



REACH MILLIONS who are waiting to hear from you. SOCIAL MEDIA STRATEGY

Here's another tool to put in your Hair Visions arsenal. You might already have the first of several "My Hair My Way" videos we have produced. This campaign is meant to be an all-purpose message to all audiences including three highlighted Give Your Hair A Future videos:

Whatever you want to achieve with your hair, you can do:

- If you have a healthy hair and scalp – KEEP them that way
- If you have scalp problems – FIX them
- If your family suffers from hair loss – PREVENT it
- If you are thinning or balding or have aging hair – RESTORE it
- If you have severe loss – REPLACE it



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With these campaigns, marketers have never had so many opportunities to engage the right customer in the right way or the right content.

Your entire future is in the hands of the Millennial, Generation X and Y demographics. With your current core clients, Baby Boomers, retiring at 10,000 a week, if you don't reach them your business will surely decline.

This is meant to intrigue rather than educate. As it attracts inquiries, you can probe their desires and help them find solutions. We're trying to broaden the audience to include people who aren't necessarily experiencing hair loss right now, but who are beginning to thin or might face it in the future.

This is not a standard-length commercial, so it can't be run on traditional media. But it can be very useful on social media and the web.

Here are some basic guidelines:

- Have your tech person put your logo, phone number and/or any other contact info at the end
- Be sure to indicate something clear about what you do. For instance:
- "Hair health and hair loss solutions for men and women".
- Or something more specific if you want to attract particular audiences, especially new ones:
- "Want to keep that healthy head of hair? Ask us about Head First!"
- Upload the video to any social media pages you have: your business Facebook page, your YouTube channel, etc.

Put it on your website:

- Post a link to it on Twitter, Facebook or other social media you use (Snapchat videos self-destruct), and make a quick comment to entice them to view it.
- Post it 1-3 times or have friends/employees share it and tag the studio/salon. On social media, feeds fly by the minute and people could miss it.
- If you post it a second, or third, or fourth time, vary the messages. This will let you know what's working best.

DO NOT ask people to pass it around on Facebook: this could result in temporary shut-down of your page. If people like it, they'll pass it around spontaneously – but you can personally request that your staff and customers pass it around, especially if they've indicated that they like it.

Other messages you might try out:

- The science of scalp and hair health takes a giant leap forward!
- Exclusive programs for anyone who wants to keep a healthy hair and scalp.
- Questions about your hair or scalp? Get answers here.
- Balding? Thinning hair? Aging hair? Scalp issues? Ask us!
- Even a great head of hair can be better! Ask us how.
- Healthy scalp, great hair-you can't have one without the other.

Other important tips:

- Ask callers or emailers to let you know how they found you. Keep track of this, so you'll know what's working.
- As we indicated at the summit, respond to people as soon as possible. Don't put them on hold for more than a minute. Tell them if you need to call them back. That first impression is important.
- Be interested in why they're calling. Don't sell at first: ask and listen.
- Not everything works for everyone with every audience. But do have patience. Stay with it for a reasonable length of time.
- Above all: Let us know what results you're getting, and from what media. This will help others!

Call today: 800-327-5555
#myhairmyway