

# GETTING CONNECTED: UPPING YOUR SOCIAL MEDIA GAME FBIG202

**Who is this program for?** Salon owners, managers, stylists, nail techs, estheticians, & Massage therapists.

**Want more clients? Have openings in the day you want to fill? Not sure how to use social media to grow your salon or stylist business?**

In this program you will learn Social Media Solutions to grow your social media, grow client likes, comments & shares. Learn how to use Facebook & Instagram to bring new customers into the salon & fill last minute openings.

## Learn 3 Key Strategies

- 1) Connection: Getting Visual** – Use guest pictures to create Visual stories, use Video & Facebook or Instagram Live Video to add value to the guests. Discover top apps salon professionals are using for better quality and variety.
- 2) Content & Curation: Getting Heard** – A picture is worth a thousand words right? Learn best practices for taking pictures, what to say about your work & add a call to action that gets results. Learn about usage of relevant hashtags. See how the results of events, checking in daily, conversation starters, contests, Facebook groups and more!
- 3) Community: Getting Touched**- Engage your guests in social sharing, customers are loyal when they feel a part of something. See how even \$1 Boost can bring in guests. Learn the easy affordable ways to keep the appointment book full & grow your Facebook & Instagram.

Bring mobile device, a hot spot or jet pack as wifi is unpredictable in meeting rooms.

### GUEST SPEAKER:

**Lynn Winsell**  
**Redken Business Artist**  
[www.winsellmarketing.com](http://www.winsellmarketing.com)



You are invited to this special presentation for all Salon Professionals.

Seating is limited; please reserve your seat today.

**DATE:** November 20, 2017 **TIME:** 9:00am – 4:00pm

**LOCATION:** BJ's Beauty & Barber College 5239 S Tacoma Way, Tacoma, WA 98409

**TICKETS:** \$75 **BRING:** Pen, Paper & Mobile Device

**TO PURCHASE:** Visit <http://bit.ly/UppingYourSocialGame> OR Text "TACOMA" to 770-415-8007



GET INSPIRED. SEE YOUR STYLIST.  
REDKEN.COM

**REDKEN**  
5TH AVENUE NYC