



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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