

Belinskiy D.
I.V. Bagrova, research supervisor
National Mining University

PROMOTION THE SALON OF BEAUTY & SPA

The standard of living grows permanently nowadays. And so grows the number of beauty salons. More and more people pay attention to their health and beauty.

Usually beauty salons are divided into 4 categories: social, medium, VIP and huge beauties and spa's (the ones you can see in hotels).

Some methods of VIP beauty & spa promotion are the next. So the first thing you should do is to draw attention of your potential customers. According to the market segmentation there are the people aged 25-50 with high level of income. Our advertisement should arouse interest so 3-4 months before opening we put advertising on big boards with no information except the brand name. Later, 2 weeks before opening we add to that advertising the opening date and report to potential consumers that this one is a beauty salon. Also we should send invitations to the opening party to the nearest VIP apartments and offices.

The opening party should be interesting but also contains lot of information. You should tell all about your services and qualification of your barbers. It's a good idea to make a fourchette. As we speak about VIP class of institution it's desirable to invite some celebrities and make a film to translate it on local TV channels. After the opening we make a pause in 2-3 months and put big board again. 3 months later – launch TV and radio advertisement. Year later we make flexible system of discounts to our patrons. The advertisement should be launch in part with 3-4 month pauses, because it's the best way to do it according to Yale's School of Economics. After each portion of advertisement, monitor your profit's increase to make sure it's effective. And the last thing, as we deal with VIP class of person make sure your advertisement looks really expensive.