

How to Access & Get Back Hundreds of Missing Salon Clients in 15 Minutes Using Your SmartPhone

Incredibly simple way to recover missing salon clients in 3 easy steps

iVersion

Clients went missing? Stylists stole your clients? Get them BACK!

This valuable toolkit is an upgraded edition of the original **Missing Salon Client Kit**. We have been salon testing newer ways you can recover your beauty salon clients and get them back, using nothing else but Social Media and your SmartPhone. More profits to you with a very little or no extra investment.

Get Salon Clients Back using Facebook in 3 Easy Steps

STEP ONE: Gather the data of your missing salon clients. Below explains how.

If you have a salon software go through the data and combine the list of clients who stopped visiting your salon in the last 12 months and beyond, or even in the last 6 months. It should be a 15 minute job to retrieve such data.

If you are not using the software for the salon it's not a problem. Go through your data files and manually combine the list of clients that you know have stopped visiting you. It may take you longer than 15 minutes, but it will be worth it.

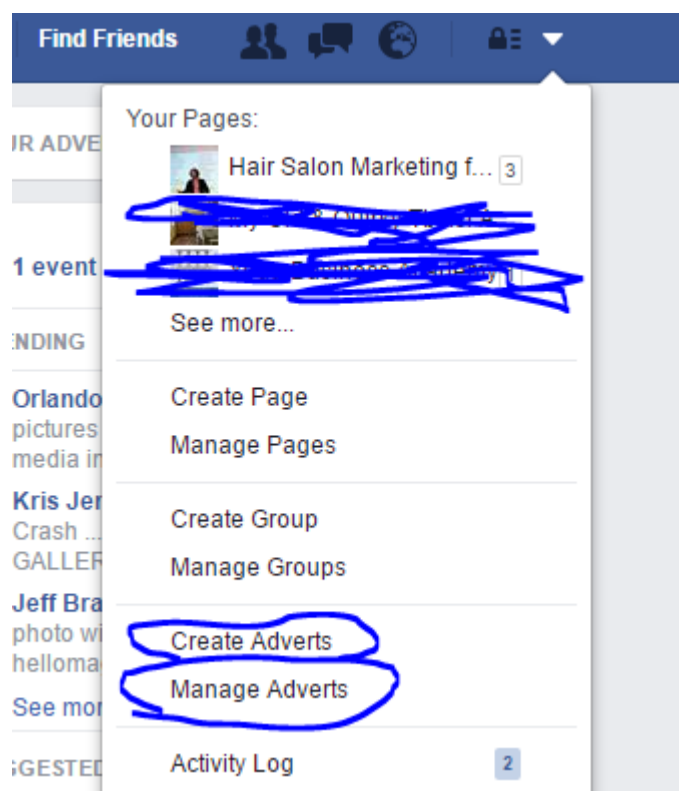
Combine and save the data in Excel, csv or text edit file.

STEP TWO: Upload the missing salon client data in your salon Facebook page. Below explains how.

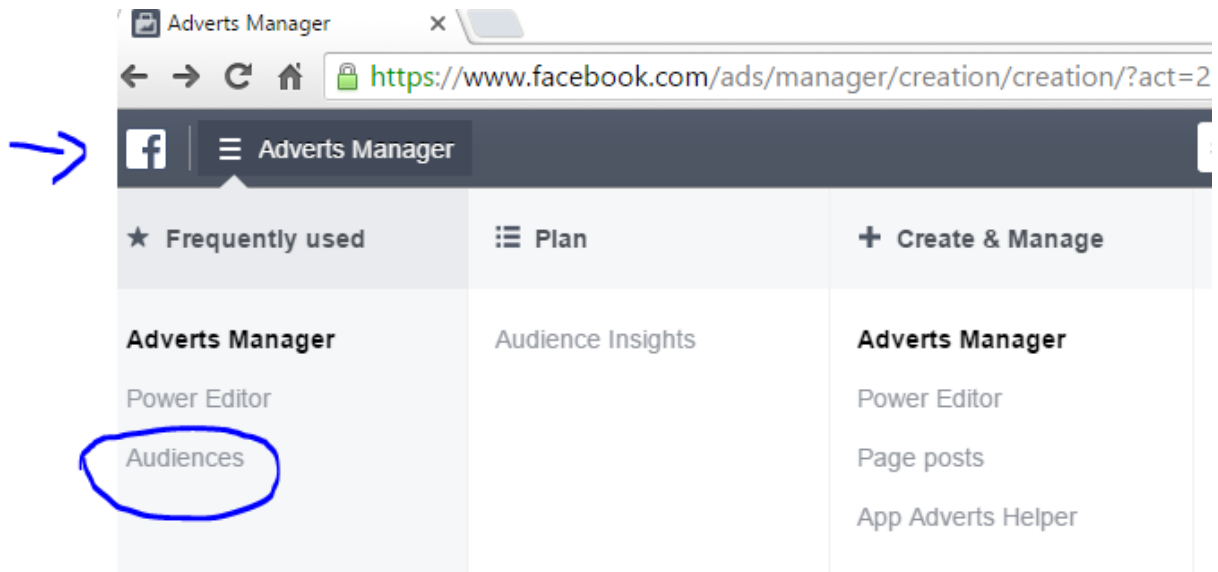
Once you have the data of missing clients, go to your salon Facebook page and upload the data in the custom audience in the Facebook Adverts Manager.

Here's exactly how to do it.

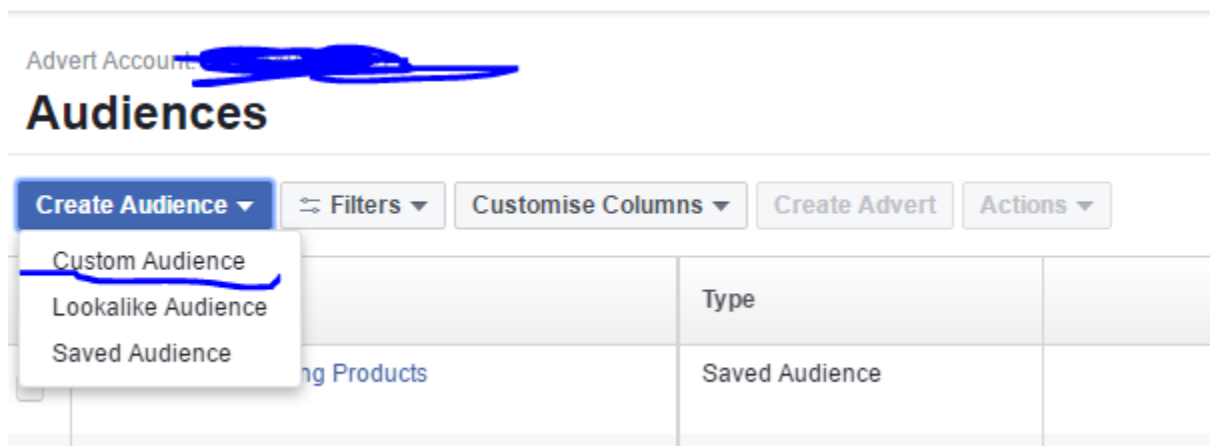
1. Open your Facebook
2. Go to your Facebook Adverts Manager, you can do that by selecting "Manage Adverts" from the drop-down menu at the top right corner of the page. Or follow this link <https://www.facebook.com/ads/manager/>
3. Click on "Create Adverts" from the top right hand side



4. From the top right corner select "Advert Manager", then click on "Audiences"



5. You will see Audiences in the top right corner, click on “Create Audience”, you will see a drop-down menu Click on “Custom Audiences”.



For the detailed instructions please visit Facebook page direct. Online things change fast; always refer back to the source page.

<https://www.facebook.com/business/learn/facebook-ads-reach-existing-customers/>

6. A window will open called “Create Custom Audience”, select “Customer File”, and follow the instructions to upload the customer data.

Create a Custom Audience



How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



Customer file

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game



Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

STEP THREE: Create Missing Salon Clients Ads. Below explains how.

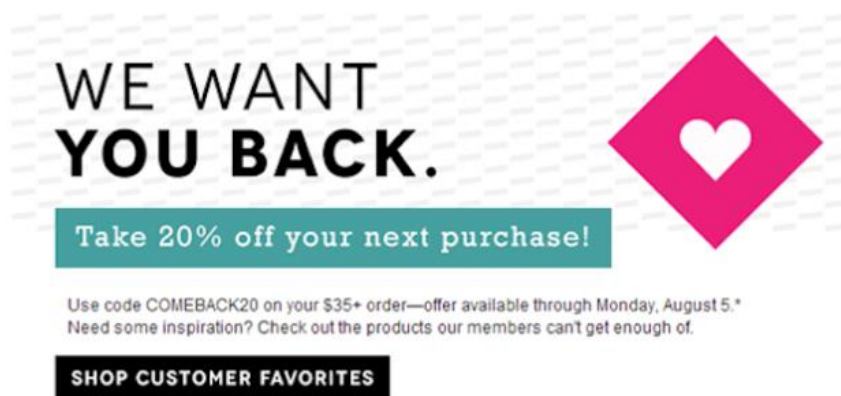
Now you have the custom audience created which contains your missing clients' data. What does it mean to you? It means you can now create a small Facebook Ad(s) and ONLY TARGET to your MISSING SALON CLIENTS via Facebook Ads.

It's an incredible way to reengage your long lost clients, remind them of your salon and re-attract with clever offers.

So your next job will be to create a Facebook Ads targeted to your missing clients only.

How to Create Missing Salon Client Ads that will work?

This is a good example of missing client ad you can model for your own promotions.



Your salon ad will obviously look and read different but you get the idea.

For more ideas how to create salon ads for Social Media refer to your bonus manual - **101 Salon Tested Ads for Social Media.**

Recap:

- You created the data of your missing salon clients;
- Uploaded the data into your Facebook Adverts Manager;
- You created your first Missing Salon Client small ads

THE FINAL STEP: Launch a new Salon Missing Client Ad and watch what happens

If you are new to creating ads through Facebook, I suggest you set aside one day (Mondays are usually good day to do lots of admin in salon), and get your head around creating ads in Facebook. Follow the instructions here.

<https://www.facebook.com/business/products/ads/>

For the detailed instructions about Facebook Ads and how to target specific audience, such as missing clients, please visit Facebook page direct.

<https://www.facebook.com/business/learn/facebook-ads-reach-existing-customers/>

This little Facebook tool is a truly powerful way to get back missing clients. If you do this online coupled with **missing client direct mail letter kit** (refer back to the manual) you will see a big difference how many old clients will be reactivated.

When missing clients start to come back you will know your efforts are paying off 😊

What should happen next?

Make sure you are monitoring your ads and the response you are getting from your ads. You should be testing your ad, headline, how many clients will be clicking on the ads, making enquiries and ultimately getting back to you.

As a rule of thumb for every 100 visitors to your website (that is 100 people clicking on your ad and going through your offer), you should be getting one new sale.

Typically it should cost you around £0.25-£0.35 every time someone clicks on your Facebook Ad, if 100 people click on the Ad, that's around £25 to £35.

If your hair service is around £40 you just broke-even on your ads.

If you are good at upselling and upsell to other hair services, you can easily generate up to £100 from this little campaign.

Of course the benefits of reactivating every missing client do not stop there. If you continue to look after your clients, they should remain with you for the next 1, 2 or even 3 years. You do the math how much cash that means to your salon.

It is possible to reactivate around 65% of missing salon clients. If you lost 100 clients over time that's 65 old clients that can be coming back to you in the next 90 days spending good cash in your business.

Make sure you track & measure everything.

Remember it's a numbers game

Use Facebook Ads in combination of Direct Mail Letters

And ... Good luck and let us know how you are getting on with your salon business

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