

GMSB 316

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[00:00:05] Hey, it's Antony here, and welcome to today's episode of the Grow My Salon Business podcast. And whether this is your first time listening or perhaps you are a regular listener, either way, thank you for tuning in today. Now, I've got a quick favour to ask of you before we dive in, and that is that you take a photograph of where you are right now as you are listening and tag me on Instagram at Grow My Salon Business.

[00:00:28] Or you can email it to me because I love to see where you are and what you're doing when you tune into the show. Okay. Alright, let's get into it. Today's episode is the first in a three part series, and we're gonna be talking about one of my absolute favourite subjects, and that is marketing. When I had salons, I even won some awards for marketing.

[00:00:51] So this is a topic that genuinely excites me, but fair warning, what we're gonna cover in these three episodes might challenge everything you currently know about marketing for your salon. So let's start with the obvious question, and that is, what is marketing? seriously. What's the first word that comes to mind when I ask you that question?

[00:01:15] What is marketing? Because when I ask this question to a room full of hairdressers and salon owners, here's what I'll hear the most. Marketing is Instagram. Or marketing is advertising or marketing is how to get new clients. And look, those answers aren't necessarily wrong, but they're not the full picture either.

[00:01:38] Instagram and advertising. They're just tools. Getting new clients, that's one result of good marketing, but they're not the definition of what marketing actually is. In fact, when I was doing a bit of research about marketing, I came across three definitions of marketing that really spoke to me. The first is from Walt Disney who said marketing is clean bathrooms, and I love that definition because what Disney is really saying is that marketing is everything down to the smallest detail, including whether or not your bathrooms are clean.

[00:02:16] The second definition I like is simply that marketing is making a promise and then delivering on that promise. But the third one, and this is the one I want you to remember, comes from Michael Gerber, the author of the E-

Myth, and he says that marketing is three things, client generation, client conversion, and client retention.

[00:02:39] Or to put it in plain hairdressing language, attracting new clients, turning them into regulars, and keeping them as long as possible. That's marketing. That's the full picture of what marketing is. Now, like most of you, I don't have a marketing degree, but what we do have as salon owners, is there something potentially better?

[00:03:01] And that is real world experience. When your livelihood depends on it. When you have to make payroll every week, you get an education that no university can provide. It's not theory, it's survival. And here's what I've noticed. Most salon owners are actually pretty good at the first function of marketing, which is attracting new clients.

[00:03:24] Whether it's through social media or advertising, or their location or the salon design, the client experience, price point, word of mouth, whatever it is. Most salons are getting new people through the door. Now, when I say they're pretty good, I mean that they're averaging about one new client a day. And at this point, most people will say, one new client a day, that's not very good.

[00:03:51] But here's the thing, it is good one. New client today is actually excellent if you can keep them. And that's where the problem starts. Let me explain what I mean as I talk you through some very simple maths. One new client today. Five days a week equals five new clients per week, over 50 weeks. That's 250 new clients a year walking through your door.

[00:04:16] Now, if you had 250 regular clients who came back every six to eight weeks, you would be fully booked all day, every day, no gaps, no slow periods fully booked.

[00:04:29] And if each of those clients spends a conservative average of \$500 a year, and trust me, most will spend way more than that. But at \$500 a year, you are looking at a minimum of \$125,000 in annual revenue.

[00:04:43] But realistically, most clients spend closer to a thousand dollars a year, which means that getting one new client today is actually worth \$250,000 in potential annual revenue, a quarter of a million dollars from generating one new client a day. But, and this is a big, but that only works if those clients keep coming back, and here's where it all falls apart.

[00:05:11] Because the data, and this is consistent across the entire industry, tells us that on average, only 40% of new clients return for a second visit.

[00:05:21] Let me say that again. Only 40%, which means that six out of every 10 new clients never come back. And it gets worse. Of the 40% who do return for a second visit, only half of them come back for a third. So now you are down to two out of 10, and by the time you get to six visits, only one out of those original 10 new clients remains one out of 10.

[00:05:49] So your marketing problem isn't that you are not getting enough new clients. Your marketing problem is that you're not keeping them. You are stuck in an endless loop, constantly searching for new clients to replace the ones who are leaving. It's like trying to fill a bucket with water when the bucket has holes in it, no matter how much water you pour in, that bucket will never fill up.

[00:06:13] So when salon owners tell me marketing is Instagram, or marketing is advertising or marketing is about getting new clients, what they're really telling me is that they only understand at maximum one third of what marketing actually is.

[00:06:30] And until you understand all those functions, attracting, converting, and retaining, you are always gonna be stuck on that hamster wheel. So here are two questions we need to answer over the next three episodes. First, why do we lose 60% of clients after their first visit? What's actually going wrong?

[00:06:50] Because we can't fix it until we know what the problem is. And second, what does marketing have to do with turning clients into regulars and keeping them long term? Because that's where you need to expand your understanding of what marketing really is.

[00:07:08] Here's the uncomfortable truth. If 60% of your new clients aren't coming back, it's because their expectations weren't met. Now there are exceptions, of course. If you are in a hotel salon or a tourist area, then yeah, most of those clients were never gonna return anyway. But if you are in a regular high street or main Street salon and six outta 10 new clients don't come back, it's not bad luck.

[00:07:35] It's not the economy, it's not Instagram's algorithm. It's because something about their experience didn't match what they expected.

[00:07:45] Think about it. That client chose your salon for a reason. Maybe it was your location. Maybe it was your Instagram feed. Maybe it was a Google

review. Maybe a friend referred them. Maybe it was your pricing, whatever it was your first function of marketing. Attraction worked. You got them in the door, congratulations.

[00:08:10] But then something happened. Or maybe something didn't happen and they didn't come back. Maybe they didn't like the haircut. Maybe the service took too long. Maybe they didn't connect with the stylist. Maybe the salon wasn't what they expected. Maybe the price wasn't what they expected. Maybe, and this is a big one.

[00:08:29] Maybe nobody gave them a reason to come back. Whatever it was, the gap between what they expected and what they experienced was too big, and so they left and they're not coming back, and that's where the second and third functions of marketing come in. Turning new clients into regulars and keeping them as long as possible.

[00:08:51] That's not about Instagram. That's not about advertising, that's about what happens inside your salon when that client sits in your chair.

[00:09:01] So the solution to growing your salon isn't just about getting more new clients through the door. The solution is fixing the holes in your bucket so that when clients do come in, they stay. And that's what we're gonna talk about over the next two episodes. Next week, we're gonna dig into exactly where and why it all goes wrong.

[00:09:24] We're gonna talk about the handoff, the moment when your external marketing passes the baton to your internal team, and we're gonna explore why that's the moment that most salons drop the ball. But before we wrap up, if you listen to this and thinking, okay, this is hitting home marketing is clearly something I need to get better at,

[00:09:44] Then I want to let you know that we're launching a comprehensive online marketing course very soon. This course is for salon owners who are serious about mastering all three functions of marketing, not just attracting new clients, but converting them and keeping them long term. Now to get priority notification when enrollment opens, plus any pre-launch bonuses, head to [grow my salon business.com](http://growmysalonbusiness.com).

[00:10:09] Forward slash course forward slash marketing and join the wait list and I'll also put that link in the show notes of today's podcast. Alright, that's it for today. So thanks for listening and I will look forward to seeing you next week for part two.