



Salon Marketing Checklist: 11 Ideas to Try

Use this checklist to promote your salon, attract new clients, and keep your calendar booked!

1. Clarify Your Salon Brand & Ideal Client

- ☐ I can clearly explain what makes my salon different
- ☐ I know exactly who my ideal client is
- ☐ My niche is reflected across my website, social media, and promotions

Action:

✓ Write a one-sentence description of your salon that explains who you serve and why you're different.

2. Optimize Your Google Business Profile (GBP)

- ☐ My Google Business Profile is claimed and verified
- ☐ Services, hours, photos, and booking links are filled out
- ☐ I respond to reviews and questions regularly

Why it matters:

Your GBP is often the first thing potential clients see when searching online.

Action:

✓ Activate and fully customize your free Google Business Profile.

3. Collect Online Reviews Consistently

- ☐ I ask clients for reviews after every appointment
- ☐ I send a follow-up email or text with a direct review link
- ☐ I respond to reviews to show appreciation and professionalism

Action:

✓ Draft one on-brand review request message and automate it after appointments.



4. Apply Local SEO Basics to Your Website

- ☐ My city and state are mentioned on my homepage
- ☐ My name, address, and phone number match my GBP exactly
- ☐ Each core service is clearly described on my site
- ☐ A “Book Now” button appears on every major page
- ☐ My site is mobile-friendly and loads quickly

Action:

✓ Add your city + primary service to your homepage headline (“Balayage Hair Salon in Malibu, CA”).

5. Enhance the Website Booking Experience

- ☐ Service menu with clear pricing
- ☐ Stylist bios and “About Us” page
- ☐ Photo gallery and client reviews
- ☐ Easy online booking system
- ☐ Clear calls to action (“Book Now,” “Reserve My Spot”)

Action:

✓ Review your site as a first-time visitor and remove anything that slows booking.

6. Use Social Media to Drive Bookings

- ☐ My bio includes a clear booking link
- ☐ Posts include calls to action (written or spoken)
- ☐ I post consistently with educational and authentic content

Action:

✓ Add a “Book Now” link to your bio and include CTAs in next week’s posts.

7. Offer New Client Promotions

- ☐ I have a simple, easy-to-explain first-visit offer
- ☐ The promo is visible on my website and social media
- ☐ The offer increases perceived value without confusion



Examples:

- Percentage off first service
- Complimentary add-on
- Free product with first visit

Action:

- ✓ Create one first-time offer and feature it across all channels.

8. Launch a Referral Program

- ☐ My referral program is easy to explain in one sentence
- ☐ Both the referrer and new client are rewarded
- ☐ My team mentions referrals at checkout

Referral ideas:

- Free add-on per referral
- Refer 3 friends, get a free service
- Give \$20, get \$20
- Social media tag referral

Action:

- ✓ Finalize your referral offer and train staff to mention it at every visit.

9. Promote Retail & Add-On Services In-Salon

- ☐ Staff recommends products based on client needs
- ☐ Retail displays and signage are visible
- ☐ Add-ons are positioned as helpful, not pushy

Action:

- ✓ Choose one product or add-on to spotlight this month and give staff one talking point.

10. Plan Seasonal Promotions in Advance

- ☐ I plan promos around holidays, weddings, and travel seasons
- ☐ Marketing is scheduled ahead of time
- ☐ Offers feel timely and relevant

Action:

- ✓ Download BBI's [free salon marketing calendar](#) and plan your next three promotions.



11. Build Trust With Salon Insurance

- ☐ My salon is fully insured
- ☐ Clients know I'm insured
- ☐ Insurance is visible on my website or booking materials

Why it matters:

Clients are more likely to book with professionals who prioritize safety and protection.

Action:

✓ Add your salon insurance badge to your website footer, booking confirmations, and social bios.

Keep growing, keep glowing!

You don't need to do everything at once. Pick 2–3 items from this checklist to focus on this month and build from there. Still not covered? BBI offers top-rated [salon insurance](#) for all your stations and stylists, from \$31.08/month.

