

A person is holding a smartphone, taking a photo of a coffee cup with latte art, a bouquet of white flowers, and a laptop keyboard on a wooden table. The phone's screen shows the scene being photographed.

# The ultimate guide to attracting new clients on social media

Attracting new clients on social media is not only achievable, it's effective and cheap to boot!

All it takes is a little strategy and forward thinking.

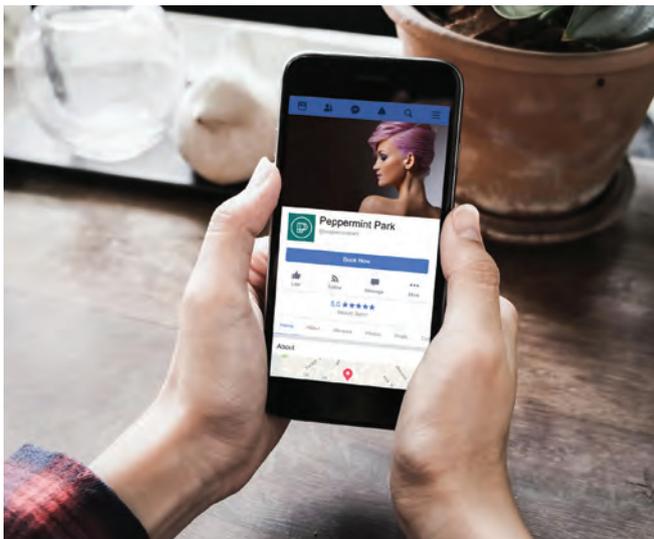


**7 out of every 10 Americans are active on Facebook, with 5 in 10 checking it once a day**

## 01. KNOW WHO YOU'RE TALKING TO

Understanding your clients inside and out makes it easy to market to them. What are they interested in? Which social platforms do they use?

Use this information to inform your social strategy and to help build a meaningful connection from the get-go.



## 02. LEVERAGE EXISTING FOLLOWERS

Your existing clients are a powerful source of social capital. When you provide kick-ass service, they're probably going to post all about it on their own social media channels, which is great news for your marketing efforts!

Make it easy for them to tag you by promoting your pages and hashtags in-salon, and watch your new referrals skyrocket.

To make the most of this free exposure, why not repost your clients' photos on your own channels. This is a great way to keep your content fresh, and to show your appreciation!

## 03. ADD BOOKING LINKS

If you're up for a quick win, why not add an online booking link to your Instagram or Facebook profile? It only takes a couple of minutes.

This lets clients book directly from the app, which equals more appointments for you.

**71% of consumers who have a good experience with a brand on social media are likely to recommend that brand to others**

#### **04. INVEST IN INFLUENCERS**

Influencer marketing is the buzzword of the year, and for good reason.

With minimal cost and effort, you can piggyback off the brand and trust built by an influencer, to attract more clients and followers of your own.

For the best results, take the time to choose an influencer who gels with what you stand for, and what will resonate with your clients.

With the latest digital tools like Scrunch, finding the right influencers is super simple!

#### **05. GIVE MORE THAN YOU TAKE**

It's so easy to fall into the trap of using your social media to sell, sell, sell!

Although it might sound like a logical approach if you want to attract new clients, it can literally have the opposite effect and limit your growth.

Instead of always taking, try offering your followers inspiration and advice they can apply in real life.

They'll be more likely to engage with what you're posting, and soon their friends will start to take notice of how amazing you are.

#### **06. CONSIDER PAID ADVERTISING**

Even if you're creating amazing content, you might find that it's not achieving the results you want if you're only pushing it out to your existing followers.

All social platforms offer paid advertising, which lets you to show off your content to a wider audience based on who they are, where they are, and what they are interested in.

This can be a cost-effective way of getting your brand in front of a larger audience that is relevant to you.

Plus, all the inbuilt analytics tools make tracking the results a piece of cake!

**92% of people trust recommendations from friends and family**

