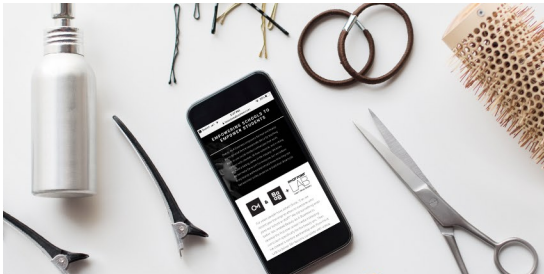


# HOW STUDENTS BENEFIT FROM A SOCIAL MEDIA MARKETING EDUCATION



Social media is not the future of marketing for beauty professionals, it's the present. It's already been here for years and is widely used as the number one source for capturing and retaining clients. Jen Aitken, a celebrity hairstylist with clients such as the Kardashians, was quoted in an interview with Forbes Magazine saying that only 30% of her success came from her hard skills, or how good she actually is at her craft. Many in the industry, especially successful beauty pros, agree with this. This also means that 70% of a beauty professional's success comes from their people, or sales and marketing, skills. For virtually the cost of a beauty professional's time, these individuals can successfully market themselves using social media.

When interviewing thousands of hair and beauty school students all across the United States, Beauty as a Business (BaaB) found that more than 98% of them admit social media is a very important skill to learn while in school.

## 5 REASONS WHY BEAUTY SCHOOL STUDENTS SHOULD LEARN SOCIAL MARKETING IN SCHOOL

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- HAVE A BETTER START - HUGE POTENTIAL TO BUILD THEIR OWN BRANDS & ATTRACT MORE CLIENTS FASTER
- SOCIAL MEDIA IS THE NEW PORTFOLIO - FUTURE CLIENTS WANT/EXPECT TO SEE WORK HERE & BOOK
- SOCIAL MEDIA MARKETING SKILLS MAKES NEW GRADS MORE HIRABLE
- SOCIAL MEDIA IS GREAT CLIENT FEEDBACK FOR SUCCESS
- MAKE THE MARKETING MISTAKES WHILE IN SCHOOL AND BE BETTER PREPARED FOR PROFESSIONAL LIFE

# STUDENTS NEED THIS EDUCATION TO BE SUCCESSFUL FASTER

As [BaaB](#) travels the country teaching social media marketing to beauty professionals, almost always the owner of the salon or spa asks our trainers to tell the future professionals in schools that they need to work on building their own clientele before they graduate and that they'll be responsible for building this book as they work professionally. In other words, students can't solely rely on the business they're working for to bring them their new clients. They have to promote themselves, and the best way to do this for the overall cost is to be good at social media marketing. Even performing the basics on social media can have a large impact on building one's book of business. There are many strategies and best practices taught in the BaaB curriculum with examples and step-by-step directions to help the few just starting out on social media and the many looking to take their game to the next level. With only 1 in 5 beauty grads making it, this education is only becoming more important.



Jenner Feroah, CEO of the high-end salon/spa [Lunatic Fringe](#) franchise said this about how crucial social media is for her employees:

**"Social media is very imperative in building and attracting new guests. It is very little time spent for a maximum reward."**

Michelle Murad, director of marketing for Douglas J Aveda (six-campus school), said this about the importance of social media for her students:

**"The world is changing, and teaching our students how social media can help them be more successful in the beauty industry is a must."**

It's no secret that Instagram and things like Google reviews can have a positive impact for beauty professionals. When BaaB polls the pros, the overwhelming majority say Instagram is the number one source for them to get their name out and to pick up new leads. Those who understand the impact Google reviews can have admit similar results. Below shows the phone calls of a salon/spa in Salt Lake City who saw their monthly phone calls triple after their stylists and estheticians implemented a Google review strategy for their location.



You can clearly see their monthly calls went from just above 200 to over 700! One stylist who works at this particular location reported that her social media efforts and getting more and more Google reviews over the years helped her reach a six-figure income. She also reported to Oozle Media that she wished she had this education sooner, because she would've gotten to where she's at today in half the time.



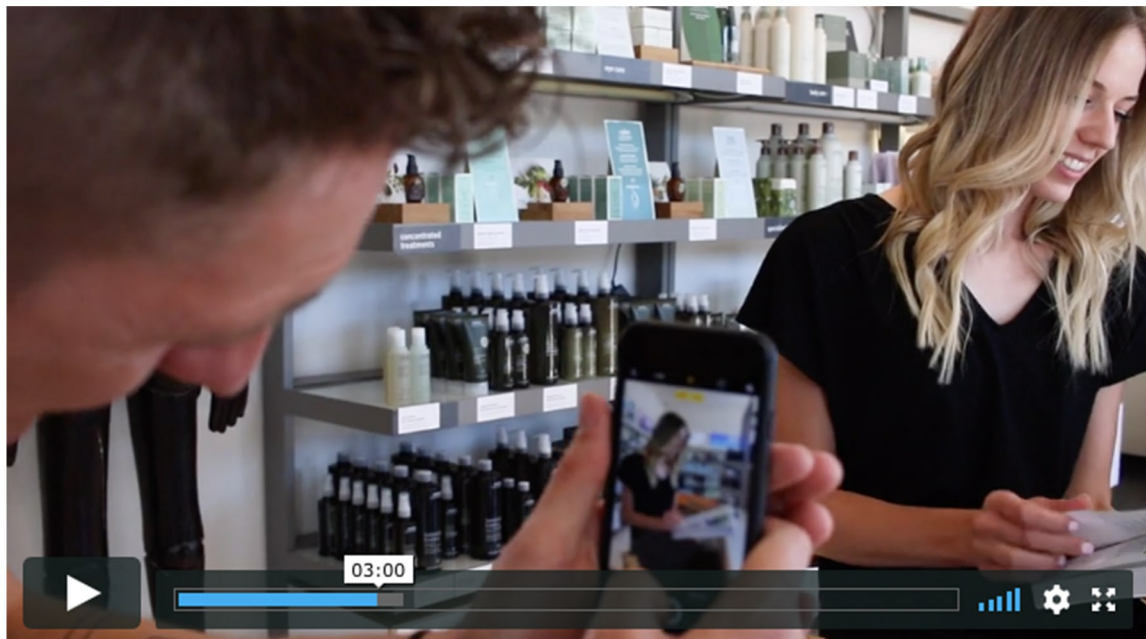


# CLIENTS EXPECT SOCIAL MEDIA TO BE THE NEW LOOKBOOK

Beauty is the number one category searched on social media. Because there are so many people trying to stand out on social media, it's important to rise above all that social noise. The BaaB curriculum teaches students the best practices and strategies that bring long-term results. One of the skills taught in the curriculum that goes hand in hand with long-term results is making sure your Instagram photos/videos are on point and that you know the latest strategies in how to attract new clients, as well as make it easy for them to book with you. A beauty professional's Instagram is their new lookbook, client retention, and marketing tool.

Our photo and video lesson module is a six-video series covering how to look the part, and our Instagram success module covers the rest. Here are a few of the topics we cover to help make any beauty pro's Instagram lookbook help them attract more clients:

- 101 - Intro to Photography & Video for Social Media
- 102 - Framing Your Photo
- 103 - Lighting Your Photo
- 104 - Hardware & Audio
- 105 - Software & Editing
- 106 - Ready for Success



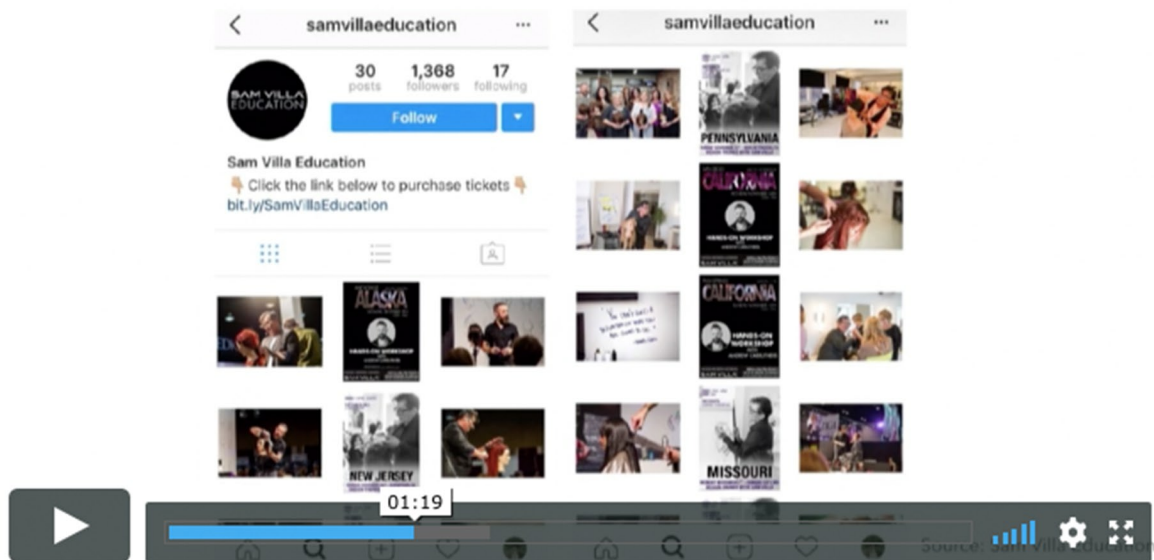


In addition to teaching photography and video as well as strategies to retain and gain clientele, we also teach another great strategy to help the new lookbook (Instagram) go to another level: Themes. Check out what happened in four weeks when this beauty business upped their photography and video game while implementing the Theme strategy on their Instagram:

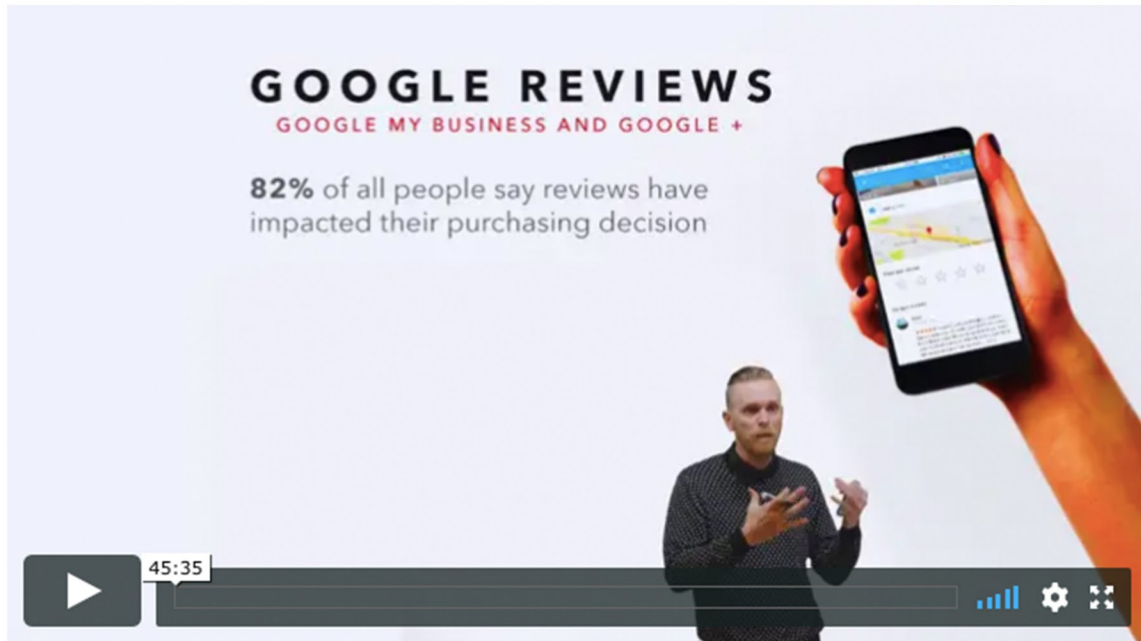
- 200% increase in impressions
- 230% increase in reach
- 30% increase in clicks
- 24% increase in profile views
- 7% increase in new followers

Even if a client is referred to a beauty professional, that person will most likely check out their social media lookbooks before making the appointment. BaaB covers everything an up-and-coming hair and beauty pro would need to know to keep up with the beauty marketing trends.

## CULTIVATE A THEME



# NEW GRADS WILL BE MORE HIRABLE WITH SOCIAL MEDIA MARKETING SKILLS



BaaB knows along with the rest of those in the industry that soft skills, or the sales and marketing skills, are what help beauty pros make more money. How good you are at your craft will only take you so far. When surveyed, the majority of salon/spa owners mostly look for soft skills when hiring. Several salons in the midwest with relationships with schools teaching the BaaB curriculum have reported they couldn't be more excited that the grads are coming to them with these skills already. As part of our Google Reviews course, we encourage students to take screenshots of their online positive reviews and include those in their portfolio to help showcase their soft skills.



# SOCIAL MEDIA IS GREAT CLIENT FEEDBACK FOR SUCCESS

Client feedback is necessary for success.

Unfortunately, most client feedback that is non-solicited comes as negative feedback. If a customer had an unpleasant experience, they'll tell 15 people. If a client had a great experience, they'll tell 11. With the ease of finding new beauty professionals and because social media has made this a reality, 35% of Americans have admitted they'll consider switching companies after a single instance of poor service. We typically can learn the most when we receive negative feedback. In the BaaB curriculum we teach that negative reviews can actually help businesses/professionals earn more money in our How to Respond to Negative Reviews lesson. In this lesson, one of the best practices taught is that every review, not just the negative ones, needs a response.

Here's why this is important, as well as what you can find in the video lesson:

- It's part of Google's and other major review platform companies' algorithms. If you're responding to reviews, they think you care. Social media is public customer service.
- You should respond in a timely manner. Don't wait more than 48 hours to respond to reviews.
- When you respond, don't try to resolve the issue in your response, because no matter what you say, it sounds like you're really saying, "You know what?! You suck too!" Be professional, give specific contact information and ask the person to call/email you directly to resolve the issue offline.

**NEGATIVE REVIEWS**

- 1 Quickly respond back by thanking them for bringing the issue up
- 2 Tell them in the response that you'd like to resolve the issue offline
- 3 Take care of that guest and ask them to update their review

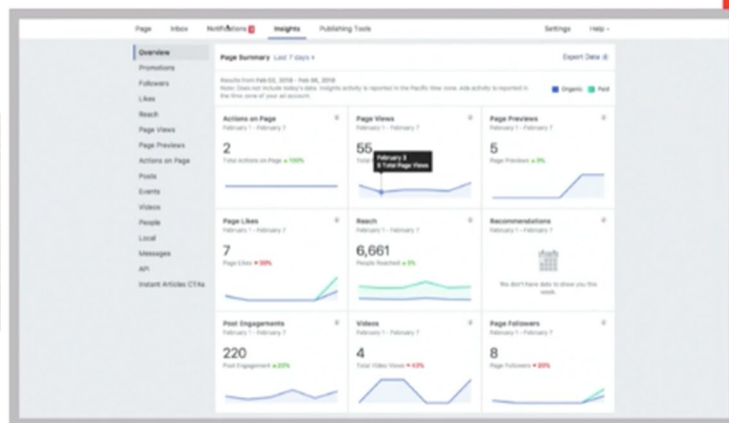
08:15

The video player interface shows a presenter in the bottom left corner. The video title is 'NEGATIVE REVIEWS'. The list of steps is numbered 1 through 3. The video progress bar shows 08:15. The video player controls include a play button, a progress bar, a volume icon, a settings icon, and a full screen icon.



In addition to reviews providing great client feedback, many professionals find their niche from social media data. One beauty grad (@hairandmakeupbysteph) quickly learned that her bridal updos were getting the most interactions, so she went with it, and is now nationally recognized as an expert in this niche. In another video lesson titled How to Read Social Media Insights, we go over how to let all the great insights help professionals know how to do the following:

- Know what data matters and what to ignore in the vast amounts of information
- Answer these questions and have instructions on what to do about it:
  - How many people are seeing my content?
  - What kinds of people are seeing my content?
  - Do they like my content?
  - Is my timing ok?





# BEAUTY PROFESSIONALS MAKE THE MARKETING MISTAKES WHILE IN SCHOOL AND ARE BETTER PREPARED FOR PROFESSIONAL LIFE

Schools are environments where students are expected to fail and then learn from these mistakes. This happens when they're working on their hard skills and needs to happen while developing their soft skills too. Marketing is all about testing and then testing again. What better environment is there for these students to test different content strategies, platforms, voices, etc. than in school?

Here are a few possible scenarios for students to learn from their mistakes on social media while in school:

## ■ Students find their voice.

They see what messages resonate. In one of our video lessons, we teach students to follow the 70/20/10 rule, where 70% of posts should be unique content, 20% is other people's content, and 10% is you asking for their business. This rule almost forces you to be creative, so with all the different pieces of content that will be produced, you'll know what people like and what they don't like.



## ■ Students learn how to produce the best kind of content. Gotta start somewhere!

Students will most likely not be doing much video content to help promote their brands. They need to learn how to shoot good video while in school. The best way to learn is to do. Their videos won't be great in the beginning, but by graduation they should be fairly decent. Facebook said by 2022 that 100% of the content on its platform will be video. Video performs the best on social. We see this with posts and ads that we run. Video isn't the future, it's the present. If you're not doing it now, you're behind.

## ■ Students learn quickly that professionalism always wins.

Students may not want to create a business page for themselves on places like Instagram and Facebook and try to use their personal profile to promote their services. This will only take them so far, especially if they're posting things that wouldn't be considered professional by an older demographic. Students who use a business profile and are promoting a professional image will get more traction, and these other students will pick up on it and learn from their mistakes.

## SUM IT UP:

### STUDENTS BENEFIT FROM HAVING AN ORGANIZED/STRUCTURED SOCIAL MEDIA MARKETING EDUCATION

Students almost expect to be taught social media best practices and strategies that will help them be successful, because they know the impact this type of education can have on their careers. They want it and need it. Having an organized curriculum will give them the skills they need to properly establish their own personal brand while in school so they will be more hireable and successful sooner. Their social media game won't be perfect by graduation, but with this type of education, hopefully these students will get past the major mistakes while in school, learn from them, and go on to be better prepared for the real world. For a demo of this education, you can schedule one by filling out a form on [www.beautyasabusiness.com](http://www.beautyasabusiness.com), or by contacting [Pivot Point International](#) today!

