

How to make your organic salon **STAND OUT!**

Salon Marketing 101
from
Organic Salon Systems



About Organic Salon Systems



Organic Salon Systems, headquartered in Palm Harbor Florida, has been serving the professional salon industry since 2003. The Company provides salons with the highest performance products that maximize the use of gentle, nourishing, organic, and natural ingredients while minimizing the necessity for harsh or damaging chemicals. The company is the exclusive marketing and distribution company for several more natural and organic professional salon product lines including Organic Color Systems and Keragreen throughout the United States and Canada.

Organic Color Systems is a revolutionary full range of professional salon products including our tightly integrated color, curl, care, and connect lines. KerGreen is a full range of innovative, formaldehyde-free, organic keratin treatments exclusively for salon professionals.

Organic Salon Systems' offering also includes other complimentary products, education, advisory, and consulting services. For more information or to place an order, please visit <http://www.OrganicSalonSystems.com> or call (888) 213-4744.

Privacy Information

The information contained in this document is the proprietary and exclusive property of Organic Salon Systems except as otherwise indicated. No part of this document, in whole or in part, may be reproduced, stored, transmitted, or used for any purposes without the prior written permission of Organic Salon Systems.

The information contained in this document is subject to change without notice.

The information in this document is provided for informational purposes only. Organic Salon Systems specifically disclaims all warranties, express or limited, including, but not limited, to the implied warranties of merchantability and fitness for a particular purpose, except as provided for in a separate agreement.

Privacy Information

This document may contain information of a private nature. This information should not be given to persons other than those who Organic Salon Systems has directly provided it to.



Table of Contents

About Organic Salon Systems	2
Privacy Information	2
Privacy Information	2
Table of Contents	3
Introduction	4
Testimonials	5
Had to open 2 new salons.....	5
Can't handle all the new clients	5
Organic Salon Systems Built my Salon Business.....	5
Executive Summary.....	6
Things to Remember	6
Strategy 1: Branding Made Easy.....	7
Strategy 2: Advertising Made Easy.....	9
Print Advertising	9
The Anatomy of a Print Ad.....	11
Radio Advertising	11
Television Advertising	12
Web Advertising	12
The Anatomy of a Banner Ad	13
Web Based Coupon Services.....	14
Strategy 3: Collateral Made Easy	15
Strategy 4: Direct Mail & Databases Demystified.....	16
Acquiring New Lists of Leads	16
Direct Mail Marketing.....	17
Email Marketing	17
Email Marketing Services	18
Strategy 5: Salon Promotions Made Easy.....	19
Strategy 6: Public Relations Made Easy.....	20
The Anatomy of a Press Release	20
The Green Angle	22
The Healthy Angle	22
The Edgy Angle.....	22
Strategy 7: Online Marketing.....	24
Website Search Engine Optimization or SEO	24
The Social Web	24
Web video	26
Make it happen!.....	27



Introduction

Hello,

At Organic Salon Systems, we come from both entrepreneurial and hairdressing backgrounds so we are under no illusion of how hard you work to please your customers and grow your business.

As a company we feel it is important to build lasting relationships with our client salons. A big part of that is educating you not just about the techniques of using our products and services, but also about the business of this image making industry. That's why this Organic Salon Marketing Whitepaper was created. To help you brand and market your salon and unique services!

So many of our salons are expanding in the face of today's economic climate, that we created the information and tools needed to give you a competitive edge. Read through the following information and do what's within your scope and budget. It's just that easy.

Here's to a great future of growth and expansion while using healthier products to make your clients look gorgeous.

Cheers,

Troy Raszka and all the Staff at Organic Salon Systems
1-888-213-4744 | troy@organiccolorssystems.com | organicsalonsystems.com



Testimonials

The best way to understand the power and potential of the Organic Salon Industry is to see what our clients have to say.

Had to open 2 new salons

Using Organic Color Systems, the referrals we have received have helped our business grow over the past 5 years. We needed a second location and now have plans for a 3rd in the next 12 months. Hairdressers ask me why I advocate this product so much. I tell them the truth, "It works better than anything else." Perfect coverage, amazing shine and condition. Our clients experience no scalp staining or discomfort since there is no ammonia. This makes for a healthier and safer environment for our clients, my staff, and myself.

Joe Carling Mode Downtown and Mode Roosevelt, Seattle, WA

<http://www.modehairart.com/>

Can't handle all the new clients

It's simple: Organic Color Systems has changed my business. I get email and telephone calls daily about the color, locally and from other states. I actually have a client who comes in from CA to my salon in TX because we use Organic Color Systems and can't find it near where she is. The demand is high for a more natural and better color line. I have had to refer clients to other salons using Organic Color Systems because I cannot accommodate all the new clients.

TJ Stroda Salon Austin, Austin, TX

<http://www.salonaustin.com/index.html>

Organic Salon Systems Built my Salon Business

After 10 years of barely getting by, I have finally started to reap the rewards of owning a business. After exclusively carrying Organic Salon Systems' products, my business has been thriving despite the downturn in the economy. I never could have imagined how powerful and loyal the Organic Niche is and how much easier it is to attract clients with this specific lifestyle preference. I did what I love and what I believe in, and the money followed.

Sandra Martinez, Chicago, IL



Executive Summary

There are three key areas to creating and maintaining your brand image:

1. Know Yourself
2. Know the type of customers you want
3. Send the best product out your door

There are six key areas to marketing your brand (in alphabetical order):

1. Advertising
2. Collateral (printed) Material
3. Database building and management
4. Promotions
5. Public Relations
6. Web

In this marketing whitepaper, we will cover the background concepts and a simple “how-to” for each. We have made available brochures, images, logos and posters on our website. We also created a series of pre-designed postcards that you can download, print and mail. Plus, Organic Salon Systems offers many pre-printed items for sale to support the products and services offered. They are all designed to give you a very effective tool to drive business and develop new clients based on your use of our products.

Things to Remember

1. Build a solid brand.
2. Do what is easiest for you first. The idea is to get things moving, get the word out and create a buzz.
3. Do only those things that generate buzz and a return on the investment (ROI).
4. Plan out and schedule when you’re going to launch your next marketing initiatives.
5. Stick to your schedule and notice what marketing channels work to generate new business and those that don’t.
6. Send us your success stories.



Strategy 1: Branding Made Easy

Your brand image is the foundation upon which you build all of your marketing and sales efforts. Your brand should be a visually recognized identity that quickly explains your services, goods and personality. Most of you all ready have a name for your salon, and establishing that name in your marketplace is the starting point for building and growing your brand.



The two main areas for creating and expanding your brand are being true to yourself and knowing your customers. This might sound overly simple, and it is! Ask yourself: What kind of salon do I want to be? What services do I want to offer? Of those services, what will the main focus be? Then ask the age-old question what kind of customers do I really want? Spend some time researching your market to see if there is a certain segment that is underserved or a unique good or service that it not being provided (such as Organic Color Systems or KeraGreen) and use this to your competitive advantage.

Identity. Your brand identity then takes shape in the form of your logo design, tagline, and the unique experience you offer your clientele both in the reality of your salon and the virtual reality of how you present yourself on the internet.



Logo. Your logo should reflect the personality of your name. If you are an upscale, luxury salon, with spa services then consider using a (readable) script font for the logo. Conversely, if you are an edgy, hipster salon use a font that presents that type of image. Look at the brands that *you* like and respond to for examples of how their logo designs “work” to instantly convey what they are selling with only their name, icon, color and typeface. Then emulate it for yourself. Here is a brief explanation of the three different types of logos. <http://www.logodesignsource.com/types.html>

Tagline. Create a friendly tagline that explains what you are about. One of our current taglines is “Changing Salons for the Better”. Because we offer professional only, ammonia-free hair color, along with other salon products made from natural ingredients and we feel passionate about making your salon as



healthy as can be! This is an excellent article on the process of creating a solid tagline. <http://business.ezinemark.com/the-value-of-a-tagline-31bc01cac79.html> Remember, knowing yourself, your customers and a little bit about the competition should make it easy to come up with a tagline that lets the marketplace know more about your organic salon.



Maintaining your brand image. If you stay true to the first two principles it should be a piece of cake to nurture and care for your brand. The big factor here is **consistency**. That means not changing your logo and look with the seasons. Keeping your logo and color scheme consistent through the years instills confidence in your customers. It becomes familiar and reassuring to them. In some ways they take pride and ownership in it when you become *their* salon of choice. You can improve and modernize it along the way but the name, and basic design should

remain. The other thing that needs to be consistent is the product that you send out your door! A happy customer is your best salesperson. They are a walking, talking, texting and posting advertisement of your work, especially in the age of Facebook. Be sure you and your staff are always at your best!



Strategy 2: Advertising Made Easy

Advertising comes in many formats, mediums and budgets. But certain concepts of your visual communications remain the same. These include staying true to your brand, clearly asserting your position in the marketplace, offering your specific good or service, a call to action (usually a special offer or your unique selling proposition, such as being ammonia-free) and contact information. The other main concept to keep in mind is that the more regularly you run your ads, the more you will get noticed. Let's take a quick look at some of the common formats and mediums.

Print Advertising



Print ads run the range from the Yellow Pages to high gloss City or Regional Magazines. Most are specific to a certain readership (demographic) and their rates are usually based on the quantity/circulation of the publication being distributed, as this is the mark for how many people potentially read it. Other factors that affect the rate is the size and actual location the ad is placed in the publication. Bigger, color ads cost more than

classifieds. Inside the front cover or the back cover cost more than ads placed in the middle of the magazine and so on. The brand you are creating and the size of your salon should in part dictate the advertising strategy you choose. Here are some print ad formats to consider.

The yellow pages. Nobody uses a phonebook anymore, right? Not true. Yellow page ads are still common, inexpensive and usually offer a value added web listing these days. With Google recently changing their ranking system to place local search results highest, a yellow page listing is a solid place to start.

Your local High School(s) and College(s). Let's face it; the core of your business most likely comes from your own community. It is a best practice to focus on your immediate area to build your customer base and then expand outward from there. This is especially true if you are in a smaller city or more rural town. Your local high school offers a good opportunity at an economical value to reach this core. Advertising in their yearbook or athletic programs, reaches not only the students but their parents and teachers as well and provides



support to those programs at the community level, too. This kind of support also puts your business in a favorable light on the public relations front.



Newspapers. There are quite a few types of newspapers to choose from. They range from your city's flagship newspaper, to community newspapers, and even weekly local arts/entertainment publications. You know the pulse of where you live so deciding on which of these formats best suits your needs should be a snap. In most cases you will deal with an advertising sales representative from the publication who can advise you on the size, pricing and technical

specs. Some papers even provide a design service to produce your ad for an additional fee. Do your research on where you think your ad would fit best. A lot of times a sales rep might be trying to fill space and you need to be sure your ad is in a section of the publication that is relevant to your salon. Since you are advertising your healthy/natural/organic approach to hair services with Organic Salon Systems, health, beauty, wedding, arts, and entertainment sections are always a good fit.



Ad Papers and Coupon Packs. Ugh... Junk mail. You know your mailbox is always crammed with the Flyer, Val-Pak <http://www.valpak.com/coupons/home> and similar "offer" books. Often times when you go to the local Subway for lunch you see the stack of coupon books by the soft drink dispenser. These *ad only* publications resemble newspapers but have no other content. People who thumb through these are only looking for deals, and usually only for lunch. They do have some value, and cost less than a typical

newspaper ad. Buying space in them is similar to newspapers too, in that you will be dealing with a sales rep. Publications like coupon books will probably try to get you to sign a long-term contract, but at the start we recommend that you try it once to gauge your return. The main difference is that the coupon books thrive on just that...coupons! So, if you go this route, be prepared to offer a discounted service as your call to action.

Regional Magazines. Bigger, more robust metro areas usually have their own glossy magazines. For example, here in Tampa Bay, Florida we have Tampa



Bay Magazine, <http://www.tampabaymagazine.com/> among others. These magazines are full color, glossy publications that command a high price for their ad space, even for quarter of a page! These magazines cover regional social events, architecture, food, spas and other high-end interests. If you have a large salon, multiple locations or a big budget this kind of publication could serve you well.

The Anatomy of a Print Ad

1. Your ad should have an engaging headline. Something that tells the reader about you grabs their attention and makes them want to read to more.
2. The ad should have an image that relates to your salon and the headline. The image should stop the viewer and make them want to know more about your salon. Most often it's a fabulous hair shot, or edgy portrait. Sometimes it is of the interior of the salon itself, if the salon has great design and lighting and the interior was photographed professionally.
3. Ad copy that speaks to the key benefits of your natural/organic goods and services.
4. A call to action. Even something as simple as "Call to today to book your appointment!"
5. Your Logo and Contact Information.

Look at other ads that you have seen that you like or have made you stop and consider buying something. Study them to see why they were effective at making a connection to you and then try to emulate that with your brand.

Radio Advertising



Radio ads are a big commitment. They are geared more for a campaign style approach, meaning that they run over and over again for an extended period of time. They cost more to produce and place. You will be dealing with a sales rep at the group level of multiple radio stations. Compared to print ads the radio listener does not have an chance to linger on your ad, and your message and information is delivered very quickly, some in as little as 15 seconds. Time slots like the morning and afternoon drives

will cost you more. One good thing about radio is that each station has a pinpointed demographic of listeners they broadcast to. However, whether those listeners actually find your message in the midst of all the rapidly delivered ads is another thing. Still, if it is within your budget, radio can bring in business and a



certain level of brand prestige. Another radio option to consider would be to underwrite a show on your local PBS or community radio station. If there is a show on health, food, travel or even beauty, underwriting it would give your salon a mention at the beginning and end of the show, most with a 10 to 15 second “commercial” at the end that calmly and succinctly lets listeners know about your organic salon and services.

Television Advertising



Television ads are an even a bigger commitment than radio. They are costly to produce and if done cheaply, will look “cheap” and negatively affect your brand image. Local and Cable TV outlets have sales reps that can guide you through rates, schedules and demographics. They even sell services that will produce an ad for you. But in this age of High Def, a poorly created ad can hurt more than it can help. You’ve seen them before. You

are watching your favorite TV show and a big budget ad from a national brand comes on followed by a low budget local ad. The difference in quality is obvious. Approach television with the utmost professionalism and deep pockets.

Web Advertising



Advertising on the web has waxed and waned over the years. And truthfully rates and results are still very much in a state of flux. There is a huge difference in web advertising and web promotion/marketing, which we discuss in depth a bit later. Web advertising as such basically consists of “banner” ads placed in various locations on a website. Many of the aforementioned advertising mediums offer package deals that include both print and web. Many local

newspapers and their TV counterparts have teamed up to build local news websites that offer opportunities for banners. The key to placing banner ads is to affiliate your salon with a site that has crossover appeal your customer. Sites like this might include local health food stores, area wedding photographers, or blogs about local culture. Be creative and think outside of the box here. Also,



spend some time on the prospective site before buying. See what kind of other businesses are placing ads there. Be sure to take note of how often the same ad comes up, especially if it is in a banner rotation. A banner rotation is a banner position where multiple banners are rotated in the same spot. There is a wide range in pricing for banners. It depends on the number hits the site is getting, the size of the banner and the position it occupies on the site. Banner ads always link the browser back to your website where you have the opportunity to tell your whole story. The great thing about banner ads is that when you analyze the data from your website, you can instantly see whether the banner ads you placed are actually referring traffic to your site.

The Anatomy of a Banner Ad

Banner ads are similar to print ads in concept, yet are completely opposite in execution. Print ads are produced with a much higher resolution, meaning more pixels (dots) per inch. Anything you produce in print will never be less than 300 dpi. Everything that is done for web is 72 dpi. You can always reduce an image for print to use on the web, however it is nearly impossible to enlarge a web image to use in print without it ending up looking “blocky”. In other words you can take information from the image away and once it’s gone, it’s gone for good. Since you are dealing with a much smaller size, it is really difficult to replicate your print ad to a banner. The good thing is that a banner ad can be animated, like a slide show. For animation the standard formats are GIF, Flash (.swf) or JAVA. Note: Apple’s popular iPad and iPhone do not support Flash in any form. So banners created with Flash will not display when browsing the web on those platforms. The sites that you choose to advertise with will provide you or your designer the physical size for the ad as well as the “weight” the file should be in kilobytes. The longer the animation runs the larger the “weight” of the file will be.

1. If there is enough space on the ad to keep your logo persistent, do so.
2. In most cases the size of the banner will be so small that you will not be able to use a full image in the background, so stick to readable type.
3. Use the headline from your print ad campaign.
4. The next slide could be the main service or top 3 services you are promoting.
5. Then the final slide before it loops back to the beginning would be your call to action; “Click here to book your appointment!”

A rule of thumb for having text on screen is not to move to the next slide too quickly. Make sure there is an easy flow and pace. 3 seconds per slide is usually a good starting point.



Web Based Coupon Services



Online coupon services have become really popular in the last year or so. Like the direct mail coupon packs mentioned above these web-based services work in a similar fashion. Most have a centralized website that is sorted into medium and big market cities or regions. In most cases you contact a local sales rep/affiliate and they will help you to put the online coupon together, then promote. Just like traditional coupons, usually the offer is for a discounted service and it has a concrete expiration date or limitation. Most of these services payment is taken as a commission on

the number of coupons that are actually redeemed. While others may charge based on the number of impressions the coupon is served. Probably the two most popular services today are <http://www.groupon.com/> and <http://livingsocial.com/>



Strategy 3: Collateral Made Easy



Collateral materials are any printed pieces that you use to support your brand and enhance your advertising efforts. These can include but are not limited to letterhead, business cards, appointment cards, service menus, brochures, posters and postcards. Much like the principles covered in the branding section, the measure of success in your collateral is to keep it consistent and well integrated. Logos, fonts, paper stock, and color schemes should all be the same. You are presenting a unified, professional look that is meant to convey your brand and instill confidence to your customer.



Organic Salon Systems offers a wide range of collateral materials that support the natural salon products that we distribute. And we are adding new material all the time. Plus, many of these items can be found bundled into special offers as rewards to our valued customers. For a complete list please follow this link.

<http://www.organicsalonsystems.com/accessories/promotion.html>



Strategy 4: Direct Mail & Databases Demystified



Think of a database in a marketing role as a big address book. It can be built as simply as name and email address or as complex as name, street, city, state, zip code, phone numbers, email address, birthday and on and on. Knowing your intent for the database will determine how complex it should be. The more complex the database is will also determines how much time will go into maintaining it with

updated information. The primary focus of such databases is to have the ability to communicate directly to your customers. These communications could take the shape of mailed appointment reminder cards, postcards with special offers, printed newsletters, emailed newsletters and emailed offers or “blasts”. It is good practice to keep two separate databases, one for your existing customers and one for your potential customers.

Most of you have all ready been collecting this valuable data from your existing customers. But how can you acquire lists of leads on new customers?

Acquiring New Lists of Leads

1. Build a form into your website that allows users that browse to your site the opportunity to “opt in” to receive further communications from you. Opting in is extremely important when building lists that you will email to. More on that in a bit.
2. Utilize your current advertising channels. In most cases you can buy or rent a list from those you advertise with. Ask your ad rep at the specific publication you are working with about this. They can usually break lists out by the zip codes you want to reach. This is mostly good for snail mailed promotions, but sometimes these publications do have email lists too.
3. Third party mail houses that specialize in direct mailing can help with list building and maintenance specific to your needs. Again this is mainly for physical mailing.



Direct Mail Marketing

Direct mail is a printed postcard mailed directly to the customer or lead's street address. Many consider this "junk mail" and response rates are virtually untrackable. It can get quite costly depending on the size of your list. Still this is a standard way of marketing and you should contact your list at least three times, preferably, no longer than a month between mailing. If you have a particularly large list or are looking for a reduced mailing rate using a third party mail house might be a good value to check out. They really know the ins and outs of the Postal Service and because they mail out in bulk usually can get a reduced rate on the postage.

Email Marketing



Email Marketing has become the new flagship in communicating with your customers and leads. It offers a way to put your goods and services right in their inbox, whether it is on their PC or Mobile device. There are some very important ethical considerations when planning your email strategy.

1. First and foremost is that you do not want to be flagged as a spammer, especially if you are using your personal or salon's email account to send the mailings. Because of new internet privacy laws it has become extremely easy to get reported as a spammer, even if you are sending to a list that has opted in. If enough customers or leads report your email as spam to their Internet service provider your email account or website could be blacklisted and taken down.
2. Always make sure that the lists that you are sending to has opted into receive emails from you. If you got the list from an outside vendor be sure they were authorized to share the list.
3. Always make sure that you include an unsubscribe option in the header of your email.
4. Always make sure to have your FULL contact information in the footer of each email.
5. If you are emailing the list on your own, be sure to inquire with your Internet service provider or I.T. person about the quota of emails you are able to send in an hour, day and week. Almost every ISP or email host has these quotas since they themselves do not want to be marked as a spammer. If you do plan to send email blasts yourself be frugal by breaking your list into segments and sending to no more than 50



addresses per day. What a pain, we know. But you don't want to be a spammer!

Email Marketing Services



When you get down to it email marketing and database management is truly a big hassle from an I.T., design and implementation standpoint. But the rewards are definitely worth it! In the current climate of spam rules and regulations it is really in your best interests to contract an online service to assist you with your needs. Organic Salon Systems uses Constant Contact.

<http://www.constantcontact.com/> They are easy to setup and use, plus they have really good support and tutorials. Plans start as low as \$15 per month with these types of services and most let you try it for free for 30 days. They provide professional templates for email promo and newsletters, list management, auto responders, online surveys and more! They really take all the guesswork and threat of being marked as a spammer out of the equation. Here is a list of the top ten ranked services. <http://email-marketing-service-review.toptenreviews.com/> If you do go with Constant Contact be sure to tell them International Hair and Beauty Systems/Organic Salon Systems referred you.



Strategy 5: Salon Promotions Made Easy



Promotions offer a different way to get the buzz out about your salon. Many are low cost, high impact actions that can also benefit your community. You can use the above marketing channels to let people know about your promotions. The most common promotions are special offers that take the form of discounts, daily specials, extended hours and other retail oriented endeavors.

But there are a lot of other creative ways to promote your salon. Open houses are a great way to show appreciation to your existing customers while welcoming new ones. Participating in a local or regional Wedding Expo could introduce you to customers and key people in that industry that could bring some solid referrals in the door. Then there are cross-branding opportunities like offering your services up as a contest prize for a local radio station in exchange for on air mentions. Along the same lines you could affiliate yourself with a charity or art's organization and offer prizes for a silent auction, sponsor a 5k run for breast cancer research or hair for child cancer patients, just to name a few. This kind of promotion will not only benefit your bottom line, but also gain you favor in your community. The key to good promotion and event marketing is to be creative and have fun with it!

Another type of in-house promotion would be to create a customer rewards program. Reward your loyal customers with incentives for repeat business and their referrals. It is a fun and nice way to say thank you and give back to your frequent clients. Rewards mostly consist of discounts or giveaways of services and retail products from your salon. For example, Organic Salon systems offers punch cards that allow you to write in the reward of your choice that your customer would receive after five visits or retail purchases. We even produced a set of cards that you can give to your clients to pass to a friend, and the follow-up "Thank You" card to send to them for their referral. Be creative with what you can reward your customer with that is of value to them and will keep them coming back for more!



Strategy 6: Public Relations Made Easy



Public relations differs from advertising and marketing in that PR focuses on using the media and community at large to tell your story. It is a soft sales approach that doesn't involve pricing and offers, but rather uses your unique contributions and skills to educate your marketplace about your business. The main tool for effective PR is the press release. A press release is basically a form letter that is kept to a single

page that gives the necessary information to build a news story around. You plug it into the media channels that you have opened up through your advertising and promotional efforts, as well as, directly submitting it to the proper editors. Topics for press release include grand openings, new product launches, new service launches, new personnel hires, special events and promotions. To ensure your information is getting to the relevant news sources you will need to research your local newspapers, publishing and television websites to find the contact that you need to send the release to. Most of these websites, especially newspapers have directory listings for all of the editorial staff. With that in mind you can pinpoint the exact person who should get the release, while carbon copying the editor-in-chief or associate editor. Be sure to choose the news desk that most suits your story idea. Departments to consider would be lifestyle, business, arts, culture, and special sections like the weekend magazine or weddings.

The Anatomy of a Press Release

1. Local news outlets like stories, especially ones that benefit the local community, its citizens and its environment.
2. Remember this is news, and should contain as many facts as possible versus "sales pitch" type text. Below is an example of what to include.

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person

Salon Name

Voice Phone Number

FAX Number



How to Make Your Organic Salon **STAND OUT!**

Organic Salon Systems • www.OrganicSalonSystems.com • +1 (888) 213-4744

© Copyright 2011 Organic Salon Systems, All Rights Reserved

Email Address
Website Address

BOLD HEADLINE FROM YOUR SALON

This headline is one of the most important components of the press release as this needs to "grab the attention" of the editor. Use bold type and a font larger than the body text. Preferred type fonts are Arial, Times New Roman, or Verdana and no longer than 125 characters maximum. Capitalize every word with the exception of "a", "the" "an" or any word that is three characters or less.

<City>, <State>, <Date> - Your first paragraph of the release should be written in a clear and straightforward manner. Your opening sentence contains the most important information; keep it to 25 words or less. Never assume that the editor has read your headline so make this first paragraph work all by itself while inspiring the editor to know more. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Next, answer the questions "who", "what", "when", "where", "why" and "how." Your text should include pertinent information about the product, service or event. Be sure to include details on when the product is available, where it can be purchased and the cost. Include a quote from someone that is a credible source of information (we can provide with some if you need some quotes).

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Make your release no more than 800 words and spell checked for errors. Proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit www.yoururl.com. If you offer a sample, copy or demo, put the information in here. It is here that you would also include details on product availability, trade marking acknowledgment, etc.

ABOUT <SALON> - Include a brief description of your salon along with the products and services it provides. It is also good to state here how long you have been in business and your salon's mission. Sometimes this "About" section is referred to as the "Boilerplate" since you will use it to close every press release that you put out.

- END -

At the end of the release, you need to indicate that the release is concluded.



Here are some topics to use when you are announcing your use of Organic Color Systems or KeraGreen in a press release.

The Green Angle

If you are a naturals salon that cares about the environment then it should be easy to tout the ammonia free story of OCS, or the formaldehyde free story of KeraGreen. Hit upon the certified organic and natural ingredients, while tying it into the back-story of your salon's ethics and aesthetics. Some headline ideas include:

1. LOCAL SALON MAKING A DIFFERENCE WITH AMMONIA FREE HAIR COLOR (or FORMALDEHYDE FREE KERATIN SMOOTHING)
2. AT SALON _____, GREEN IS THE HOT NEW HAIR COLOR
3. SALON _____ NOW USES A NATURAL APPROACH TO HAIR COLOR (or FORMALDEHYDE FREE KERATIN SMOOTHING)

The Healthy Angle

If you are a salon/spa that cares about you and your customers' health then can also champion the ammonia free story of OCS or the formaldehyde free story of KeraGreen. Hit upon the certified organic and natural ingredients, while tying it into the back-story of your salon's ethics and aesthetics. Some headline ideas include:

1. SALON _____ GIVES THEIR CLIENTELE A HEALTHIER CHOICE IN HAIR COLOR. (or FORMALDEHYDE FREE KERATIN SMOOTHING)
2. LOCAL SALON _____ OFFERS A BREATH OF FRESH AIR WITH AMMONIA FREE HAIR COLOR. (or FORMALDEHYDE FREE KERATIN SMOOTHING)
3. SALON _____ PROTECTS THEIR CUSTOMERS HAIR AND SCALP BY USING AMMONIA FREE HAIR COLOR. (or FORMALDEHYDE FREE KERATIN SMOOTHING)

The Edgy Angle

If you are a salon with an attitude in your brand, product and décor you could benefit from a more in your face approach to letting people know about using our non-toxic products. Some headline ideas include:



1. SALON _____ SAYS NO TO THE HAZARDS OF USING TRADITIONAL AMMONIA BASED HAIR COLOR (or FORMALDEHYDE FREE KERATIN SMOOTHING)
2. SALON _____ DECLARES THAT COLORING (or SMOOTHING) YOUR HAIR DOESN'T HAVE TO BE TORTURE
3. SALON _____ IS MAKING GREEN THE NEW BLACK

These are just a few of the ideas for headlines for a press release. Ultimately you will be writing your personality into your press releases so be true to yourself and be creative!



Strategy 7: Online Marketing



Marketing on the web begins by having your own website and social media page. It can be a simple three or four page informational site or a full-blown multimedia experience. But in this day and age every business should have a website. We will not go into too much detail here on the design, setup and maintenance of a website, because most of you will hire a web designer to guide and build the site for you. However, there are some areas of the web

you should be informed about.

Website Search Engine Optimization or SEO

This is a set of functions and actions that come together to provide feedback to search engines that allow them to “rank” your site when people search for related topics on the Internet. The goal is to be ranked within the first 3 pages of a search’s results. Website SEO is an evolving field as sites like Google and Bing are always changing their code to provide better results for their users. Keeping up with this evolution can be maddening especially if you are not “tech” oriented. This is best left for your web developer. The reason you should be aware of it as a marketer is that many times developers will try to up sell you into a SEO package for your site that is inflated and charges for things that are no longer relevant. For example Google has recently devalued “keywords” entered into the SEO of a site as a primary tool for placement in ranking. Instead, Google is looking closer at things like the page titles, page descriptions and localized search history to provide higher relevance in ranking. Here is a good source for best practices in SEO <http://www.seopractices.com/>

The Social Web





Most of you know it well and use at least one if not all of the big three, Facebook, MySpace and Twitter. But the social web really includes the entire blogosphere, too! A blog is a type of website that usually focuses on a specific topic and writes about it. The thing about blogs that make them part of the social web is that they allow viewers to participate by commenting on and ranking the

topics that they write about, while also linking to and from them. The attractive thing about a Facebook fan page or a self-developed blog is the ability to actually converse with your customers, leads and peers. The single most important consideration for using a site like Facebook is to keep your professional and private identities separate. Do not use your personal profile for your salon. Instead create a fan page or unique account for your salon business. Then you won't have to subject your private life to leads and customers who are essentially strangers to you and inversely you will not subject them to family photos or incriminating photos of you painting the town red that your BFF posts. A social media fan page is a self-controlled online marketing channel that is free except for the time you put into it. Keep the brand and messaging concise. Only post relevant images, events, products and specials. You can build your fan base by letting people know you have the page by word of mouth to your clients, a link from your corporate website or even a "follow us on Facebook", et al, mention in your advertising. Developing a real blog is akin to developing another website. Even with free and subscription based services like <http://wordpress.com/> or <http://www.blogger.com/> there is a lot of technology to learn, especially if you plan to integrate a blog feature to your existing website. So in those instances it is always best to consult with your web developer.



Web video



Like the social web, web videos posted through YouTube or Vimeo allow users to comment on and share your videos across the web. That kind of crosstalk and linking can also contribute to higher search rankings for your website. For a salon the videos you share can be a variety of topics such as; a video tour of your salon, customer testimonials, event coverage, a self produced commercial, or even a repost of a news story about you. In the modern world of web and viral video the quality need not be the greatest, but concept and messaging should be as professional as possible. Like Facebook, YouTube allows you to create a personal profile to post with or even your own channel! For an example of this look no further than our YouTube channel <http://www.youtube.com/organiccolorsystems>



Make it happen!



As you can see there are many choices available to you in marketing your salon. It can be easy to get overwhelmed. Don't bite off more than you can chew. Think of your marketing options as an a la carte menu that lets you try different items to find out, which you like and will work best for your situation. The basis for all successful marketing is planning. Think about where you would like to take your business, set a manageable marketing budget, and go for those new customers. At the very least develop your web presence through social media and get those press releases out! You'll be amazed at what a difference grass roots and then mainstream marketing can make. Rest assured that we are here to help you by providing additional advice and media should you need it. You can call or email our Marketing Director,

Troy Raszka
Marketing Director
Organic Salon Systems
troy@organiccolorsystems.com
(888) 213-4744 M-F from 9:00 am – 5:00 pm EST

Plus, you can post comments, questions and photos to our facebook fan pages:
<http://www.facebook.com/OrganicSalonSystems>
<http://www.facebook.com/OrganicColorSystems>
<http://www.facebook.com/keragreen>

We wish you all the best in growing your business with the Organic Salon Systems range of products!

Version 1.0 January 2011 Organic Salon Systems

