

MEET YOUR

STYLIST / BARBER

™

SUCCESS GUIDE



Welcome to Meet Your, Inc.

You have chosen Meet Your Stylist/Barber for many reasons to benefit your company and we are grateful that you did. We want to reinforce that Meet Your Stylist/Barber is an ongoing marketing & retention tool.

Similar to someone starting a new healthy lifestyle in order to lose weight, the results will not happen overnight. But like any positive compound effect, the results will continue to build each month, and each year.

In this guide you will be given the keys to successfully using your personalized Meet Your Stylist/Barber web page. If you implement and consistently nurture these strategies, you will have tremendous success!

Your Meet Your Stylist software tool will work as well as you market it. And the good news is, we are here to guide you every step of the way!

Before you begin marketing your salon's custom survey, we must make sure your account is live, and ready to rock and roll.

For this to happen, a minimum of 4 of your Stylists need to complete their profiles. Their profile includes their headshot, a short bio and their personal survey. **All three of these components must be complete prior to your link becoming active.**



Meet Your, Inc. builds an emotional bridge between your stylists and your future guests!

THE FIVE KEYS TO SUCCESS

Website Placement + Captions

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Internal Communication

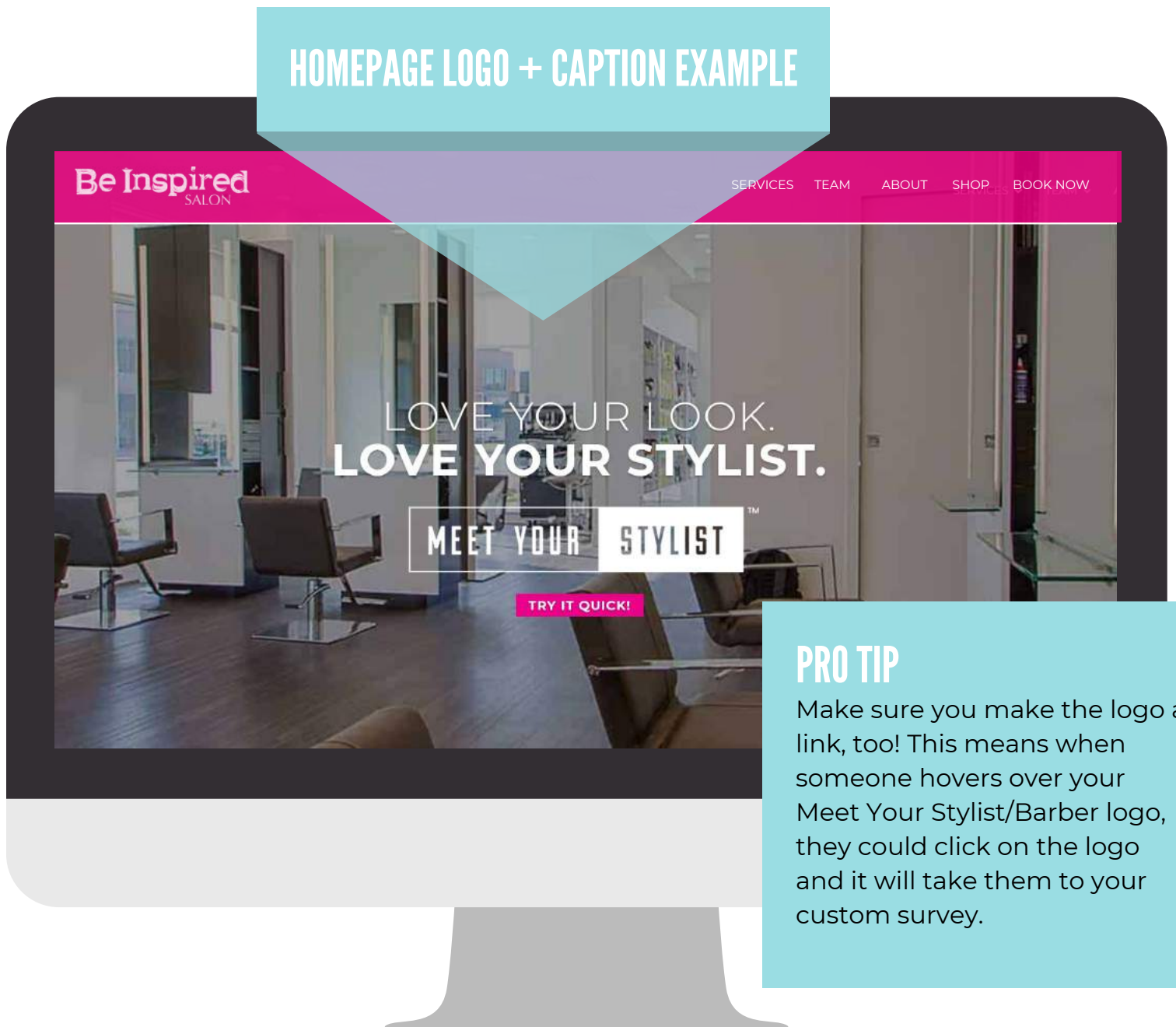
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Website Placement + Captions

We recommend placing your Meet Your Stylist logo + caption on the following pages of your website:

- Home Page / Top Menu Bar
- Artist Page / Individual Bio page
- Blogs

HOMEPAGE LOGO + CAPTION EXAMPLE



PRO TIP

Make sure you make the logo a link, too! This means when someone hovers over your Meet Your Stylist/Barber logo, they could click on the logo and it will take them to your custom survey.

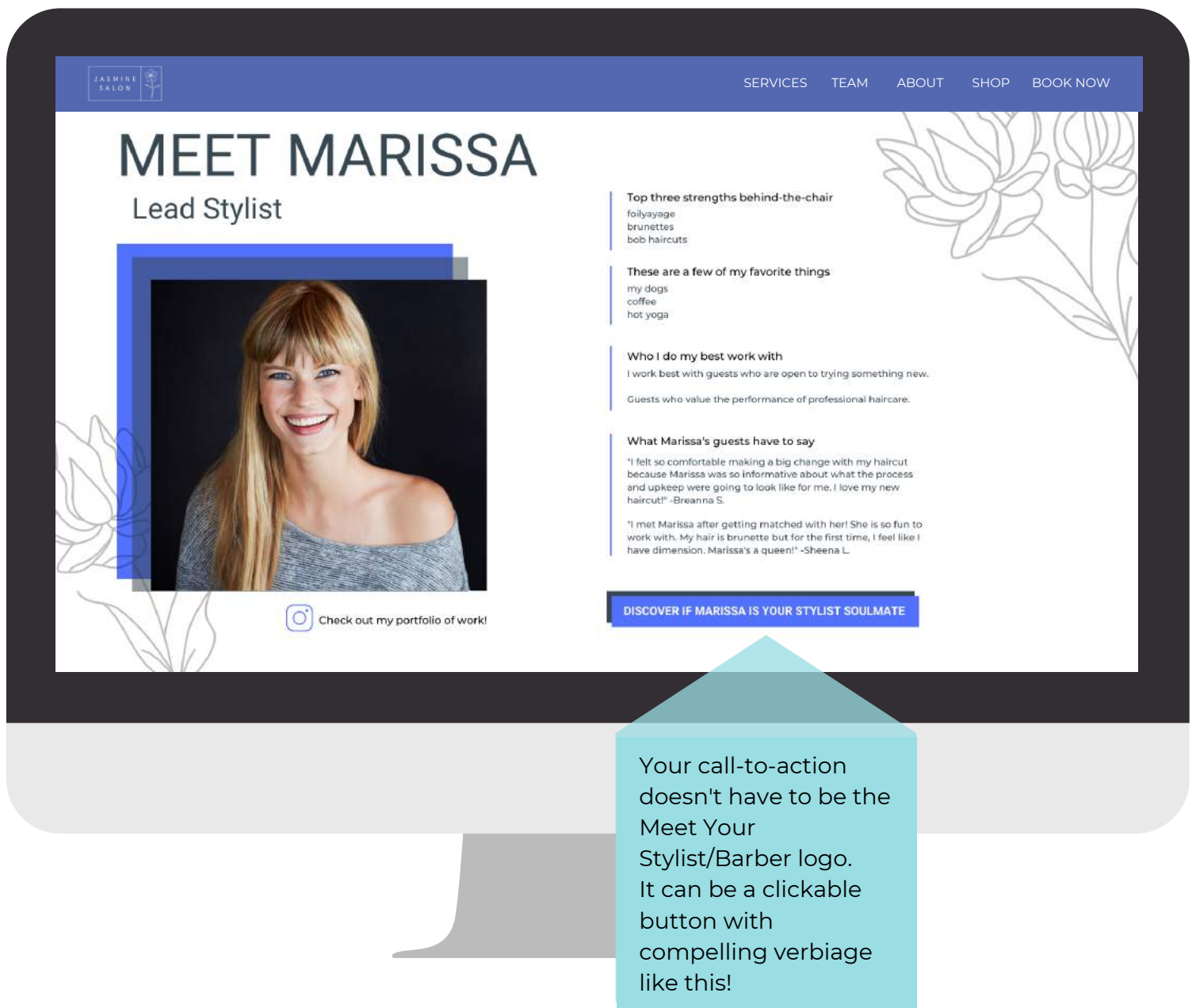
Stylist Bio Page Example

Over 80% of the people visiting your salon website are not yet guests of your salon. Huge opportunity!

Future-guests are wondering two things.

1. Is this the right salon for me?
2. Which stylist should I book my first appointment with?

When creating your stylists' bios, consider what things matter most to future guests, but also think about what your stylists are hoping for in *THEIR* future guests!



Social Media Posts + IG Link in Bio

Almost every post can pair with the Meet Your Stylist/Barber call-to-action!

HAIR POSTS

PRO TIP

Tag @meetyourstylist in your posts so we can feature you on our IG page!



sarahbrownsalon

• Following



sarahbrownsalon We're loving these effortless waves! 💕

This beautiful balayage & hairstyle were done by @liz_hair_world 🇺🇸

Wondering if Liz is your perfect stylist?? Tap the link in our bio to take our Meet Your Stylist survey!

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Add a comment...

Post

Social Media Posts + IG Link in Bio

Almost every post can pair with the Meet Your Stylist/Barber call-to-action!

TEAM POSTS



sarahbrownssalon • Following



sarahbrownssalon We are so grateful to have these amazing humans on our team!

If you're looking for a hairstylist that truly understands your hair type & personality, we have your solution!

Tap the link in our bio & take our Meet Your Stylist survey! In less than 5 minutes you'll see your top three stylist matches at our salon! 💕

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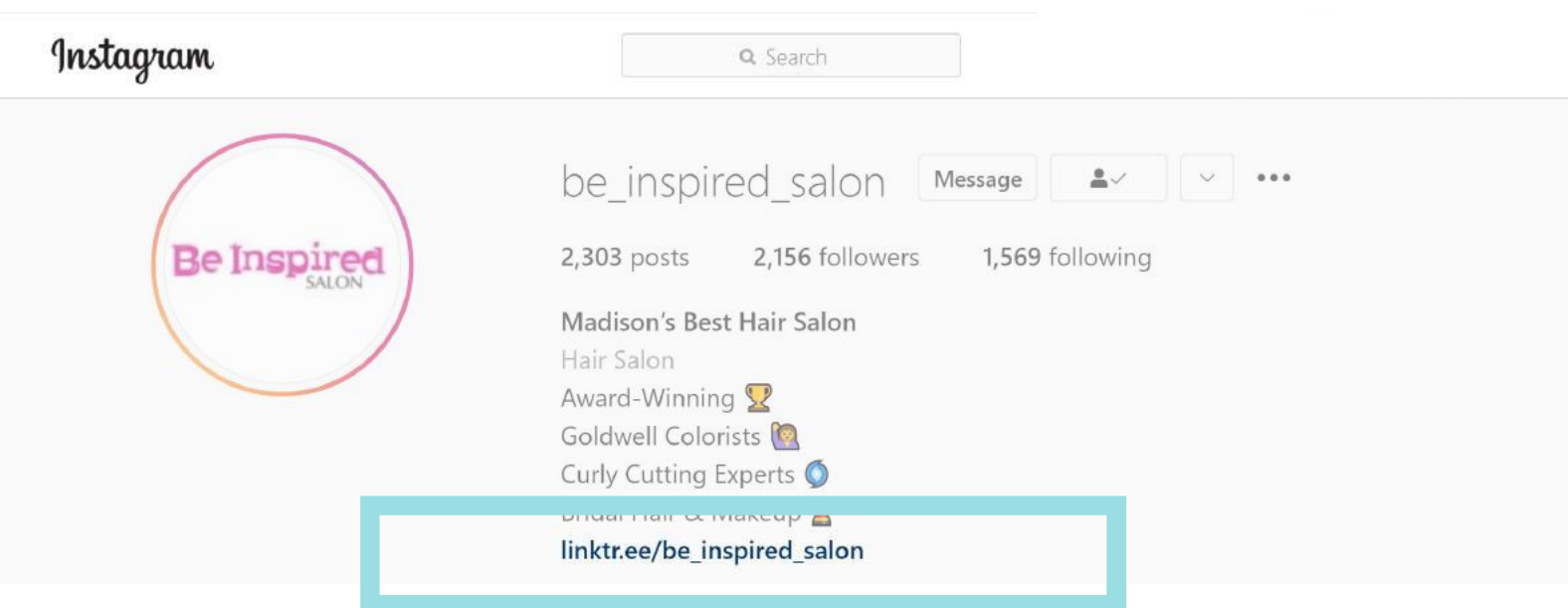
Add a comment...

Post

IG Link in Bio

Creating a link in bio that functions as a landing page is key for your post's call-to-action.

LINK IN BIO

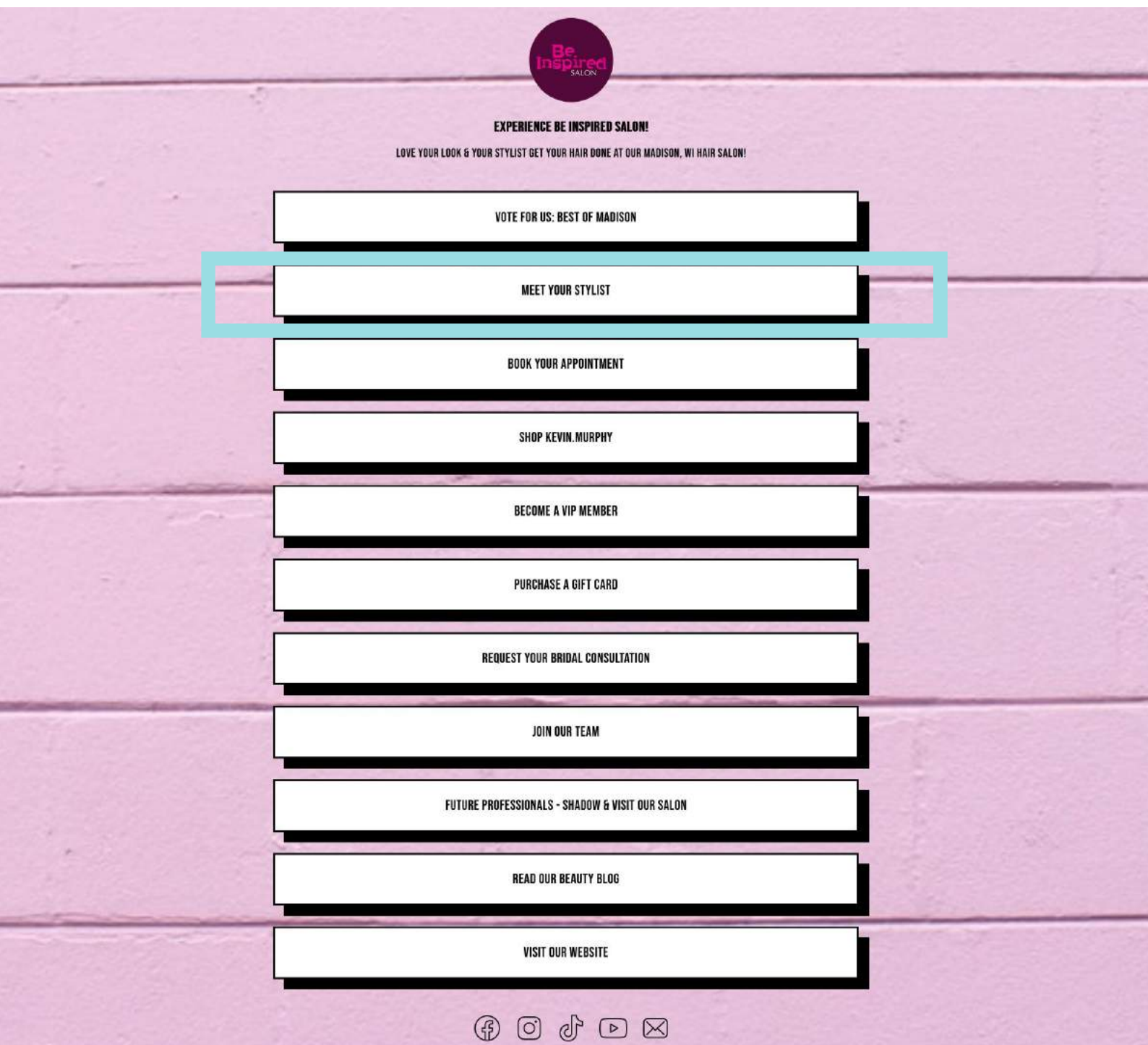


What we mean is, let's say you want people to shop your products and you direct them to your link in bio to shop. It would be hard to keep swapping out the link in your bio for every single type of post! Therefore, by creating a (free) linktr.ee link for your bio, you can post about anything and the link they need to tap will be on your landing page.

IG Link in Bio

Here is an example of an Instagram link-through landing page!

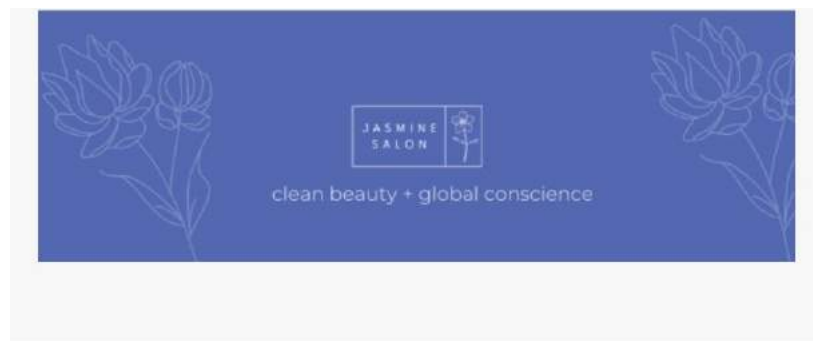
LINK LANDING PAGE



Marketing Emails

The best way to announce your Meet Your Stylist/Barber tool, is to frame it with a referral message! You'll be excited to see how many existing guests will try it! Many of whom may not have been back in a while... this is an awesome opportunity to get them back in!

REFER YOUR FRIENDS



Why refer your friends to Jasmine Salon?

We often get excited to refer friends to our favorite places. Whether its a coffee shop, boutique, yoga studio, or gym. We're all about letting them in on our little secret with a fabulous referral. However, sometimes we worry that they might not connect the way we do with the things, places, or people, we love most. In this case, you might feel unsure that your referrals might not connect with your stylist as well as you do!

Luckily, Jasmine Salon has a new solution for your beloved referrals! We now offer the [Meet Your Stylist](#) survey that will match your friends & family to the top three stylists at our salon that will be the best fit for their hair type--and more importantly, their personality!

Please share our Meet Your Stylist survey with them!

[Click Here to Meet Your Stylist](#)



REFERRAL REWARDS

To show our gratitude, we will give you a **\$10.00 salon gift card** for every new guest you refer to our salon. Thank you!

Marketing Emails

In your account dashboard you have the ability to export your match lists. This gives you the opportunity to import those lists into your email marketing platform to send new matches a special offer!

NEW MATCH OFFER

Be Inspired
SALON

Get a Free Haircare Product!

Thank you for taking our [Meet Your Stylist](#) survey! We would love to be your new hair salon. That's why we want to give you a special gift!

Book your hair services with one of your matches before the end of the month & we will give you a FREE full-size haircare product of your choice!

(up to \$68.00 value)



BOOK APPOINTMENT

PRO TIP

You can turn any email message into a text message campaign!

With your Meet Your Stylist/Barber tool, you have access to all match emails & phone numbers!

Marketing Emails

Add your Meet Your Stylist/Barber link to your POS' automated drive-back emails. This means, you're getting this new opportunity to guests whom have not been back to your salon in the timeframe you'd expect.

DRIVE-BACK EMAILS



We miss you!



Hello [client's name]!

We noticed it's been a while since you've been in. We miss you!

We wanted to see if you felt like the previous stylist here was the right fit for you?

If not, we would love for you to try our [Meet Your Stylist](#) survey. In less than 5 minutes, you'll get matched with your Top Three stylists here that are truly the best fit for you.

Do you want to give it a try?

[Meet Your Stylist](#)

Share Feedback

If there are other reasons you have not returned yet, we'd love to hear from you so we can work to improve our customer care and provide the best experiences possible for you.

Please email us at frontdesk@sarahbrownsalon.com

Marketing Emails

We recommend sending a monthly email to those who have taken your survey, but have not booked yet! You have an opportunity to increase your additional conversion with this one simple email effort!

NON-CONVERTED EMAILS



Remember that time you took our stylist match-making survey?!

We haven't forgotten about you!



You were matched with three talented stylists who would be a fabulous fit for you, not just based on what services you are interested in, but also based on who YOU are!

And ultimately, we want to build a relationship with you and become your soul mate hair salon.

What can we do to make sure you are absolutely comfortable with your first visit and absolutely confident in the stylist you are going to see?

OUR GIFT TO YOU!

We want to give you a \$20.00 gift card to use at your first visit.



BOOK NOW

Follow-up, Follow-up, Follow-up

We recommend replying to people who take your Meet Your Stylist survey. Here are three basic email template examples! Note that these can be done through your basic company email platform!

REPLY EMAILS

RE: meet your stylist at Sarah Brown Salon

Recipients

RE: meet your stylist at Sarah Brown Salon

Hey Connie!

Thanks for taking our survey! We would love to schedule your next haircut & color with one of your matches!

We could see you as soon as Thursday, 5/11 at 4:30pm with Josie, or the following week Tuesday, 5/15 at 5:15pm with Melissa. Would one of those days work for you?

Cheers,
SBS Front Desk



555 Johnson St.
Suite 200
Brownsville, HT 95216
608-886-9585

SALES TIP

Offer new guests just two options so there's a sense of urgency to getting a reservation.

Follow-up, Follow-up, Follow-up

Remember, there will be existing guests that take your Meet Your Stylist/Barber survey. This is a great opportunity to make sure they return to your salon! Here's an email example of a reply that reflects you already "knowing" them.

REPLY EMAILS

RE: meet your stylist at Sarah Brown Salon

— ↗ ✕

Recipients

RE: meet your stylist at Sarah Brown Salon

Hello Steven,

We are happy to hear from you. We'd love to set you up for your haircut with one of your new matches here!

We could see you as soon as tomorrow at 1:15pm with Johnny, or next Wednesday, 6/22 at 12:30pm with Shanna.

Would one of those days work for you?

Looking forward to seeing you again.

Cheers,
SBS Front Desk



555 Johnson St.
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608-886-9585

Follow-up, Follow-up, Follow-up

Do you love to go above & beyond? Great! Here's an email reply for new clients that have booked an appointment online right after taking your Meet Your Stylist/Barber survey!

REPLY EMAILS

RE: meet your stylist at Sarah Brown Salon

Recipients

RE: meet your stylist at Sarah Brown Salon

Hello Rita!

We are so excited to see you'll be in on Wednesday with Sam!

We look forward to meeting you then :)

Cheers,
SBS Front Desk



555 Johnson St.
Suite 200
Brownsville, HT 95216
608-886-9585

TRUTH

Great salons are willing to do what others cannot or will not do.

Don't let this overwhelm you!

Hire us to build your digital communications!

To begin the conversation, email:
info@meetyourstylist.com

Internal Communication

Everyone at your salon should feel empowered & encouraged to talk about your new Meet Your Stylist/Barber survey!

It's a **great tool for your guest services** as they navigate phone calls with undecided first-time guest calls.

It's awesome for stylists who aren't getting to alignment during new-client consultations. *Maybe another stylist here will be the better fit for your hair goals. Let's take a few minutes to try our matching survey!*

We also want existing clients to feel comfortable to see other artists at our salon, should it no longer work to see their current or previous stylist.

Reasons for this will vary!

- an artist becomes too booked up to get everyone in!
- an artist goes on maternity or paternity leave.
- an artist has outpriced some guests as they've moved up in their career.
- an artist is no longer with the company.

Ultimately, the goal is to get new clients into your salon, ensure their first visit is a fabulous experience with an artist they already feel an emotional connection and high level of trust with, and finally, the goal is to retain your new clients for a lifetime.

CONTACT US!

For more information about [campaign creatives](#), [website design expertise](#), or [digital marketing initiatives](#) that will support the success of your Meet Your Stylist/ Barber program, please connect with us!

info@meetyourstylist.com // 608-886-9585

