

## How to promote your hair salon

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The success of your business depends on one thing and one thing alone: your clients. Whether you are running a sole-proprietor barber shop or you manage a full-scale health and beauty salon that specializes in styling hair, getting the word out about your hairstyling services should be a top priority. Now, depending on where you live, there are a number of ways that you can promote your hair salon; you can use word of mouth advertising, advertise in the newspaper or use an online hairstylist directory to reach today's consumers. In most cases, it's a good idea to use multiple advertising venues to promote your hair salon so that you can reach a variety of different people.

### Signage Matters

If your beauty salon or hair salon caters to walk-in customers, having a visible sign highlighting your business is of the utmost importance. Now, if you're a referral only business, this is less important, but bottom line: a prominent sign is a huge help when you offer appointment-based services as well as walk-in appointments.

### Newspaper Advertising

Newspaper advertising has both good points and bad points, and in some cases it's almost a necessary element of business. If you run a hair salon in San Diego, Washington DC, Los Angeles or any other major metropolitan area with increased competition you'll likely need to use this advertising method in order to grab your fair share of clients.

### Word of Mouth Advertising

Word of mouth advertising works wonders in just about any area, regardless of the population of the surrounding city. You can do this by asking for referrals from your clients, posting flyers at local business counters or just offering excellent services in a friendly atmosphere. A great customer experience is the most effective catalyst for positive word of mouth advertising.

### Online Hairstylist Directories

With the proliferation of people using the internet to locate local services, hair stylists and beauty salons included, getting your business listed in prominent hair stylist directories, such as Search Hairstylist, is considered a much-needed element of the successful promotion of your business. More and more, people are skipping over the newspaper and heading to their favorite search engines to locate their local needs – and if you want to reach the biggest crowd, you have to advertise your services online.

Promoting and advertising your hair salon isn't really that difficult, and it doesn't have to be exorbitantly expensive, either. By using a little bit of common sense, a bit of creativity and taking advantage of the Internet as an advertising tool, you'll find that increasing your client base and financial bottom line isn't quite as difficult or as expensive as it is commonly made out to be.

## About the Author

Vladimir Khaykin is author of this article on [Hair salon](#). Find more information about [Hairstylist](#) here.

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