



Weekly Esthetician Marketing Routine

A simple checklist to stay visible, build trust, and attract the right clients. **Time commitment:** One hour per week

Clarify Your Salon Brand & Ideal Client

- Review your niche and ideal client
- Confirm your messaging still fits your services

Brand reminder:

I'm a [type of esthetician] in [city], specializing in [niche] for [ideal client]. My goal is to [purpose].

Update Your Google Business Profile (5 min)

Choose ONE:

- Upload a new photo
- Respond to a review
- Post a short update
- Check hours + booking link

Post 2-3 Strategic Social Media Posts (15-30 min)

Focus on one platform only.

Post mix:

- 1 educational post (skin care, treatments, aftercare)
- 1 brand-building post (your story, studio vibe, day-in-the-life)
- Client skin results or reminder to book

Support Bookings on Your Website (5 min)

Quick check:

- Services are clear and accurate
- Booking link is easy to find
- Hours, location, and contact info are up to date





Ask for Reviews (5 min)

- Ask clients in person after the appointment
- Send a follow-up text or email with your review link
- Share one review on social or your website

Promote Complimentary Skin Audits (5 min)

- Mention on social media or website
- Include on booking page or confirmations

Nurture Existing Clients (5 min)

Choose ONE:

- Send a rebooking reminder
- Offer a loyalty incentive
- Share aftercare or education
- Thank a loyal client

Reinforce Trust and Professionalism (2 min)

- Ensure insured status is visible on your website
- Highlight safety, standards, or care in your messaging

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