

# BEAUTY DIRECTORS CLUB - BUSINESS BUNDLE

WORDITUDE

## 30 DAY BLUEPRINT

1. Maintenance Reminder - If your customer does just one thing this month...what should it be? A hair mask to combat sun damage - what do you recommend? Throw out eye make-up products older than...how long? Clean their hairbrushes....how?
2. National/International Day - There's an awareness or advocacy event on somewhere on most days. Find one coming up this month that resonates with your audience:  
<https://www.awarenessdays.com/>
3. Client spotlight - Celebrate a client's achievements, birthday, event, transformation, experience, loyalty (with their permission). Did they come in for wedding make-up? Or a hair-do for graduation?
4. Showcase Something New - Selling a new product? Offering a new service? Taken on a new staff member? Laid some new carpet? Whatever's going on in your business, celebrate your new news.
5. Communicate An Offer - Your social media account/s shouldn't be all about making sales - but an occasional offer is a good idea.
6. Behind The Scenes Team Post - Give your audience a glimpse of the team behind the scenes? In training, at work, cleaning up, out on a team night.
7. Selfie-Station - Have a jumbo polaroid frame with your business name on. Ask clients if they want their photo taken with it - to upload to their social media and tag you in - or you to upload to your social media accounts - or both,
8. Availability Updates - If you've got a wide open space you want filled? Or you want to warn your clients of an upcoming peak season.

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9. Guess What It Is - An engagement winner for sure. Take a close-up photo of a piece of salon/spa equipment and ask your audience to guess what it is and/or what it's for.
10. What's On Locally - You don't need to be the font of all local knowledge, but if there's something coming up locally that your clients might like, give it a shout out.
11. On this day in history - Could be international, national, local, relevant to your industry. Before the month starts do some research on notable dates and pick one or two to post about. This website will help: <https://www.onthisday.com>
12. Monthly giveaway - be sure to follow the rules of the social media platform you are using.
13. Quotes you love that are relevant to your business - these are great to prepare in advance, then if you get to a day you can't think of a post for, use one of your trusty picture quotes.
14. What are you (or any member of your team, or a customer) reading right now. Take a photo of a book, write one line about who would love it and why, and invite you
15. Team Member Spotlight - Pick one team member and share one little aspect of their life - what they're currently studying, pets, they're new hair cut, their lunch. It doesn't have to be a full life story - it can be as simple as saying 'Look at Karen's new certificate'.
16. Celebrate A Milestone - An epic number of clients this week? Been in business 100 days? An anniversary for your business or team? Celebrate anything and everything. And invite your audience to pitch in - e.g. Hayley's gone above and beyond this week, seeing x clients - a record number for just 7-days. Give us a like if you were one of them.
17. Mid-Month Check-In - So far this month we've.... You can talk stats or describe what you've been up to. This is a good way to remind people of what you offer (by talking about the clients already served) and give a heads-up about your availability over the next couple of weeks.

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18. Local Area Appreciation - Snap a close up of your favourite lunch spot, a beautiful view, where you hang out as a team, a local shop window you're totally admiring. Show you love your local area - this is where your clients have chosen to live so if you love their hometown, they'll love you even more.
  
19. Before and After Photos - Showcase your talents and services.
  
20. We Want - Post about what you're craving right now. New shoes..new uniform...new hair products...new piece of equipment....your audience will definitely relate to that I've-just-gotta-have-it feeling.
  
21. We all know one friend that needs this - These posts get massive reach as people tag in their friends. Keep your eyes peeled for opportunities to create your own post around this...a jumbo wine glass, a 6ft long chocolate bar...but you can also share other people's content from their accounts (share it so they still get the credit, don't copy).
  
22. Share a local business' offer - Wouldn't it be awesome if your local businesses promoted your salon/spa to their audience? Encourage this by making the first move. Pick a few businesses that are a good match for your business and your audience (eg the nicest independent coffee shop in the street, a local clothing boutique) and share their event/offer/post with your audience.
  
23. What TV show are you loving right now - is the whole team glued to it? Maybe you could re-enact a scene on video, or pose like the cast - get playful with this.
  
24. Crushing on a look - hair, shoes, outfit? A client's, a rep's, a team member's, a person walking by (ask them first), another local shop owner, a dog - snap your own locally grown style icons. If you get the other local businesses on it you could get a hashtag started.
  
25. How do you like yours - You know that image with 20 cups of tea, of all different strengths.....that's the kind of simple question that gets mad engagement. Pick one thing, and ask your audience 'how do you like yours'. If it's a cold day, take photos of the tea/coffee/hot choc you and your clients are warming up with and ask what's their favourite hot drink to banish the chills. Or hot

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water bottle vs microwave beanie. Or how do you like your hot chocolate - as it is, with cream, with marshmallows, with all the trimmings?

26. Some tip related to the seasons/weather - We like to talk about the weather. At some point every month the weather becomes worthy of a mention - so you might as well tie it in with your business, and deliver some helpful advice at the same time.

27. Spotlight on a retail product - Another selling opportunity. Instead of showing off the whole shelf, pick one product to focus on. You can mention that you have others in the range, and invite comments from people who want to find out more - then you can carry on the conversation in the DMs.

28. Picture Quote Of Feedback - Had some lovely kind words from a customer. Make a picture quote of that, then ask for their permission to share it, and ask whether they want it anonymous or you can use their name.

29. Answer A Client Question - Your clients will be a never-ending source of content ideas. Keep a note of any questions you get asked, that you think other people would be interested in, and answer one per week/month in a social media post.

30. Highlights of the month round-up - what are you celebrating, what notable numbers can you share, what were your fave moments of the month.