

# How To **Boost** Your **Beauty Business** Using **5 Proven Strategies**

- ✓ In 30 days or less
- ✓ With long-term results



By Idan Nagar

## Welcome!

If you are here, I can assume that your business is important to you. This e-book is **perfect for beauty businesses** such as: 🍷 Beauty salons (Cosmetics, Nails), 🧔 Barbershops 🧖 Aesthetic Clinics 🧑 Others. **By using these strategies**, you will be able, in a month or less, to create long-term results. **I hope you already know** that knowledge is power, but only if you use it. Without action is useless. **Enjoy!**

## Strategy #1: Increasing New Clients

**Bringing in more new customers is vital to the success of any beauty business.**

A welcome offer is a way to **attract new customers**. Also, it's one of the most effective strategies for growing a business's **customer base**. Welcome offers are usually in the form of a promotion or deal.

**Some examples you should consider to create:**

- Free or discounted consultation/diagnosis on first visit
- Free or discounted complimentary service
- Free gift if you buy something (“Buy X, Get Y”)
- Free trial of new product



## **Strategy #2: Increasing AOV**

The key to being successful in the beauty industry is to raise your AOV, which stands for **average order value**. The following is a list of golden strategies that you can implement to increase your AOV:

Offering **upsells** is one of the quickest and easiest ways to raise your AOV. This refers to the **practice of selling additional services or products to customers after they have already purchased the primary good or service that your company offers**. By adding other products or services to the same transaction, you can increase the overall value of your purchase and make it more likely that customers will continue to buy from you.

Offering **bundling**. Bundles offer customers attractive discounts on several products in one package, making them more likely to take the plunge. Aim to create combinations that are useful and straightforward. You should make sure that whatever items you choose, there is value for customers in buying them altogether. **Bundle pricing** offers a good margin for your business. This added incentive not only **adds more value** but also **helps keep customers coming back** for more. Creating bundles can help you drive sales while simultaneously giving your customers an irresistible deal **they won't want to miss!**



## **Strategy #3: Increasing Retention**

One of the most effective methods for maintaining customer loyalty is the implementation of a **loyalty program**; after all, who really wants to switch beauty products on a monthly basis? **You will be able to reward your existing clients for their return visits to your business** if you establish a loyalty program, and you will also be able to build a network of dedicated followers who will spread the news about your business.

**Here you have some examples of loyalty programs:**

- Win-back program: As its name suggests, a win-back program is used to **reactivate customers who have gone quiet and stopped engaging with your brand**.
- VIP program: A tiered VIP rewards system with **better rewards for your best customers** shows that you care about their repeat business. Being a VIP grants the customer access to exclusive sales, a free gift, and a coupon for their next purchase.
- Birthday program: Tracking and celebrating a customer's birthday is one of the most simple and effective ways to **recognize each customer individually and personalize their experience**.



## **Strategy #4: Increasing Reputation**

Before visiting a business, most people check out online reviews for validation and to determine quality.

Many beauty services leave a **positive** or **negative** impression on clients' faces. A positive or negative impression as well as word of mouth are powerful.

**Building a stronger reputation for yourself** is among the most effective strategies to grow your beauty business. You can accomplish this by delivering outstanding service to your clients and soliciting good comments from them. You can also encourage your customers to share their experiences with others by asking them to write positive reviews on your website, Google Maps or Facebook/Instagram business page.

**Don't be afraid** to display your recommendations anyplace and anywhere that your name appears. I'm sure you are spending so much effort gathering real opinions; put them out into the world. Allow your customers to be your salesmen!



## **Strategy #5: Increasing Productivity**

Creating a successful beauty business involves a lot of hard work. However, you should **work smarter, not harder**.

**Effectiveness** is doing the right things, while **Efficiency** is doing things right. **Productivity** = Effectiveness + Efficiency, which means to do the right thing right.

In order to increase productivity you should use an **online smart appointments management platform**. A web-mobile app which is fully designed and customized for your business - that will **help both you and your clients**. How?

**Full self-service** - Why not give your new and existing clients to:

1. Get the desired **information** when they want?
2. **book appointments** and **even pay** by themselves?

Without waiting and spending a lot of time! This enables you to **reduce** phone calls and frequently asked questions (prices, location, etc), to increase **availability** and improve the **customer experience**. Together with improved client management, business automations (such as sms/email reminders, confirmations and promotions) as well as reports and powerful dashboards: **you can do more in less time** and make **educated decisions** about how to grow your business even more.



## How can you continue now?

First, I hope you liked this free important ebook!

Second, if it's **really** important to you to **increase revenue** and to **save a lot of time**, you need to act **now**. As we already know: knowledge is power, but only if you use it!

**Below are the 5 important strategies you must implement:**

#1: Increasing New Clients

#2: Increasing AOV

#3: Increasing Retention

#4: Increasing Reputation

#5: Increasing Productivity

**Generally you have 3 options:**





1. **To do nothing**, which won't let you boost your business to the next level.
2. To use my ebook and to do all **by yourself**, if you can/want/know how to.
3. To put my professional knowledge **to work for you** in order to help you succeed quickly.

**If you are choosing the last option**, here is my **special offer** I created specially for beauty businesses: 🍷 Beauty salons (Cosmetics, Nails), 🧔 Barbershops 🧑 Aesthetic Clinics 🧑 Others

*How To Boost Your Beauty Business in 30 Days  
Using 5 Proven Strategies*

I'd like to offer you a **done-for-you service** which will implement the **important strategies** I mentioned above - in your business.

My offer is **not** for everyone. It's great for you **only if you are** really want to increase revenue and to save a lot of time, **and if this is your current situation:**

-  Suffering from no-shows & cancellations
-  Spending a lot of time on phone calls
-  Many boring manual tasks
-  Don't have full control

 **We have a smart & perfect solution for you:**

A customized and branded Web-Mobile App  
That works for your business automatically!

- Let your customers **schedule their own** appointments **24/7!**
- Enable your clients **pay you in advance!**
- Increase revenue from **new & existing clients!**
- Setup in **only 14** business days!

 **Single platform - Many great features!**

Client & Staff management, Coupons,  
Service Extras, Email & SMS reminders,  
Powerful Dashboard and many more!

**So... Want to increase revenue and to save a lot of time?**

- Fast delivery
- Long-term results
- One-time investment

**Book NOW an online demo meeting!**



## About me

I'm Idan, the owner of **AutoDigital**, an agency of Apps & Automations development. **We help businesses to increase revenue and save time** using **smart and automated** systems. **Every project** is custom-made, in a month or less and includes long-term results.



### 5 facts you might find interesting:

1. My **first project** was 15+ years ago.
2. I gained **knowledge, experience and expertise** from leading professional courses and academic studies. Got my M.A in Entrepreneurship and Innovation from Tel-Aviv & New-York.
3. I specialized in the fascinating combination between **business and technology**, focusing on improving **customer experience** as well as **UI/UX research, design & development**.
4. Researches and projects I conducted in these fields were **internationally published**.
5. Since that first project I have worked with **large** organizations as well as **medium** and **small** businesses.