

SALON/SPA INSTAGRAM BIO

Audit & Refresh

A Salon Owner's Guide
to a Powerful
Instagram Bio



Salon S.O.S.

Ask yourself...

WHO, WHAT, WHERE, WHY, & HOW?

Once your audience understands this, they can decide on *WHEN* to come see you!

WHO is your salon's targeted audience? Remember, if you're not targeting somebody, you're targeting nobody! Establish exactly who your targeted audience is so you can properly market to THEM! For example, if your salon offers a ton of modern, trendy services, you'll likely be wanting to appeal to a younger demographic and they tend to respond well to modern slang and emojis. If your salon/spa offers classic services and are targeting more a established, mature client base, you'll want to make sure your social media is clean, concise, and professional. Before your audience even sees your content, they see your bio, so make sure to catch them right away with a curated Instagram profile bio!

Who?

WHAT does your salon have to offer that sets you apart from all the rest? Once you've established WHO your targeted demographic is, it's important to let them know WHAT they can expect to see from your salon! This can be services you offer, products you retail or perhaps a specific cause that your business stands behind. What does your business offer that is unique and appealing to your target audience

What?

WHERE is your salon physically located and where else can people find you online? This seems like a no brainer, but it's surprising how often you have to dig to find where a business is located in a bio!

Where?

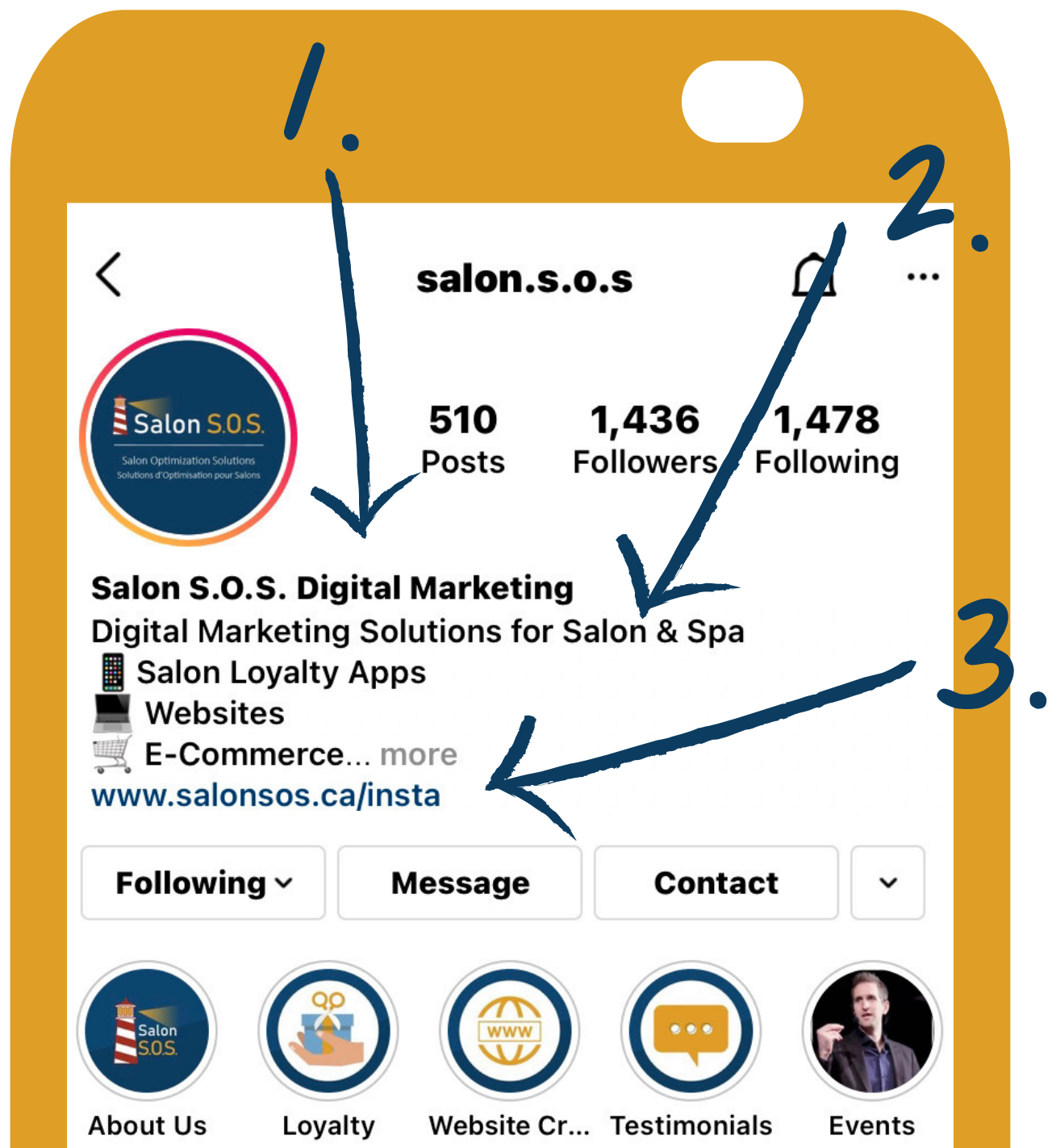
WHY are you marketing on social media? What do you hope to achieve from it? Are you wanting to gain a huge online following, are you wanting attract clients to your business, or are you wanting to increase sales on your online shop?

Why?

HOW exactly can your audience contact/book in at your salon? It should be super easy for potential clients to find your website, online booking, and contact information.

How?

1. Headline
2. Value Statement
3. Call to Action



HEADLINE

You can choose whether to make the headline your business name or what you specialize in. If you are working on your personal business page, you may choose to make the headline your professional position. Make sure to use relevant keywords to optimize showing up in search results. Consider including your location in your headline so your page pops up when potential clients search for salons in your area.

VALUE STATEMENT

This is where you briefly state WHAT your salon offers and WHY your salon is different. Keep in mind your target audience and add emoji's that catch the eye accordingly!

CALL TO ACTION

Recall WHY you use social media as a digital marketing solution and promote that specific thing to close the body of your bio. Make it fool proof for your audience to find exactly what you're promoting.