

Coming back strong

Re-opening your salon
in a new world

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Intro

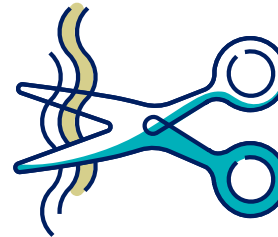
To help the industry come back with a bang, we spoke to customers about their thoughts on hair and beauty post-lockdown, how their habits might have changed while businesses have been closed, and whether they're keen to return to professional treatments.

This guide gives an overview of the kind of insights, recommendations and advice that you can expect from a Treatwell partnership. For more information about becoming a Treatwell partner, please visit: www.treatwell.co.uk/partner

3 key takeaways



2/3 customers will return to the salon within two weeks out of lockdown.



Haircuts, nails and eyebrow treatments will be first on client's "to do" list.



Customers will be looking for elevated hygiene & safety procedures in salons - and they will be looking for information on a salon's social media, online and via salons directly

Your pricing model

Customers told us that **visiting a hair or beauty salon would be in their top 3 post-lockdown activities**. Most also expect to have the same or higher budget for hair and beauty post-lockdown.

With that in mind, here are some of our tips on pricing:

- Look at your prices objectively and consider their value. **Dont undersell yourself in a bid to be the cheapest in your area, but if you are more expensive, validate why** - and make sure clients will also understand what they're paying for. A new and improved treatment description, above and beyond hygiene measures, or naming the products you use might help to reinforce the price you charge.
- **Dont discount peak appointments.** Customers understand 'dynamic pricing'; paying a different price based on the day or time. They're used to it for travel, for hotels, for restaurants, and it works for hair and beauty too. If Saturday is your busiest day, protect your pricing!




If you want to encourage clients to book earlier in the week - and give those quieter slots a boost - with Treatwell, you can use our built-in off-peak discounting tools. Find out more at www.treatwell.co.uk/partner



Hygiene expectations

Most customers are looking for guaranteed or showcased hygiene practices, as well as details on any safety procedures put in place.



Treatwell partners get access to our detailed hygiene recommendations as well as templated guidelines to share with clients.

To help give clients confidence when booking, it's important you communicate and share your commitment to elevated hygiene and safety practices.



Keep up to date with government advice & recommendations - and let clients know you're sourcing information from official bodies.



Your social media is one of the first places clients will look for hygiene updates. Display your elevated hygiene practices and policies on your social media channels and in-salon, to show clients and staff that their safety is your top priority.



Prepare a **short description of the safety and hygiene measures** your salon has in place and **train all staff** on how to communicate this to clients in the salon and on the phone.

Adapting your treatment menu

Now's a great time to consider the treatments you offer and how they match client demand. We spoke to Treatwell partner, **Matt Bartell**, owner of **Threads & Co**, about what approach he takes when adding new treatments to his offerings.

Spot new trends.

"As well as following industry trends and asking your clients, you can ask the Treatwell Account Managers what their data shows is growing in demand. They alerted me to brow lamination really quickly and I added it to my menu, started promoting it, and it quickly became a top booked treatment for me!"

Ensure return on investment.

"The treatment must be a good brand fit so it suits your client base, you need to have the right space to provide it, train your team to deliver it, and choose the right products so you have retail opportunity too."

Raise awareness.

The most basic thing is to ensure treatments are bookable online (through Treatwell and your own online channels) but also visible in-salon, and that your team talk to clients about them."

Price check.

"Treatwell's account management team can help you check the price points vs. other businesses in your area, to make sure you're not off the mark."



All Treatwell partners get the option to launch a free website, complete with integrated booking functionality, as well as "Book Now" widgets across their own online channels.



Matt Bartell
Threads & Co

Maximising availability

We know that your team's availability, your own working hours, or even the address you're working from may change. In addition to any necessary changes, think about what else you might need to shift to better meet your needs of your customers, temporarily or permanently. Here are a few things to consider:

- You might consider extending your opening hours to accommodate demand, but think about tailoring specific opening hours to treatment demand first. For example, if you offer longer treatments like hair colouring, opening on Sunday might be more cost effective than an extra hour every evening. If you offer quicker beauty treatments, an extra evening during the week might be better.
- "Think about promoting quick maintenance treatments to fill gaps and to maximise the number of clients you can see in the first weeks open. Clients might be happy to get a fringe trim or an express gel application to tide them over ahead of their longer haircut or luxury manicure appointment" - **Treatwell Partner, Brent Mossop, owner of Bar Hairdressing.**
- Online has become a more important channel than ever before. During lockdown, it's been the only way a lot of people have been able to shop, organise their lives, and engage with others. Make sure you keep that accessibility available to them; be bookable online, at any time of the day, and through a range of channels.

The infographic features a large, stylized number '47%' in white, set against a background of overlapping teal and dark blue curved shapes. Below the number, the text 'of bookings on Treatwell are made outside of opening hours.' is written in a smaller white font.

47%

of bookings on Treatwell
are made outside of
opening hours.

Communication ideas

We gathered a few ideas to help you let clients know you're open, ensure your regulars know they can rebook, and to celebrate being back in business with your clients:

Go social.

One of the first places clients will look for updates is social media. Make sure your social channels are up to date and state that you're open again, along with any changes or new treatments you're offering.



We send all Treatwell partners social media toolkits and templates, so they can share beautifully designed posts with ease.

Treatwell partner and owner of Beauty Bar London, Sky Tiunaite; Is going to focus on prioritising loyal clients

"Many of my regulars missed their usual appointments during the lockdown. I've been staying in touch with them via social media while I've been closed, and will be emailing them via Treatwell Connect to offer them 'priority online booking' so they know they're just as valued now as they were before"



We've just launched brand new marketing and email tools, so it's even easier for you to communicate with your clients via email & SMS. All client lists within Treatwell Connect are GDPR secure. Find out more at www.treatwell.co.uk/partner



Sky Tiunaite
Beauty Bar London

We hope this guide is a useful starting point when thinking about re-opening your business and hitting the ground running.

Ongoing support, consultancy and tailored advice are just a few of the added benefits of being a Treatwell partner. If you're interested in finding out how a Treatwell partnership can benefit you, head to www.treatwell.co.uk/partner to sign up for a free consultation.

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