



Little Black Book of Promotions



matrix

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Of Promotions**



Matrix Little Black Book Of Promotions

Welcome to our Little Black Book Of Promotions, created by our team of business experts just for you. It's filled with tips for retail and service promotions – all designed to drive more sales and increase your bottom line.



Retail Promotions



1 Two Is Better Than One!

Encourage clients to buy more than one product with a promotion tied to 2 items. With promotional margins, you can drive 2 products with discounts no greater than 25%.

Great Ideas Include:

- ✓ Buy one product; get the second* at 50% off!
- ✓ Buy two products; save 25% on each!

*Discount applies to lower priced item

2 Three Is Better Than Two!

Encourage clients to buy a full system of shampoo, conditioner and a styler or finisher with a promotion tied to 3 items. With promotional margins, you can drive 3 products with discounts no greater than 25%.

Great Ideas Include:

- ✓ Buy two products; get the third* for only \$3!
- ✓ Buy three products; save 25% on all!

*Discount applies to lower priced item



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Buy More, Save More!

Get your clients to stock up on products with a tiered discount promotion. The more they buy, the more they save! It's a fabulous way to encourage clients to buy a full set of shampoo, conditioner and styler/finisher with discounts no greater than 25%.

Great Ideas Include:

- ✓ Buy 1 Product; Save 10%
- ✓ Buy 2 Products; Save 15%
- ✓ Buy 3 Products; Save 20%
- ✓ Buy 4 Products; Save 25%

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Like Me On Facebook Or Instagram!

Take your social media to the next level. Encourage your clients to "like" and "share" your salon and reward them with a discount toward their next retail purchase. You'll get greater exposure and you'll create a retail shopper at your salon.

Great Ideas Include:

- ✓ Take the time to 'like' and 'share' our salon's Facebook and Instagram pages, and receive 20% off your next retail purchase in our salon.



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Selfie Promotion!

Another social media promotion. Encourage your clients to post a selfie after their salon visit and reward them with savings toward their next retail purchase. Again—you'll get greater exposure and you'll create a retail shopper at your salon.

Great Ideas Include:

- ✓ Take a selfie after your service and tag our salon's Instagram account or share on our salon's Facebook page—we'll thank you with 20% off your next retail purchase in our salon.

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Enter To Win Promotion!

Create a contest for your clients tied to retail purchases. When clients purchase promotional products or new launches, they'll get an entry into a drawing. Use your LEVEL loyalty points to create fun contest prizes from blow dryers to flat irons to an IPAD! Or create your own prize with a retail product gift basket.

Great Ideas Include:

- ✓ Buy two or more retail products, be entered into a drawing to win professional hair dryer (value: \$X).
Buy two giftsets, be entered into a drawing to win retail product gift basket (value: \$X).

LEVEL
LOYALTY REWARDS



7 Shampoo For A Year!

Create another contest for your clients with a mega offer tied to retail purchases. Who wouldn't want FREE shampoo for a year? It's a fun way to drive retail sales and get clients engaged!

Great Ideas Include:

- ✓ Win shampoo for a year! Buy two or more retail products and be entered into a drawing for a year's worth of shampoo (approx. 5 liters).

8 Team Goals – Cash Is King!

Create retail goals for your salon team around key promotions or events (Mother's Day, Holiday). Award your team with cash incentives or extra commission on retail.

Great Ideas Include:

- ✓ Challenge each team member to increase their retail sales by 10% or 20% for a set period of time (2 weeks or 1 month). Keep a tally in the backroom and award an extra 5% retail commission to stylists who meet their goals.



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Team Goals – You Could Win!

Create retail contest for your salon team around key promotions or events (Back to School, Prom Season). Team members earn raffle entries for each product sold. Use your LEVEL loyalty points for enticing raffle items including shears, tool kits, blow dryers, flat irons, logowear and electronics.

Great Ideas Include:

- ✓ Challenge all team member to sell a key promotion for a set period of time (2 weeks or 1 month). Keep a tally in the backroom and celebrate the number of raffle entries daily. Set up first, second and third place winners to create more excitement!

LEVEL
LOYALTY REWARDS





Service Promotions



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Gift With Service!

Entice your clients to try a new service with the offer of a complimentary retail product. Great way to drive add-on services and expose your clients to retail offers.

Great Ideas Include:

- ✓ First time highlight clients—receive a free Matrix color care shampoo to protect that beautiful color.

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Savings With Service

Encourage first time color clients with savings on retail product. Great way to drive upsell service revenue while giving your clients the perfect excuse to stock up on great retail products to protect their color.

Great Ideas Include:

- ✓ Special offer for first time lightened clients—Save 20% on your all retail purchases today! Protect that beautiful color with color care shampoo and conditioner, and keep that style with professional styling and finishing products.



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Rebook Rewards!

Reward your clients for rebooking at the time of service. Offer them a discount on retail purchases or a complimentary add-on service for their next visit. It's the perfect way to incentivize your clients to book their next appointment and the perfect way to drive more retail sales.

Great Ideas Include:

- ✓ Rebook today and get a 25% discount toward your retail purchases on your next visit.
- ✓ Rebook today and get a free toning service with your next visit.

13

Before/After Transformations!

Another social media promotion. Client photos are great advertisements of your work. Take photos of your clients and post them on your social media. Reward your clients for being your models with savings toward their next service.

Great Ideas Include:

- ✓ Take before and after photos of your clients. Post them on your Facebook and Instagram accounts or by your front desk. Thank them with a coupon for 20% off their next service.



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Give A Gift... Get A Gift!

Gift certificates are a great gift idea for your clients and a great source of revenue for you. What could be better for your clients than to receive a gift for themselves when they purchase a gift certificate to your salon.

Great Ideas Include:

- ✓ Purchase a \$100 gift card and you'll receive a \$25 gift card for you to use toward services at our salon. Advertise this offer on Facebook and Instagram.

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Service Menus... A Must!

Make sure you create a supplemental service menu at reception for your clients to view and choose from. It's a great way to drive upsell opportunities and incremental revenue.

Great Ideas Include:

- ✓ Feature your supplemental service menu at your reception desk. Offer a discount for first time clients. Advertise these offers also on Facebook and Instagram.



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New Service... New Offers!

Make sure you share new service opportunities with your best clients. New services, new techniques – offer these to your clients for free for the first 30 days. They'll feel special and chances are they'll request that service again the next time they return.

Great Ideas Include:

- ✓ Thank you for being a loyal client—offering you a complimentary toning treatment today—enjoy!

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Theme Your Services... Change It Up!

Create a full four season theme around services that offer add-on opportunities and increase ticket revenue. Fun, unique and new!

Great Ideas Include:

- ✓ "The Winter Welcome": Receive a toning service for only \$XX with your permanent color service.
- ✓ "Spring into Healthy Color": Receive a Miracle Creator Mask Treatment with your color service for only \$10. A savings of X%!



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Send A Friend Referral

Your clients are your best source of advertising! Create a referral program that rewards your clients for referring their friends to your salon. Proven to build loyalty and generate a strong new client base.

Great Ideas Include:

- ✓ Refer 5 clients, your next service is free!
- ✓ Refer 5 clients, get a \$50 gift card toward your next service!



Social Media

Social media is a fabulous advertising and promotional tool. Make sure your salon is fully utilizing Facebook, Instagram, Pinterest and TikTok to get the word out on your services, retail offers and promotions. Be sure to visit [Matrix.com/professional](https://www.matrixsalonresources.com/professional) for the latest in product news, trends, techniques and business building tips!

Let Matrix Be Your New Social Agency

www.matrixsalonresources.com

From packshots and model shots to social media post images, Matrix has made it easier to find exactly what you need. Use the site's filters to find the image you're looking for based on product type, product line, or image type. Choose the category that is relevant to your salon's services and products, then post away!



Top Tips & Favorite Promotions

This image shows a single sheet of bright yellow paper. It features ten evenly spaced, horizontal black lines running across its entire width. The lines are thin and consistent in thickness, creating a clean, minimalist design typical of standard lined notebook paper. There are no margins, text, or other markings on the page.

For more promotional ideas...
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