

PR CHEAT SHEET

TOP TIPS FOR SALONS & CLINICS

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PR is an invaluable way to build awareness of your clinic and attract new clients. Here's a few simple suggestions you can use to PR your salon.



GET IN TOUCH WITH LOCAL JOURNALISTS

Building relationships with relevant press contacts is one of the best ways to generate coverage for your clinic. Start by identifying local journalists who cover topics related to your industry, be it in the local newspaper, magazines, or online. Reach out to introduce yourself and your business; what is it that you specialise in? Do you have any notable clients? Let them know you'd love to discuss their current focus and see if you have any news, trends, topics or ideas that might be of interest to them.

Once you've established an initial relationship, the key is to maintain regular contact. This way, journalists are more likely to think of you when opportunities for editorial features crop up.

Once clinics reopen, invite a journalist from each publication to come and experience a treatment in your salon. Be generous with samples and always follow up with them after the treatment.

TOP TIP: If you already advertise with the local newspaper, try to time it so that any editorial review of your business is run in an issue you're not advertising in, or at least on another page, as this way you'll maximise your coverage.



MAKE IT NEWSWORTHY

Journalists are always on the lookout for newsworthy content. If you've got a news story to share, put together a concise press release that will convince journalists of its value. This could be anything from the launch of a new treatment, a recent award win, or your involvement in a charity event or initiative.



OR TREND-WORTHY

If you're struggling to find a newsworthy angle to pitch to journalists, think of something 'feature-led' instead. The way in which Covid-19 has changed the beauty landscape provides ample room for you to offer up expert comment and industry insight. Take note of current trends and think about how you can link this back to your clinic.



GET SOCIAL MEDIA SAVVY

Social Media is a fantastic way to connect and engage with patients, the public and the media. Spend time planning content to post at regular intervals in order to maximise your online presence. Instagram Live and IGTVs are great for showcasing your knowledge while visually attractive posts will boost your shareability. Case studies of client transformations are another great way to showcase your results.

TOP TIP: If one of your clients has a strong social media presence, offer them a complimentary treatment or free products to share with their followers. This will allow you to piggyback on their platform in order to reach a wider audience.



ALL FOR A GOOD CAUSE

Getting involved with local charity events is a great way to boost your presence in the community. From donating to a fundraiser to volunteering to speak at events, this will help you gain visibility in your local area while cementing relationships with prospective clients.



PARTNER UP WITH NON-COMPETING BUSINESSES

Establish a reciprocal relationship with non-competing business owners in your local area. Offer incentives such as sample treatments, an ongoing discount or a referral bonus in the hope that they'll refer you to their own clients. Don't forget to return the favour!



AND THE WINNER IS...

Awards are a great way to boost the credibility of your business. Whether it be industry, beauty or local business awards, research what's out there and what would be best suited to your business. Even without winning, the communications surrounding the process provides the opportunity to create a sense of anticipation among your clients while helping to boost your reputation.



COMPLAINT CONTROL

There are elements of public perception that will always be out of your control. Complaints are, from time to time, inevitable. However, how you respond to negative feedback also presents an opportunity to manage your reputation in a positive way. Start by addressing the complaint publicly, apologising in the same forum. Use this as a time to emphasise your commitment to the highest standards of customer satisfaction. Note that you'll be in touch directly to resolve the situation before messaging the client privately.



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