth, and employment for others or would you rather see an ad saying "Free XYZ if you purchase ABC." Stop with the free and tell them the WHY. Once they know the why, you wouldn't need to sell the sale.



# MARKETING YOUR BUSINESS *DURING COVID-19*

During this time, you want to grow your business and keep your name in front of your clients but doing so can be tricky as you do not want to be seen as crude or insensitive. Many have grown up knowing the term “teachable moments” and this can be a great asset to you.





## BRING IN RETAIL INCOME ***FOR FREE***

Premier has partnered with Salon Interactive for you to sell your retail products to your clients without having to do any of the work. Set up your account...its FREE...yes free and get paid for offering a service to your clients that make shopping for their favorite products easy and simple from the comfort of their home. Premier takes care of the products, packaging and shipping for you and you simply collect a paycheck.

[CREATE YOUR RETAIL ONLINE STORE HERE!](#)



## SCHEDULE CUSTOMERS AT A DISCOUNT

A great way to bring in revenue is having customers sign up and pay for their services in advance but at a discount. This way you have income flowing into your business while you are not operating and giving the customer an incentive to buy from you all while looking forward to seeing you very soon. You can also bundle the package for them to buy more than one service at a time and getting free goods (a tote, travel products, a hair brush, etc.) to attract a bigger sell.

## *Let's begin!*







*Teach your audience about you. Tell them who you are, why you are in this business, what you love about being a stylist and/or running a salon and what you have learned over the years about hair care and self-care.*

Many in the community, are jumping on an even greater “health” band wagon. Discuss what healthy foods you eat to keep you feeling 100% and how specific foods affects your skins, hair and immune system. Think of ways to tie in your business with what is going on around you.

Hygiene is at the top of everyone’s mind but its not all sanitizers and alcohol wipes, what about hair care? Talk about products that remove any toxins from their hair. Why specific brand shampoos and conditioners are great for hygiene and how they will help people feel clean and great.



If you haven't done this already, you can create tutorials using your smart phone and speak to your audience directly. It's a way to humanize your brand and inspire your followers to become your clients.

Show them what you know about the beauty industry.

Showcase your favorite products.

### ***Educate, Educate, Educate!***

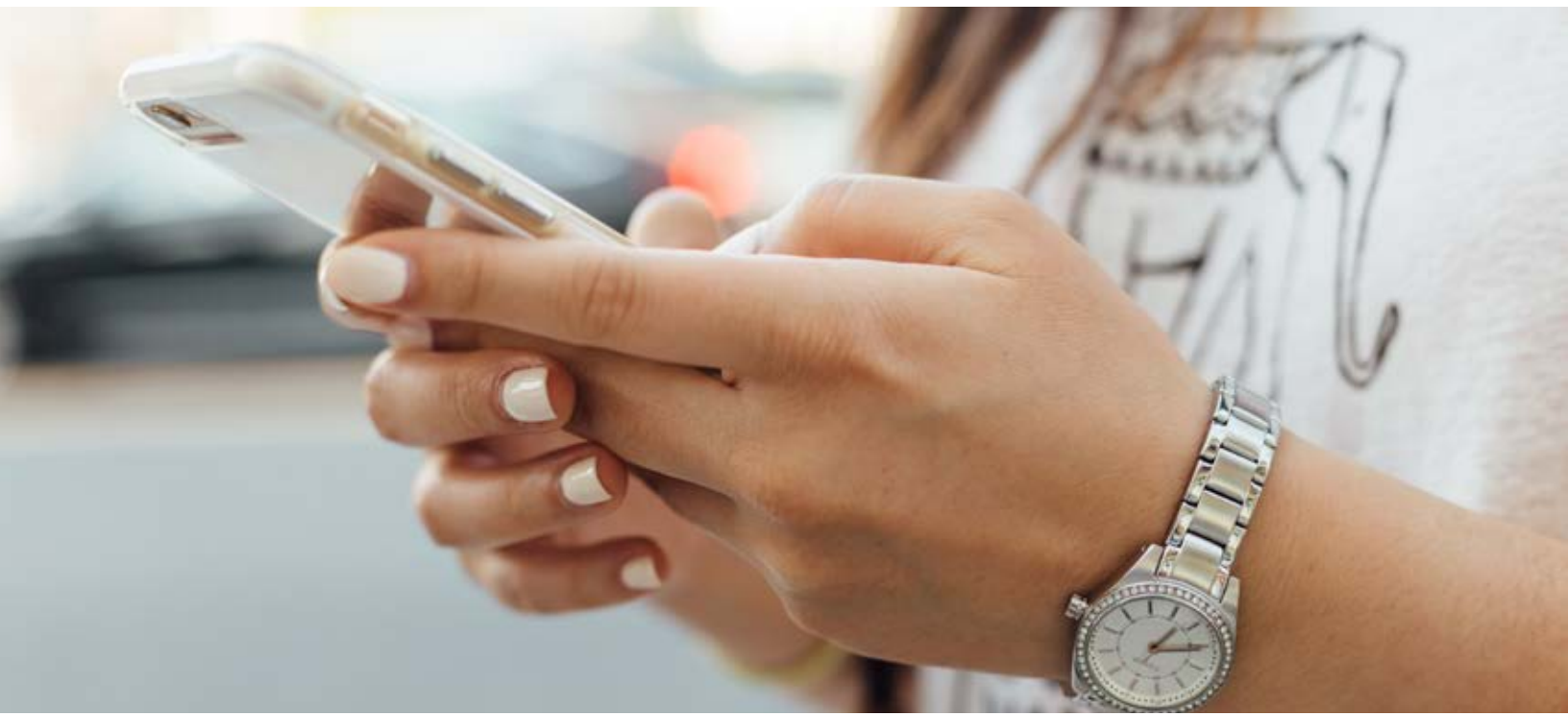
Need to know where to begin with an Instagram video? We love this youtube video and highly recommend it!

[View Video](#)

We recommend apps similar to Later that help keep you organized on social media, store your hashtags and schedule for months in advance and more so you can create a brand focused page and receive all the analytics that go with each post.

Best part...you can start with their FREE program and work your way up when you feel more comfortable.

You may also like Planoly or Tailwind depending on how you want to see and work in the different interfaces.



### FUN FACTS ABOUT INSTAGRAM:

- One billion active monthly users and 500 million daily Instagram stories
- 60% of adults online use Instagram
- 80% of Instagram users follow at least one business
- 72% of users say they've purchased a product they've seen on the platform.

(Trust us...its time to sign up for your FREE saloninteractive account today!)



### FUN FACTS ABOUT FACEBOOK:

- 2.41 billion active monthly users
- Is the world's third-most visited website
- Facebook turned 16 years old this year! What!?!
- 71% of American Adults use Facebook



### FUN FACTS ABOUT PINTEREST:

- More than 321 Million active monthly users
- It's a search engine not just a pretty platform (i.e. a pretty google that can send traffic to your website)
- Reaches 83% of women ages 25 -54 who are using pinterest to plan ahead for their buying needs and dreams
- 58% say it helps them with their shopping and purchasing decisions
- 52% of users spent \$500 or more on beauty products within six months



## SUGGESTIONS FOR YOUR

# *Top 9 on Instagram*

Create your plan on how you want to move forward and how you want to position and promote your brand. A calendar of 9 photos is always easiest as the rule of thumb is most people do not scroll past your top 9 photos.

What do you want each photo in your top 9 to say about you?

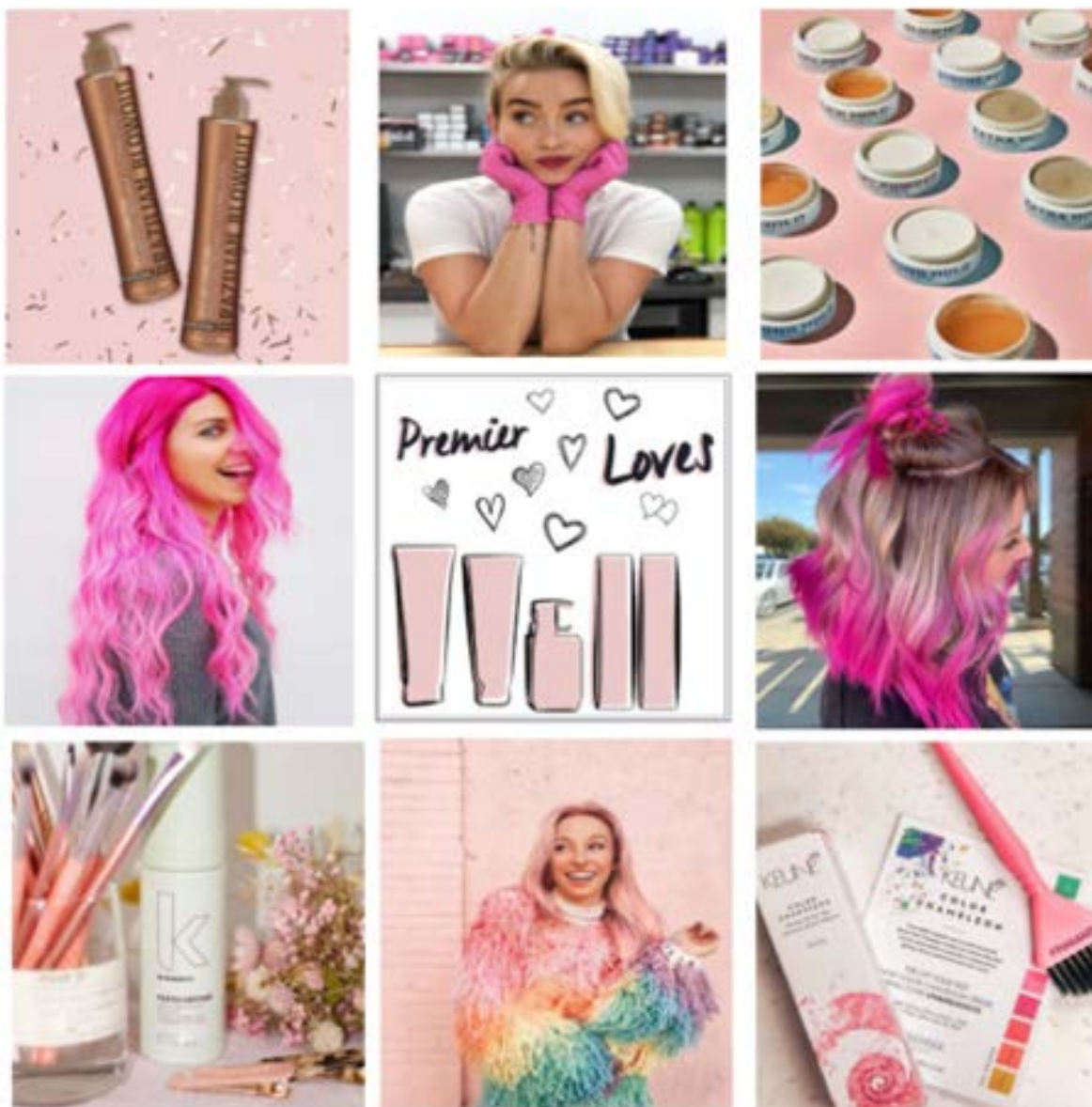
1. About my business
2. Product photo
3. Quote on hair
4. Feature a stylist in the salon
5. Quote from satisfied client
6. About my business
7. Product photo(s)
8. Quote on Hair
9. Feature stylist

Something as simple as this 1-9 guide can help you decide going forward what is best for you and your business and what you feel should always be in your top 9 representing you. If you use a scheduling system like the one mentioned about (i.e. Later, Planoly, Tailwind) you can often schedule for those posts to go to your other social media sites so you are covered and not have to worry about logging in and doing the same on all other platforms.



SO, THIS IS THE TIME TO BRAINSTORM.

*Think of something like this:*



We have an overall theme of pink but within that them we discuss products, brands, what we love, we show great enticing hair photos and market to the masses by giving them great information in the captions and in the links that we sent them too. You can do the same with your account and really be that source of information people are looking for with out it being a painstaking effort in the long run.

SET YOURSELF UP FOR SUCCESS!

***NOW IS THE TIME!***



HOW TO USE  
***YOUR TIME  
EFFECTIVELY***



## ***START THAT BLOG***

### **THAT YOU ALWAYS WANTED TO WRITE.**

It's not just great for SEO (search engine optimization) purposes but a great way for to get your message out to the masses. Not a writer? Who cares! Although, you will want to practice the "less is more" theory here and you do not want to rant and rave, 3-5 sentences about your business or a product you use with an awesome photo or two make a perfect blog! Sounds too good to be true but if you can sit for an hour and write out 5-8 topics then you are already halfway there!

### **WRITE OUT YOUR TOPICS**

Lets say you decided on 12 and then you begin with bullet points underneath each. Turn those bullet points into sentences and pick your favorite photos or video to go with each and boom! You have a years' worth of blogs if you only want to do one a month. Something that felt so unattainable, so overwhelming, all of a sudden became a guide to your next potential customer and in no time at all.

Yes, there is uncertainty now and many have worries and doubts, but this is all about how YOU plan to use your time over the next few weeks and get foundation laid for success. Don't worry about the unknown, implement your marketing system for how you plan to handle what comes next. Build yourself, build your brand and get your customers excited to see you again and see all the things you can provide for them.

## TAKE ONE HOUR A DAY....

just one solid uninterrupted hour and work on your business. Plan out your steps and look over all the tasks you wanted to do but never found the time. Create social media accounts, work on your website, create the blog you always wanted, shoot a video of a how to or an introduction for Instagram. Just get cracking! Now is the time and its far better to swim then sink.





# HOW TO POSITION *YOUR BRAND*

To determine how your brand compares to and competes with other options, you need a competitive brand positioning statement.

Try to use this formula to articulate your competitive brand positioning:

**For X, we are the A who does B because C**

## **X = YOUR TARGET AUDIENCE**

Who are you trying to persuade? What do they look like? What is important to them?

*Note: Go past your target audience with more than demographic variables but consider their lifestyles, needs, values, etc.*

## **A = COMPETITIVE FRAME OF REFERENCE**

*(i.e. Mission, Values, Vision, Priority)*

What is your aspirational competitive set? What is the mental file folder your target audience should place you in?

*Note: think broadly about your competition and possible companies outside your category that may be considered competition*

## **B = DIFFERENTIATING THE VALUE YOU DELIVER**

What do you do that no one else does and that your target audience cares about?  
Why should your target value you and your services?

*Note: consider the benefits you deliver beyond the functional like emotional, social, cultural value, etc.*

## **C = REASONS TO BELIEVE**

What evidence proves that you deliver the value indicated in B above?

*Note: specify unique attributes, actions, and assets including but not limited to claims, statistics, results.*



# ***PUT YOUR FORMULA TOGETHER HERE:***

For \_\_\_\_\_

we are the \_\_\_\_\_

who does \_\_\_\_\_

because \_\_\_\_\_

***you did it!***



# BRAND STRATEGY

## FRAMEWORK:





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