

1. Awareness (Top of the Funnel)

- **Objective:** Get on the radar of potential clients who may be looking for a new hairstylist or a specific service.
 - **Strategy:** Use social media to showcase your work and reach a broader audience.
 - **Example Actions:**
 - Post before-and-after transformation photos on Instagram and TikTok to highlight your styling expertise.
 - Run a Facebook ad targeting local residents who may be interested in hair services.
 - Collaborate with local influencers for shoutouts or styling sessions.
 - **Result:** Potential clients in your area start seeing your work and get curious about your services.
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2. Interest

- **Objective:** Build curiosity and engagement with potential clients, giving them a reason to learn more about you and your services.
 - **Strategy:** Offer a lead magnet to capture contact information and keep the interest going.
 - **Example Actions:**
 - Create a downloadable “Free Guide to Healthy, Shiny Hair” on your website in exchange for an email address.
 - Encourage people to follow your Instagram page by sharing daily hair care tips and styling tricks.
 - Post a video tour of your salon space to make potential clients feel more familiar with the environment.
 - **Result:** Potential clients are now on your email list, following your social media, or visiting your website to get more information about your services.
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3. Desire

- **Objective:** Make potential clients want to book an appointment with you by showcasing your unique style and building credibility.
 - **Strategy:** Use social proof, testimonials, and highlights of your expertise.
 - **Example Actions:**
 - Share a few testimonials from happy clients on social media, showcasing client transformations.
 - Highlight your specialties (e.g., balayage, curly hair cuts, hair extensions) to show what sets you apart from other stylists.
 - Offer virtual consultations or Q&A sessions through Instagram Live to address common hair questions and build rapport with followers.
 - **Result:** Potential clients start viewing you as a trusted expert and seriously consider booking with you over other stylists.
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4. Action (Bottom of the Funnel)

- **Objective:** Make it easy and appealing for clients to book an appointment with you.
 - **Strategy:** Simplify the booking process and offer incentives to take the next step.
 - **Example Actions:**
 - Include a “Book Now” button on your Instagram bio and website for easy scheduling.
 - Send a follow-up email to people who downloaded your hair care guide, offering a 15% discount on their first appointment.
 - Offer an “Intro to [Your Name]” package that includes a basic service at a reduced rate for first-time clients.
 - **Result:** Clients are motivated to book, thanks to a seamless booking process and first-time discount.
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5. Loyalty and Re-engagement

- **Objective:** Retain clients and encourage repeat visits by building a strong relationship with them.
 - **Strategy:** Keep in touch with clients through post-service communication, rewards, and valuable follow-ups.
 - **Example Actions:**
 - After their appointment, send a thank-you email with a tip for maintaining their hairstyle at home.
 - Invite clients to join your loyalty program, where they earn points for each visit that can be redeemed for discounts or free treatments.
 - Send a birthday email with a special discount or free add-on service to encourage clients to book around special occasions.
 - **Result:** Clients feel appreciated and are more likely to return for future appointments, refer friends, and stay connected with you and your salon.
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