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connect

# Building client loyalty beyond the appointment.

How to get clients back through your doors (again and again).

# Intro

**You know better than anyone how to give your clients a 5-star experience when they walk through your door. But, in an industry flooded with choice, there's a lot more you can do beyond the salon to encourage loyalty – and it starts with being online.**



Yep, the world is more online than ever before. Which means, of course, that your clients are there too. While word-of-mouth was once the ultimate way to bag new appointments – and a stellar customer experience was enough to keep them coming – there are over 113,000 hair and beauty businesses in the UK\*, so building a loyal client base has become a bit more complex.

As more professionals qualify, appointment availability increases, and the demand for balayage (somehow) grows, now's the time to invest in digital tools. From effective email marketing to sharing the right kind of social content, this guide will introduce ways to build a client base so loyal, you'll have to start writing down how each one takes their tea.

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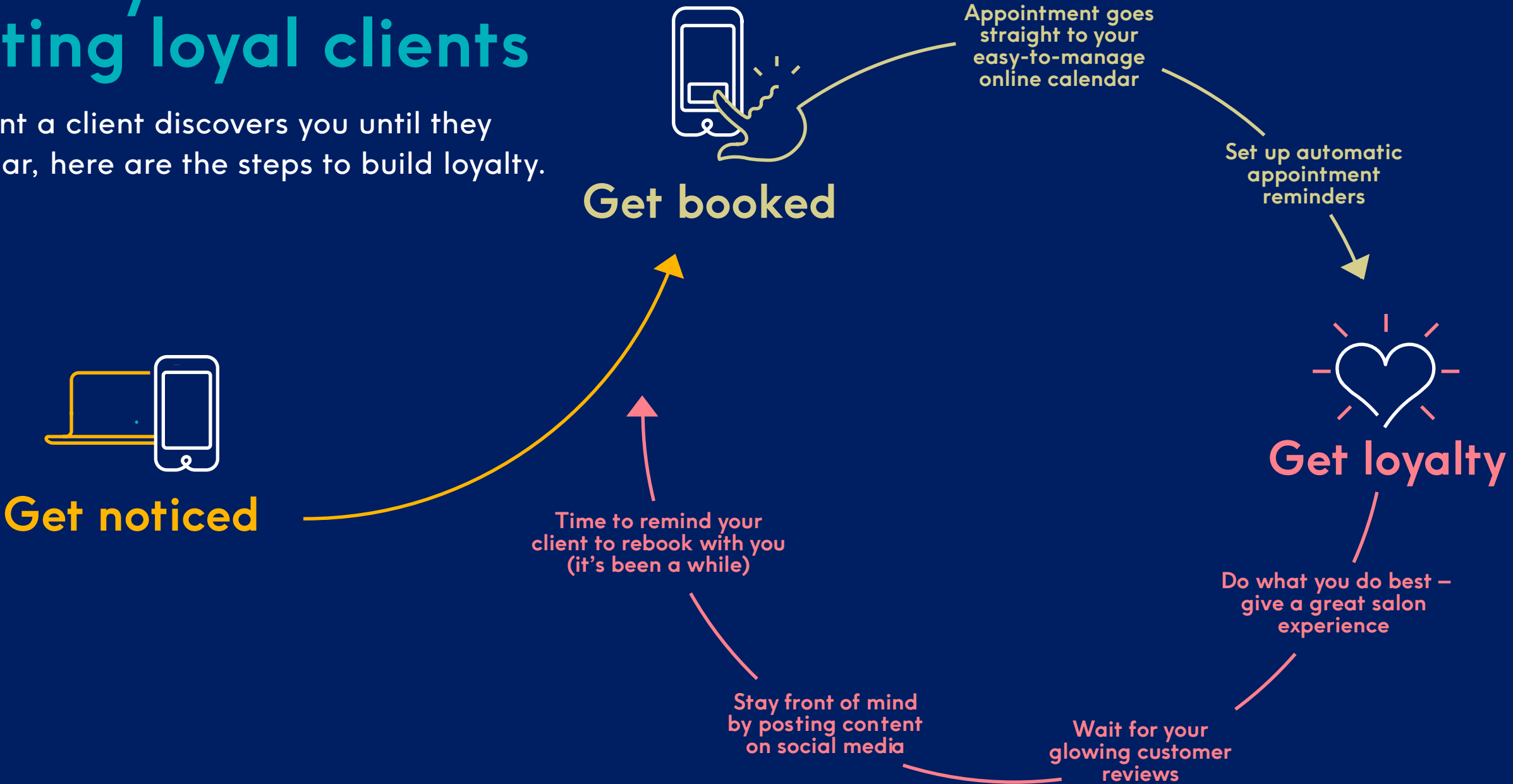
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# The “lifecycle” of a client booking

How a client finds you,  
books with you, and  
comes back to you.

# The journey to getting loyal clients

From the moment a client discovers you until they become a regular, here are the steps to build loyalty.





## Get noticed – the discovery phase

During a clients' search, there are a few things that contribute to the 'where should I book?' decision. You know this stuff already, but just in case, here's four ways to land that first booking:

### Location: make sure you're on the map

Sure, it seems obvious, but the location of your salon is hugely influential in that initial discovery phase. Some clients are looking for a spot nearby for convenience, and to support local business. If your salon is listed on a platform like Treatwell, it will appear when they filter venues by local postcodes.

That said, some clients are totally happy to travel for the perfect treatment (especially with a real expert). So, even if you're located outside of the hustle and bustle of a big city, the opportunity for discovery is there, so long as you're *discoverable*.

## Pricing: know your worth (and charge it)

Obviously the price of treatments will always be an influencing factor. It's important to remember that undervaluing your services to undercut competitors might actually sway a booking (with clients thinking, 'that seems strangely cheap?').

A few easy ways to benchmark your prices are: looking at the average treatment cost from local competitors, reading up on similar business models. Or, if you're a Treatwell partner, getting in touch with our experts. They're pros with pricing.





## Hygiene: how much cleaning is too much cleaning? (Trick question)

There aren't many businesses out there not taking hygiene seriously these days, so we already know that keeping things squeaky clean will be a top priority for you. The difference? Clients care now more than ever (and they like to know that you do too).

We recommend that you go really above board with your hygiene standards, like visibly cleaning work stations between treatments (effort that will definitely pay off), and sticking your health and hygiene certificates where your clients can see them.



## Reviews: building the right kind of reputation

Reviews are the #1 way to gain real trust from new clients as they can read up on your salon, your treatments, and, well, you. 1 in 5 people read customer reviews before they do anything else – so make sure yours are relevant and up to date. It's a great way to build that trust from the off.

If you're a new business owner thinking 'how can I get clients via reviews when I don't have any reviews?', Treatwell can help with that. We only list a venue once it has three live reviews, meaning you're instantly easy to find. You can ask some pre-existing clients to add a review for a treatment you've completed in the past (even if they're friends or family).



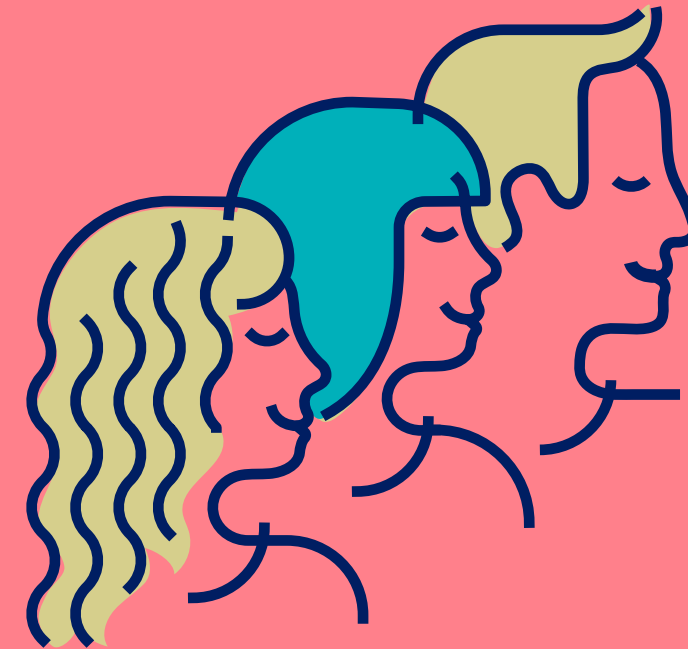


02

Turning a first-timer  
into a life-timer

**Okay,**

you (or your team) are finished working the treatment magic and your client's gone on their way. What more can you do to make sure they come back again next time?





## Make sure you're easily bookable

Social media is one of the best ways to stay constantly 'connected' with your clients – even when you're fast asleep.

A Facebook page is a good example. There, you can share images of your work, communicate business updates, and build a real community with your clients. Better still, a seamlessly integrated 'book now' button means that they can book an appointment while scrolling – be that at 9am or 4am.

## Send appointment reminders

Sending appointment reminders by email or SMS is not only an easy way to improve client experience – it has practical perks too.

In the automated reminder, you can include any need-to-know information, like your salon address or how soon to arrive before the appointment slot. The real highlight? No more no shows.

Of course, if you use our all-in-one software, Treatwell Connect, we'll take care of all that for you.





## Remind your clients to rebook

Rebook invites are the perfect way to remind clients that a) it's time for their next treatment and b) you're the place they should book it at. They can be sent via email or push notification and timed by the treatment type.

As an example – let's say you'd recommend that a client books a 'gel manicure with removal' every two weeks. Connect allows you to send out a reminder before those two weeks are up. That client thinks hmm, it will be time for a freshen-up soon, and taps to book. You get the loyal client (commission-free), and they book a follow-up appointment without even looking elsewhere. Glorious.

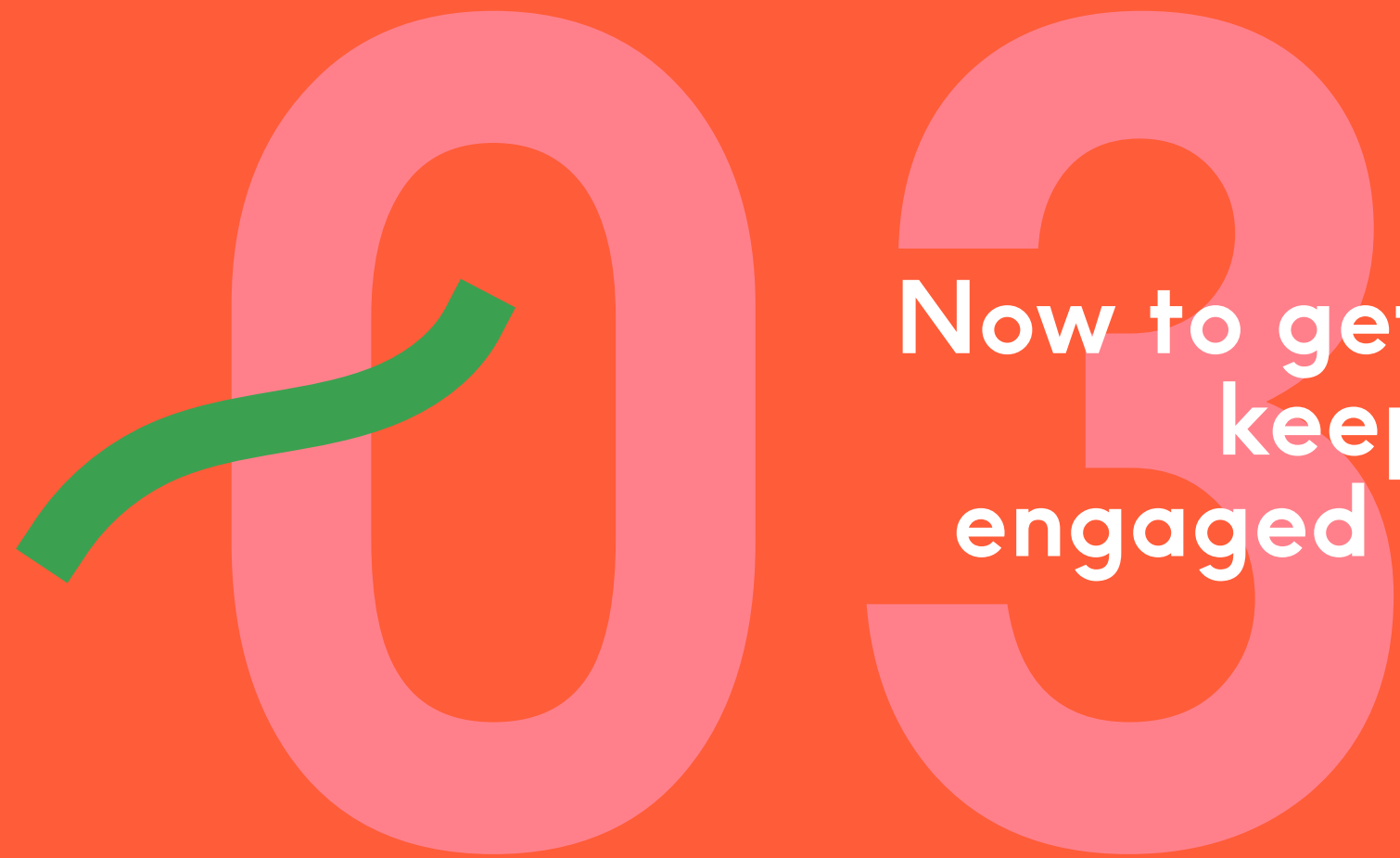
## Make the most of email marketing

Those three magic words: front of mind.

Email is a hugely popular form of client communication and a simple way to up the bookings. Through email marketing you can reach the right clients with targeted campaigns,

As for the design, we can take care of that for you. Not everyone is a pro at graphic design and the writing can be tricky too. Connect's professionally designed email templates are ready for you to use whenever you need one. Choose your favourite, and fill it with updates from your business. Got seasonal discounts on site? Get you. Take a template and tell the world.



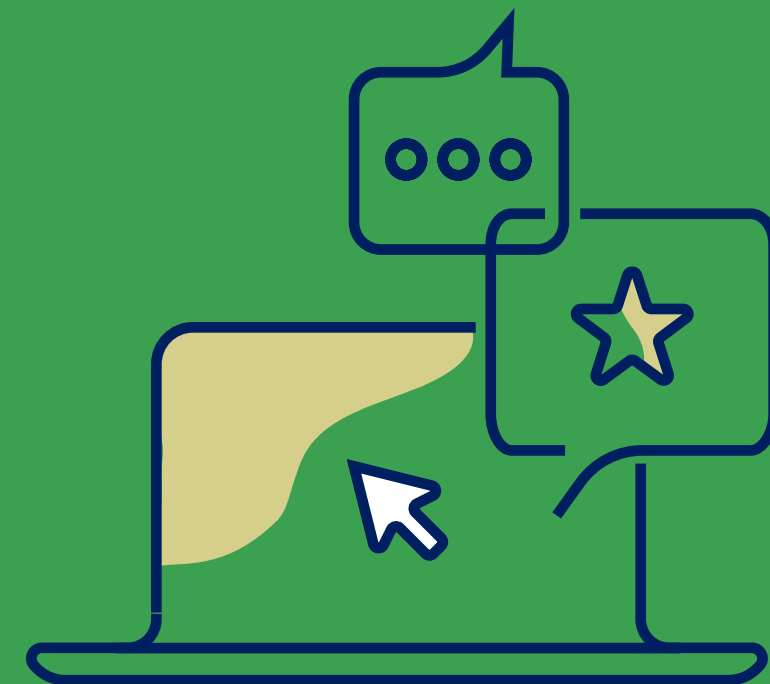


Now to get creative –  
keeping your clients  
engaged (and interested)



# Emails, push notifications, hygiene

this stuff's essential, but you're a creative by trade, so what can you do to keep your clients engaged that's a little more... fun?



## Up the social media content

Get clients following you - post pictures, questions, advice, reels, hey, maybe even a Youtube video. The more you can get your salon out there (and show off you and your team's expert skills), the more clients will want to come back to you again and again.

There's no reason to fear posting on social if you haven't before because there's always someone out there who knows their stuff and is happy to help – FYI, it's probably your 13 year old niece. If not, our account managers can offer top advice too. Except for TikTok (maybe Google that one).

If you're totally comfortable in the world of social, consider new ways to spice up your feed. Like posting before and afters – transformations are hugely popular – or try talking to the camera. It adds a personal touch and brings you closer to your online community.





## Play the ‘you’re so special’ card

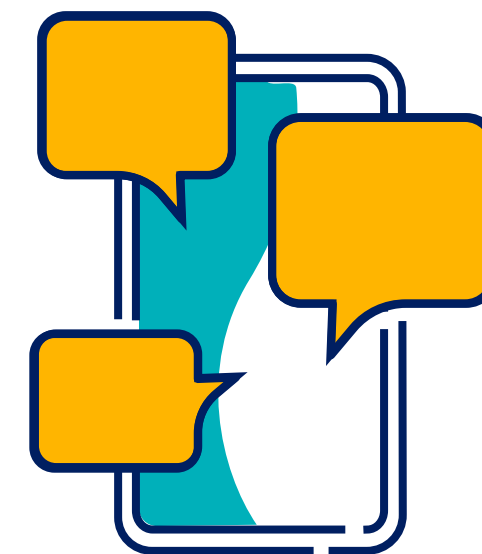
We know that you care a lot about your clients, so let them know. Moments that surprise and delight are invaluable, and will get your regulars talking to other potential clients. Email rewards is a great place to start – like sending an exclusive discount code to loyal clients as a thanks for their custom.

If you’d rather go for the personal approach, something as simple as making a note of a client’s birthday is a really nice touch. Connect allows you to do so, so that you can keep track of the extra stuff – just like birthdays, upcoming holidays, or their top three 80s bands. (You never know where the conversation will go).

## Could you take a minute to leave a review?” – get asking

Aside from rebooking at your salon, or recommending you to a friend, the best thing a client can do to say thanks for your service is leave a review. Bring it up in conversation, or ask on their way out to rate your treatment online, as it can encourage others clients to come back.

Connect automatically sends out a ‘tap to leave a review’ message straight after an appointment has finished to encourage clients to do so while they’re still on that post-treatment high.





04 Where do I sign up?

## We really hope

that this advice has got you in the loyalty-building zone. Taking just one action from this guide could be the key to being pleasantly overwhelmed by loyal clients. (That'd be nice).

There's a whole lot more wisdom on getting noticed, booked, organised, and loyal clients when you sign up to Connect. So, once you're finished manually writing out all those appointment details in your pen and paper diary, [click here](#) to sign up. Your thriving business is waiting on the other side.





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