

Welcome!

Social Media Seminar – Salon International
17th October 2010

Introduction

- eight&four core offerings:

Website design, development & maintenance
Email marketing
Social media integration & management
Search engine marketing

- Our approach:

‘Geek chic’ means we’re geeky about the internet and marketing (so we know our stuff) but we’re also allergic to nerdy computer t-shirts and unnecessary tech-lingo!



Kate



Amy



Geek chic

Seminar format

10am Introduction: Why socialise with your customers?

10.15am Get social media literate with the biggest players

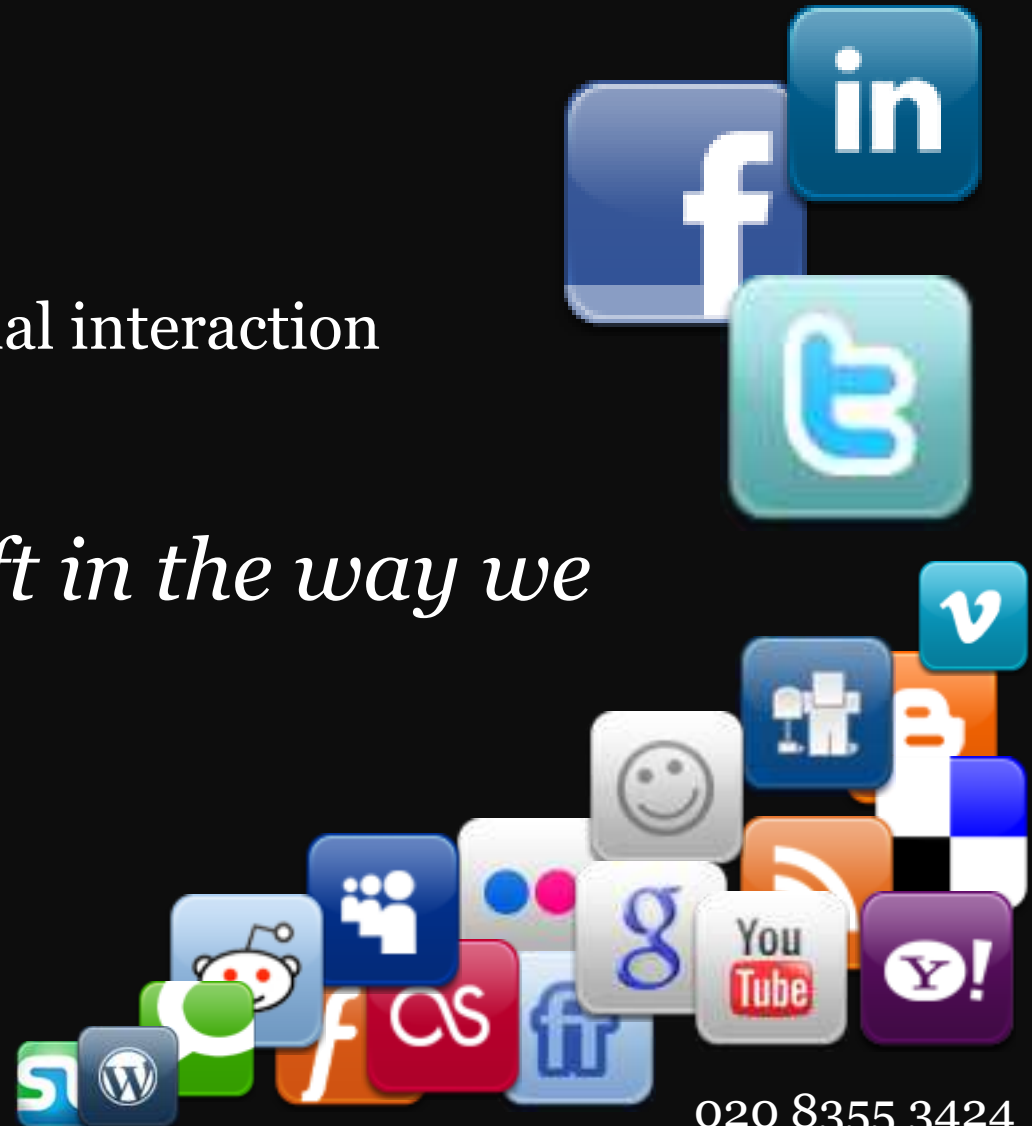
10.50am Streamlining and tracking your social media strategy

11am Close

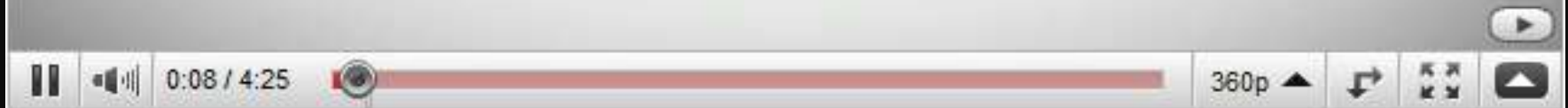
Social Media

- New technology for social interaction
- Opinions are amplified

A fundamental shift in the way we communicate...



Is Social Media a Fad? Or the biggest shift since the Industrial Revolution?





Applying Social Media to YOUR business

With your clients' permission share the week's most drastic restyles! Consumers love before and after stories

Promote seasonal offers
- share a discount code/offer with your fans!

Search for hair and beauty trending topics on Twitter and be the first to comment

How can Salons use social media?

Use Youtube to demonstrate how to recreate the latest celebrity trends – then share it!

Contact your clients directly – inviting them to send feedback and reward them for it!

Showcase your employees' portfolios – especially your young talent, start building trust on facebook!

Use TweetDeck to send salon and hair news across platforms with 1 click

Set up a Facebook presence & promote special events at your salon

Becoming social media literate

With 100's of different platforms which should you choose?

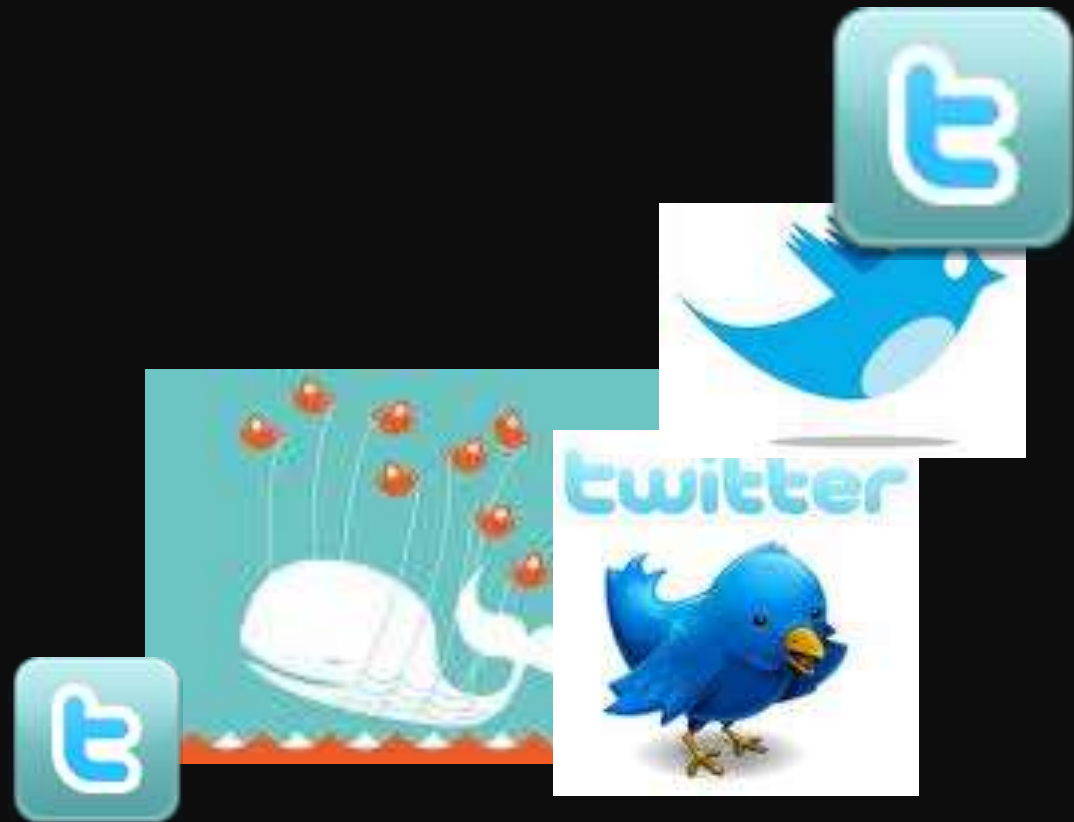
Your industry's hero platforms:

1. Twitter
2. Facebook
3. YouTube
4. FourSquare

Best way to approach is foundation understanding of each of these platforms, and what they can achieve for you !

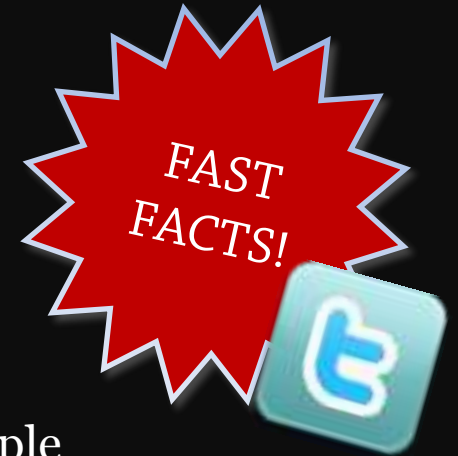
Becoming literate on the 140 character
Network...

Twitter



Twitter – **it's quick, it's short, it's real time!**

- Twitter is a great way to communicate simple, direct messages (140 characters) to your “followers”
- Twitter networks are built through you following other peoples' or companies' twitter accounts and in turn, other people following you
- 640 tweets published every second and increasing by 300,000 users every day
- If you printed off all the contents of Twitter, the pages would wrap the world twice

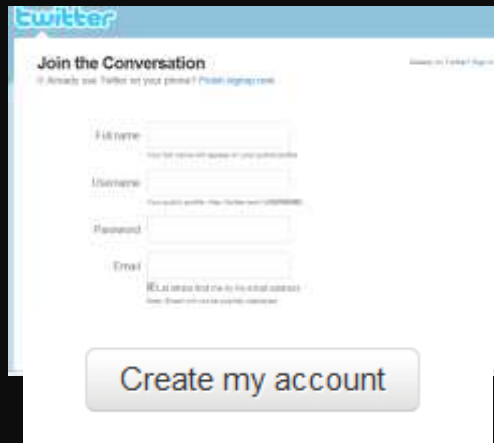


Set up your profile on Twitter.com!

1.



2.



3.



Top Tips:

Use either the 'face of your company' or your logo as the profile picture (whichever is more recognisable)

Set a background to personalise your home page. The more effort you put into this, the more professional your account will look to outsiders

The Twitter Strategy

creative, witty and very serious about digital.

Step 1: Choose a dedicated **Twitterer** who can look after the account thoroughly

Step 2: Choose your angle and objectives, once you've got that tweeting is much less daunting

Step 3: Always ask yourself – would I enjoy reading this if someone else tweeted it?

Step 4: Tweet regularly and respond to people quickly



The screenshot shows the Twitter profile of Michelle Griffin (@michellegriffin). The profile includes a pink logo with the letters 'IELLEGI', her name 'Michelle Griffin', her location 'Barnt Green, Birmingham', and a bio describing her as a 'Hair Extension Specialist' and 'Hair Salon, Hair Extension Academy, and Therapy Suites' owner. Below the profile is a 'Follow' button and navigation tabs for 'Timeline', 'Favorites', 'Following', 'Followers', and 'Lists'. The timeline shows four recent tweets:

- 1 hour ago:** michellegriffin retweet this message before 5pm Friday and you could win a Set of Wella SP Shine Define Shampoo, Conditioner & Treatment
- 1 hour ago:** The Michelle Griffin Academy Facebook Page: <http://www.facebook.com/group.php?gid=21269647184> Join us, see our News Tips & Competitions
- 4 Oct:** October offer!!!! £100 off a full head of extensions with Nicole, Aaron or Chris for October only. Call for an appointment on 0121 445 1492.
- 24 Sep:** 50% off all services if you book with Aaron on Saturday 25th September!!!!!! Quote Ref: tweetsaaron1. Call 0121445 1492 for an appointment.

Who's worth a follow?

Customers

- Find your clients on twitter they could come in handy especially if they are active users!

Competitors

– Keep an eye on what they're doing and better it!

Thought leaders in your industry

– For tips, tricks of the trade and for networking

Innovators in social media

– Keep on top of all latest developments that you may benefit from. We recommend @mashable!

Hair and Beauty Journalists

– Look out for potential coverage opportunities

What to tweet about?

Your area of expertise



hairstyles2011 hair styles

Simple Solutions for Hair Loss Treatment <http://bit.ly/axwbeu>

4 hours ago

Trends



ghdhair ghd ↻ by Legendsredditch

Fringes are in, but which style will you choose? Choppy and side swept like Armani or thick and heavy like Lanvin?

<http://ow.ly/2Ks7w>

8 Oct

Driving Traffic back to your site or blog



Legendsredditch Legends Hair&Beauty

We want to hear your thoughts! What would you like to see us write about in the brand new Legends Hair and Beauty Blog?

<http://ow.ly/2Q00g>

7 Oct

creative, lobby and very serious about digital.

DIY



jahaircare John Amico

Take a look at some easy party [#hairdos](http://bit.ly/dqadFr) <http://bit.ly/dqadFr>

8 Oct

Awards – promote and lobby for votes



HOB SALONS Gabi Dee

We need your help! Vote for Akin Konizi or Darren Bain to win the YOUR HAIR IMAGE OF THE YEAR 2010. All you have to...

<http://bit.ly/b2OC1z>

18 May ☆ Favorite ↻ Retweet ↻ Reply

Recruitment Staff & Models



Fifty50Hair Fifty50 Hair

We are looking for a new Apprentice at York salon. Immediate start. The best training & rewards. Please RT.

4 Aug

Offers/Products/Events



anthonylaban Anthony Laban

If you adore anything hair & beauty don't miss our AVEDA Launch party - Wed 6th October - champers, treats & lots of peeps, come & join us!

8 Oct

eight&four

creative, bubbly and very serious about digital.

Use Twitpic to share pictures on Twitter!

www.twitpic.com

Showcase your talent!

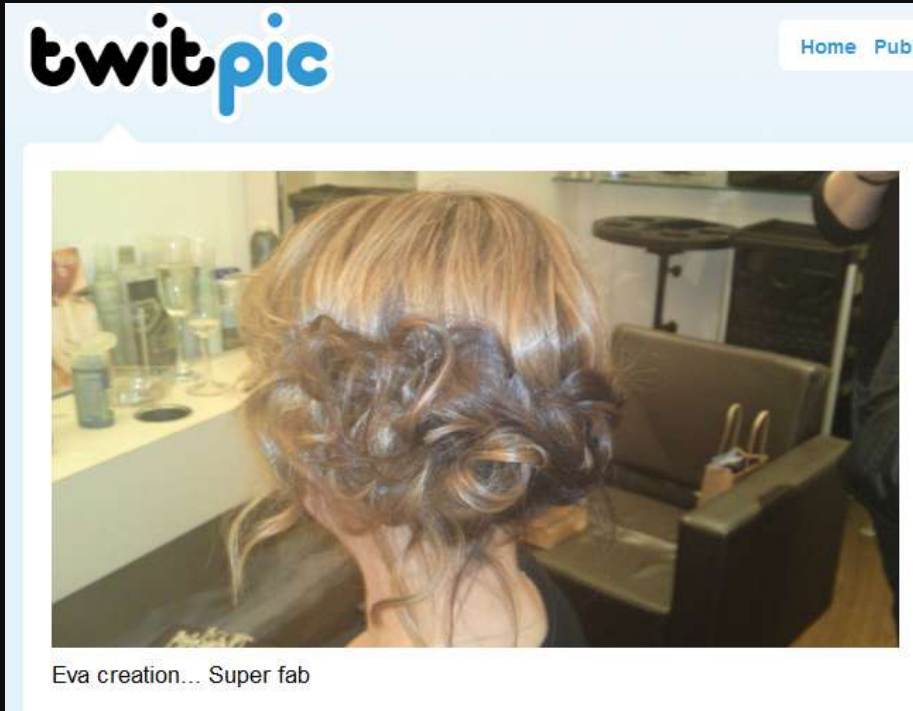
Share a celebrity client haircut using twitpic!




anthonylaban Anthony Laban
Eva creation... Super fab <http://twitpic.com/2v7c0u>
8 Oct



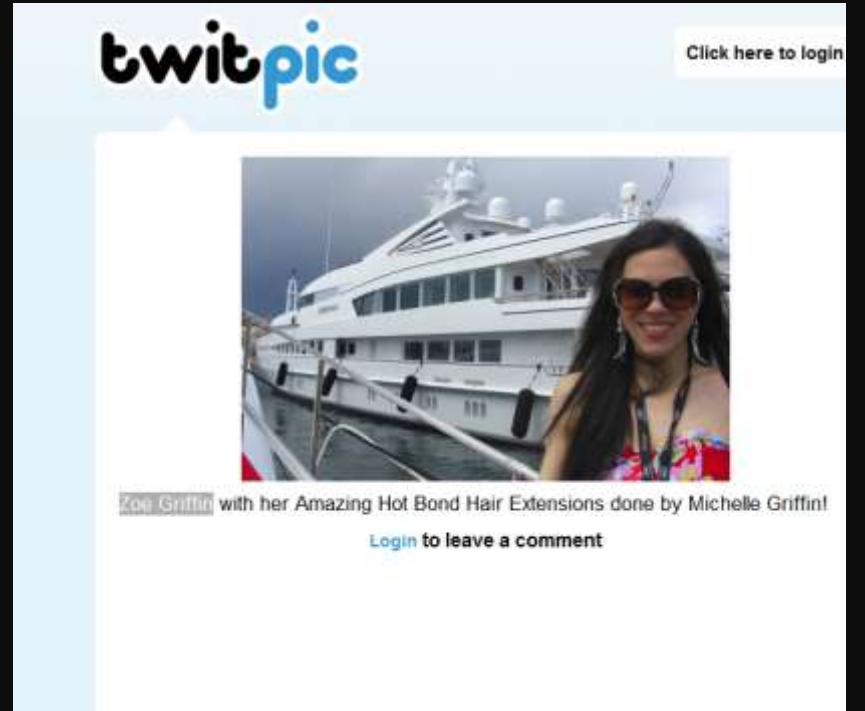
michellegriffn Michelle Griffin
Zoe Griffin with her Amazing Hot Bond Hair Extensions done by Michelle Griffin! <http://twitpic.com/210k6w>
29 Jun




twitpic Home Publ



Eva creation... Super fab



twitpic Click here to login



Zoe Griffin with her Amazing Hot Bond Hair Extensions done by Michelle Griffin!
[Login](#) to leave a comment

www.eightandfour.com

020 8355 3424

Our top Salon Tweeters!

- **@Fifty5ohair**: using Twitter to promote best practice hair advice, retweeting industry news and talking directly with customers
- **@michellegriffin**: using Twitter to run competitions, drive traffic to website and other social media pages and sharing images of client restyles
- **@Burlesquehair**: promoting their young talent, tweeting about press coverage and product offers
- **@Legendsredditch**: direct contact with customers, targeting potential clients with offers and tweeting about the latest trends!



Need to knows and best practice on Twitter!

Profile name - @eightandfour; @salon_Intl - post it on your website, blog, emails to get the word out!

Hash tags – method to help users search for particular themes or topics i.e. #saloninternational, #hairdos. Create your own and start your own trend amongst your followers!

Follow Friday (#FF) – every Friday, send a tweet containing the profile names of people whose tweets you recommend to all your followers

Groups – you can group together similar accounts as you like to help manage the way they are displayed i.e. Customers, competitors, suppliers etc

Re-tweet (RT) – re-posting someone else's comment and adding your own thoughts to it! A good way to express an interest in something and to get attention for yourself

Twinterview: an online interview between a company or person and their followers that takes place at a specified time – try promoting a twinterview around a new product or service

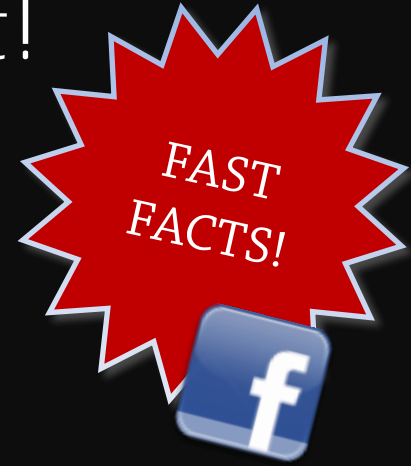
Becoming literate on the friendly
Network...

Facebook



Facebook – socialise, share and chat!

- World's largest social network with over 400m users
- More than half of all users use the site daily and an average time spent on the site of 19 minutes and on average have 112 friends
- More than 1.5 m local businesses have active profiles
- Facebook is great for sharing multimedia such as videos, audio and pictures
- Facebook encourages Users to share content with their friends very enthusiastically – with the 'share' and 'like this' functions



Build your perfect page

The screenshot shows a Facebook page for 'RUSH HAIR'. Several elements are circled in red to highlight key features:

- Page Name:** 'RUSH HAIR' is circled in the top left.
- Navigation Tabs:** 'Info', 'Careers and Jobs', 'Photos', and 'Special Offers' are circled in the top navigation bar.
- Text Post:** A post stating 'Rush are on the look out for passionate and dedicated Apprentices and Stylists for our London salons. Apply now at www.rush.co.uk or call 020 8241 2086.' is circled.
- Text Post:** A post about 'British Hairdressing Award Winners' is circled.
- Like List:** A list of users who liked the page, including Jack Le-flay, Rena Kleidara, and others, is circled.
- Event Post:** An event titled 'RUSH One New Change & RUSH Ludgate joint Launch Party' is circled.

Other visible elements include the Facebook search bar, navigation links (Home, Profile, Account), and various advertisements on the right side of the page.

Build your perfect page

The image shows a screenshot of a Facebook page for 'ghd'. Several elements are circled in red to highlight key features:

- Profile Picture:** A large image of a clock face with the 'ghd' logo at the bottom.
- Navigation Menu:** The 'YouTube' tab is highlighted.
- Post:** A poll post titled 'Who has the hottest hair on The X Factor tonight?' with a list of names (Cheryl Cole, Dannii Minogue) and engagement options (Comment, Like, Create a Poll, Flag).
- Post:** A post titled 'The Hair Round Up' featuring a woman in a red dress and text about voluminous hair.
- Left Sidebar:** A promotional banner for 'Win a Trip to Hawaii with ghd!' is circled.
- Right Sidebar:** Two advertisements are visible: 'Build smart performance' and 'Play FREE Bingo 24/7'.

The power of the facebook fan page

- Whenever you post an update to a page, it will show automatically in all your fans newsfeeds – instant marketing!
- Users can easily ‘share’ pages with their friends
- When a User ‘likes’ your page – it will be automatically suggested to their friends as well
- Whenever a User actions something on your page –it will show up in their newsfeed – to all their friends!
- You can track traffic on a page – tracking success of it

TOP TIPS

Create a short URL for your page – eg. Facebook.com/rushhair

Once created, add to your email signature, marketing material, website!

If you can create a tailored profile pic – to stand out from your competition

FB users love multimedia – post these as much as possible – team pics, restyles, inside your salon

Post regular statuses on the page – keep it friendly and fun

Like Twitter, be careful not to go on the 'sale'! Facebook is about socialising – not selling.

Keep up the conversation! Ask questions – great for customer research! Create new discussion topics and reply!

If you host events, then tag your Users in photos/ videos! And make sure you post that event on your fan page!

Link your Facebook page to your twitter page

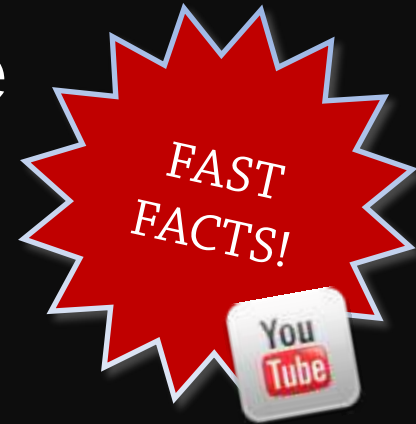
Becoming literate on the video network...

YouTube



You Tube – upload, share, subscribe

- YouTube is the place to upload and share your videos
- You'd need 1000 years to watch all the videos in YouTube (but by then a billion more would have been uploaded)
- More videos were uploaded onto YouTube in the last two months than if the American broadcasters NBC, ABC and CBS had been airing new content every single day since 1948
- There are 46.2 years of YouTube video consumed via Facebook every single day



Adding a Video to YouTube

Video File Upload

[Upload video](#) or [Record from webcam](#)

Videos can be...

- High Definition
- Up to 2 GB in size.
- Up to 15 minutes in length.
- A wide variety of formats

YouTube direct mobile uploads
Did you know that you can upload directly from your mobile phone?
[Set up](#) | [Learn more](#)

Advanced Video Upload
Support for large (>2GB) files and resumable uploads (requires Java).
[Try now](#) | [Learn more](#)

AutoShare

Want to share your activity feed (your uploads, favourites, ratings, etc.) automatically to your profile on other websites? Choose a site where you can get started:

- [Facebook - Connect accounts](#)
- [Twitter - Connect accounts](#)
- [Reader - Connect accounts](#)
- [Orkut - Connect accounts](#)
- [MySpace - Connect accounts](#)

Important: Do not upload any TV shows, music videos, music concerts or advertisements without permission, unless they consist entirely of content that you created yourself.

The Copyright Tips page and the [Community Guidelines](#) can help you determine whether your video infringes someone else's copyright.

By clicking "Upload Video", you are representing that this video does not violate YouTube's [Terms of Use](#) and that you own all copyrights in this video or have authorisation to upload it.

Need more help? Watch [this video](#) or visit the [Creator's Corner](#).

Upload problems? Try the [basic uploader](#) (works on older computers and web browsers).

Adding a Video to YouTube

Video information and privacy settings

Title: Copy Reese Witherspoons Updo Hairstyle .wmv

Description: A soft perfect style for any occasion

Tags: Up to hair style, DIY, Reese Winterspoon hair, hair dressing

Category: Howto & Style

Privacy: Public (anyone can search for and view - recommended)
 Unlisted (anyone with the link can view) [Learn more](#)
 Private (only specific YouTube users can view)

or

Sharing options

URL: <http://www.youtube.com/watch?v=iMF8sdXP-dA>

Embed: `<object width="425" height="344"><param name="movie" value="`

YouTube

up do hairstyles

Search options

Related searches: [wedding hairstyles](#) [hairstyle](#) [ponytail hairstyles](#) [chignon](#)

Messy updo hairstyles: How to do Taylor Swift's messy side swept
www.howdini.com Messy updo hairstyles: How to do Taylor Swift's messy side swept updo look A perfect look for holiday parties, the low messy updo ...
by HowdiniGuru | 9 months ago | 486,463 views

Wedding Day Hairstyles : Three Ponytail Up-Do Hairstyle: Wedding
Learn how to style hair with three ponytails in an up-do for your wedding day hairstyle and get expert tips and advice on styling your own hair ...
by expertvillage | 3 years ago | 1,097,396 views

Bridal hairstyles: Classic Bridal Updo Hair Style by Videohairstyles.
videohairstyles.com The Classic Updo Directed by Michael McGowen Produced by: Tiana GriegoCamera Operators: Michael McGowen, Michael Weis, Carl ...
by videohairstyles | 2 years ago | 1,759,625 views

Copy Reese Witherspoon's Updo Hairstyle
A soft style perfect for a special occasion. For more hairstyling how-tos go to: www.totalbeauty.com These expert how-to will help you create a ...
by TotalBeautyTV | 1 year ago | 322,082 views

TOP TIPS

How tos/Styling tips go down really well on YouTube – you are all holding an entire library of how tos on hair

Stuck for ideas for your next video? Run a poll on facebook with some potential video topics and talk to your clients directly!

Don't be afraid to talk about new products on video – **just don't be too salesy...** Don't mention offers but instead let the product speak for itself in the demo

Make sure you seed your new video out on your social media networks – post the link in FB and twitter but also embed it in your website or blog

Client testimonials : take an extra 30 seconds to get your client reactions to their new style on video!

Put the word 'Video' in the title of your video - ie. 'Reese Winterspoon up do hairstyle video'

Use video as a recruitment tool – get testimonials from your juniors about what a great place your salon is to work in!

Becoming literate on the geographical network...

Four Square



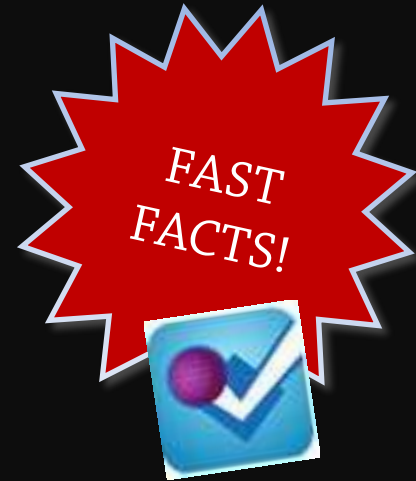
Foursquare – location targeting

Founded by Dennis Crowley and Naveen Selvadurai in New York - kitchen table business building in Autumn 2008, launched in March 2009

August 2010 - foursquare has 3 million users worldwide

‘Explore your city!’ – a mobile application that allows Users to know where their friends are, and vice versa - through a ‘checking in’ system

August 2010 - over 15,000 venues experimenting with Special Offers on foursquare



How does it work?

Increasing mobile internet use and GPS allows people to publish their movements, and track their friends' movements

Users 'check in' to bars, restaurants and shops – to meet up with nearby friends, leave reviews, and take advantage of foursquare 'special offers'

Users can easily import friends from Facebook and followers from Twitter – and automatically publish activity across them

More information for Users about businesses at their fingertips – review before they go in

Businesses can offer rewards to Users that check in at their location



How do I get my business involved?

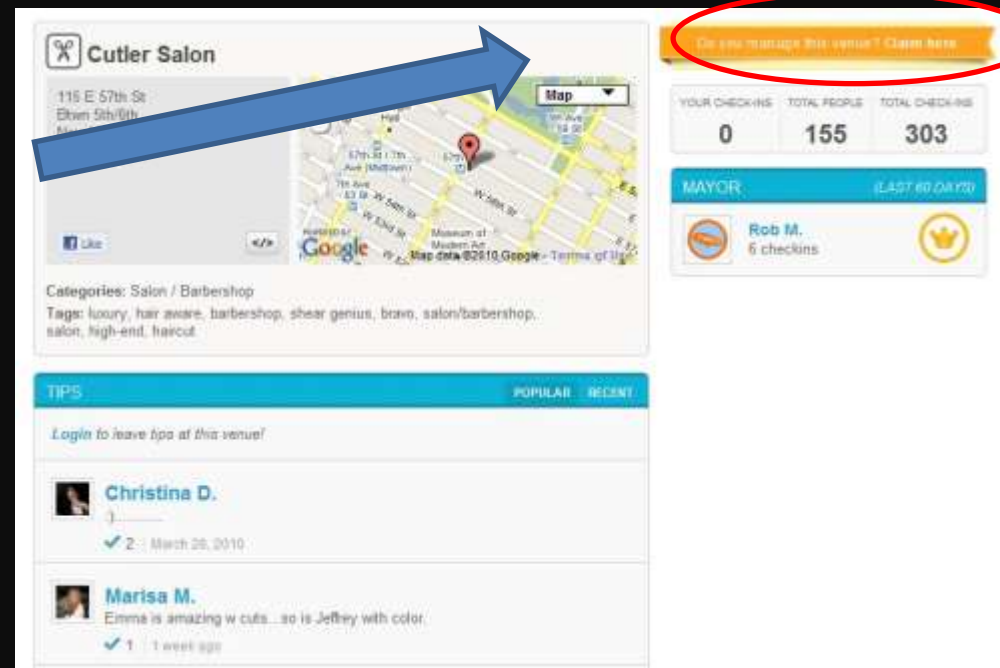
1. Find your business on foursquare, and 'claim' it!
2. Start incentivising Users to 'check in' at your salon!

Check-in Specials
Frequency-based Specials
Wildcard Specials
Mayor Specials

3. Promote your specials

Foursquare will automatically promote your Specials to Users that are nearby!

Promote across your other social networks, put stickers in your window, on your till etc.



So my time is valuable...

How can I streamline and track success?

Make Social Media Easy (because it is!)

1. Make it part of your routine – it's as quick to tweet as it is to text
2. Make it mobile
3. Link your social media accounts!
4. Take advantage of time saving platforms – like TweetDeck



Track your success

1. Keep weekly records of views, comments, retweets, checkins, followers, friends, likes etc!
2. And what were the successes? ...Customer feedback? A popular poll? A video that went viral? A discount code that brought in new customers?
3. Track traffic back to your site – view in your Google Analytics account exactly how much traffic each platform is generating
4. Add 'social media' as an option when you ask people where they heard about you
5. And just for fun... How much is your Twitter worth, go to tweetvalue.com for your profile value in \$

Thank you for
listening. Now
join the
conversation!

