

## GMSB 318

[00:00:04] **Antony Whitaker:** Hey, it's Antony here, and welcome to another episode of the Grow My Salon Business podcast. And whether you're a first time listener or a regular thank you for being here today. Okay, let's dive straight in. This is part three, the final episode in our three part podcast series on salon marketing. And if you haven't already listened to the first two episodes, then seriously go back and start there because this episode builds on everything we've covered and you'll get way more out of it if you've heard the full story.

[00:00:37] **Antony Whitaker:** Now a quick recap. In episode one, we talked about what marketing really is. Not Instagram, not advertising, but three functions, attracting new clients, turning them into regulars, and keeping them as long as possible. And we looked at the brutal data that says that 60% of new clients never come back after their first visit.

[00:00:59] **Antony Whitaker:** So in episode two, we then talked about why that happens. We talked about expectations not being met. We talked about not giving clients a reason to return, and we talked about what I'd referred to as dropping the baton.

[00:01:13] **Antony Whitaker:** meaning that moment when you are external marketing, so all the things that you put in place to attract new clients into your business. But that moment when that hands over to your internal team, meaning.

[00:01:27] **Antony Whitaker:** The client comes in and meets a stylist, meets a receptionist, meets your assistants, et cetera, because it's often at that moment where most salons lose the race, so to speak. So today in this final episode, we're gonna talk about solutions. How do you actually identify where your leaks are? How do you fix them, and how do you start retaining clients instead of constantly replacing them?

[00:01:54] **Antony Whitaker:** So let's start with a story about coffee. Starbucks has a phrase that they use internally as part of a larger mission statement. It's. We grow Starbucks one cup at a time.

[00:02:08] **Antony Whitaker:** It's simple, but it's powerful because what they're saying is that no matter how big they get, no matter how many stores they open, growth happens one customer at a time. Every single cup of coffee matters. Every single client experience matters.

[00:02:26] **Antony Whitaker:** And I love that philosophy because it applies perfectly to salon marketing. You grow your salon one client at a time, one haircut at a time. It doesn't matter if you're a solo stylist or you have 10 shares, growth happens one client at a time. So if we agree, and I think we do that, the biggest problem in your salon isn't attracting new clients.

[00:02:50] **Antony Whitaker:** But it's retaining them. Then we need to start by looking at your specific data, not just industry averages, but your salon, your numbers, because your salon might be better than the industry averages, or it might be worse, but you won't know until you look at the data. Now I get it. Looking at numbers isn't the most fun, creative part of running a salon.

[00:03:13] **Antony Whitaker:** It's not as exciting as designing your salon space or shooting new content for Instagram. But here's the thing, the numbers will tell you what's working and what's not working. The numbers will show you who's working and who's not. And when you have the right data, it makes everything easier, better decisions, better growth, and ultimately that is fun.

[00:03:39] **Antony Whitaker:** So let's talk about the data that you need to be tracking. Most salon software systems track client retention. And the best systems will break that down into two categories. New client retention and existing client retention. And they're very different things. New client retention is the number and percentage of first time clients who return usually within 90 days.

[00:04:05] **Antony Whitaker:** Existing client retention is the number and percentage of existing clients who come back within that 90 days. They are two completely different metrics, and they tell you two completely different things.

[00:04:20] **Antony Whitaker:** new client retention, tells you how good you are at turning a first time client into a repeat client.

[00:04:29] **Antony Whitaker:** Whereas existing client retention tells you how good you are at keeping clients long term.

[00:04:35] **Antony Whitaker:** So let's start with new client retention. The goal here is obvious. You don't want clients to come in once and then disappear. You want them to return, and the higher the percentage of return, the better. So what should that number be? Well, it depends because it's influenced by things like the services you offer, current hair trends, your target market, your price point, and even your location.

[00:05:01] **Antony Whitaker:** But as a benchmark, I'm gonna set the bar high and say that you should aim for 75%. That means three out of every four new clients return within 90 days. But the reality is that the industry average is about 40%. Which means that most salons are losing six out of 10 new clients after the first visit. Now, let's talk about existing client retention.

[00:05:29] **Antony Whitaker:** This is different. This is about your ability to keep clients, long term clients who've been coming to you for months or years. Clients who know you like you and trust you. So what should that number be? Again, it depends on factors like location, price, point, services offered. And yes, there'll always be some natural turnover of clients.

[00:05:51] **Antony Whitaker:** People move, they lose their jobs, they have life changes that affect their budget and priorities. But as a benchmark, you should be aiming for at least 80% existing client retention. Now, here's where it gets really interesting. Most salons, if they even track this data. Only look at the overall salon numbers.

[00:06:13] **Antony Whitaker:** Imagine that you run a report and it shows that your salon's new client retention rate is 50%. Well, based on the fact that the industry average is probably 40%, then 50% isn't bad, right? But then you run the same report for each stylist individually, and what you might find is that stylist a.

[00:06:33] **Antony Whitaker:** Has a 75% new client retention rate, meaning three out of every four new clients they see come back. But Stylist B has a 25% retention rate, meaning that only one out of every four new clients they see comes back. Now that's a massive difference. So here's the question. Who do you want to give your new clients to?

[00:06:56] **Antony Whitaker:** Obviously you wanna give them to stylist A because with Stylist A, there's a 75% chance that that client is coming back. Whereas with stylist B, there's only a 25% chance. But here's the more important question, what's going wrong with stylist B? Most salon owners can't answer that question because they don't have the data.

[00:07:18] **Antony Whitaker:** They don't even know that there's a problem. But when you have this data, you can start digging in. You can start asking the right questions. Is it a technical skill issue? Are they not delivering the quality that clients expect? Is it a consultation issue? Are they not listening? Are they not managing expectations?

[00:07:39] **Antony Whitaker:** Is it a people skills issue? Are they not connecting with clients, not making them feel comfortable? Is it a re-booking issue? Are they not offering to book the next appointment? Yeah, whatever it is, the data helps you identify the problem, and once you know what the problem is, then you're on your way to starting to fix it.

[00:08:00] **Antony Whitaker:** Maybe stylist B needs more technical training. Maybe they need help with consultations. Maybe they need coaching on client communication. Maybe they just need a system, a script for rebooking clients at the end of every appointment. The point is, you can't fix what you don't measure. And when you start measuring individual retention rates, you'll find exactly where the holes in the bucket are.

[00:08:25] **Antony Whitaker:** The data gives you focus, the data tells you what the problem is, where the problem is, and who the problem is, most importantly, what the solution is. So if you wanna grow your business, you have to grow the people in your business and to borrow the lesson from Starbucks. You grow your salon one client at a time, one haircut at a time, one color at a time, one client at a time.

[00:08:53] **Antony Whitaker:** Now, over the past three episodes, we've covered a lot of ground. We've talked about what marketing really is, not just Instagram, not just ads, but three distinct functions that work together. We've talked about why 60% of new clients never return and why that's a real problem holding your salon's growth back.

[00:09:14] **Antony Whitaker:** And today we've talked about how to diagnose exactly where your leaks are by looking at your retention data. And at this point you might be thinking, okay, Antony, I get it. I have holes in my bucket. I need to look at my data, but how do I actually fix this? And that's a fair question because understanding the problem is one thing, fixing it is another.

[00:09:38] **Antony Whitaker:** So if you're serious about creating a complete marketing system, something that doesn't just fix one problem but transforms how you attract, convert, and keep clients long term,

[00:09:50] **Antony Whitaker:** Then you need to know about our brand new. Very comprehensive marketing course. This course takes everything we've talked about in this three part series and goes 10 times deeper. We cover how to identify your target market and ideal client. How to create a salon brand that reflects your goals and ambitions.

[00:10:10] **Antony Whitaker:** How to use Canva to develop your brand assets. What are the most important traditional marketing activities and how to integrate them into your business. And one of the most important digital marketing tools and how to integrate them into your business. How to use Google to grow your business effectively.

[00:10:28] **Antony Whitaker:** How to use Instagram and other social media platforms to grow your business. How to build a marketing strategy that attracts new clients, convert some into regulars and keeps them as long as possible. And how to create systems that ensure consistency across your entire team. How to train your team to deliver on the promise that your marketing makes and how to track the right data and use it to make better decisions, and how to build a salon that doesn't just survive, but thrives.

[00:11:00] **Antony Whitaker:** And finally, how to use AI in your marketing. And so much more. Our online marketing course will open for enrollment, shortly but only for a limited time. And as this is our first launch, there are some special bonuses included. So if you are serious about growth, if you're tired of constantly chasing new clients, only to watch them disappear, if you wanna finally fix the leaks and build a salon full of loyal long-term clients.

[00:11:30] **Antony Whitaker:** Then head to grow my salon [business.com/course/marketing](https://business.com/course/marketing) to find out all the details and secure your spot. But whether or not you enroll in the course, the key is taking action because now you know that your problem isn't just that you need more new clients, every business needs more new clients. Your problem is also that you're not keeping the ones that you already have.

[00:11:56] **Antony Whitaker:** What you and your business need is a complete marketing system that you can integrate into your business so that you transform your results. So with that said, I'm Antony Whitaker. Thank you for listening to this three part series. I hope it's given you a new perspective on what marketing really is and what it takes to grow a truly successful salon business.

[00:12:19] **Antony Whitaker:** I'll see you next week.