

TIPS TO  
**MAKE IT YOUR BEST  
BLACK FRIDAY**

L'ORÉAL

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PARTNER SHOP



# WHAT IS BLACK FRIDAY?

Black Friday refers to the **day after Thanksgiving** and is symbolically seen as the **start of Christmas shopping season**.

With Brits planning to spend an estimated **£4.8 billion** on **Black Friday** and **Cyber Monday** purchases, setting up your salon with the best deals is a great way to maximise profits as well as creating customer loyalty.

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**SAVE THE DATES!**

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**BLACK  
FRIDAY**

**CYBER  
MONDAY**



## WHAT NEXT?

Even though it is technically 1 day, you should start preparing and launching offers in the weeks leading up to Black Friday.

**Clients will be on the lookout!**



# CHOOSE YOUR PROMOTION

Black Friday is as an opportunity to grow your business and reward your customers.

Here are some deal examples, try to build your own

**REWARDS**

**'BLACK FRIDAY-FRIENDS'**  
recommend a friend + receive % off next service

**INCREASE BOOKINGS AND CREATE BUZZ**

**RETAIL DEAL**

**BUY 1, GET 1 FREE\***

**BUY THE RANGE AND GET 20% OFF\***

**INCREASE SALON TURNOVER**

**BUNDLE DEAL**

**OFFER 50% OFF TREATMENTS WITH A COLOUR SERVICE**

**GET 50% OFF RETAIL WITH ANY COLOUR SERVICE**

**INCREASE SPEND PER CUSTOMER**

**LOYALTY DEAL**

**GET 20% OFF RETAIL AT YOUR 5<sup>TH</sup> APPOINTMENT**

**CREATE CUSTOMER RETENTION**

\*During Black Friday weekend




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# HOTTEST PRODUCTS TO SUPPORT YOUR PROMOTIONS

**RETAIL**



**SHOP RETAIL** 

**SHOP TREATMENTS** 



**TREATMENTS**

MAKE IT YOUR BEST  
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# CREATE WAYS TO ADVERTISE YOUR PROMOTION

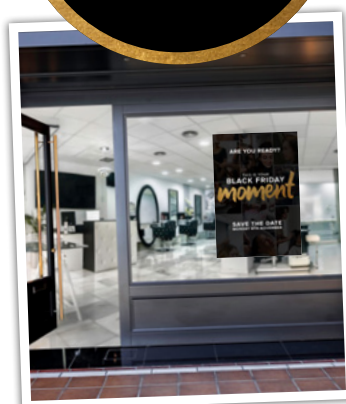
**SOCIAL MEDIA  
& WEBSITE**



**EMAIL & SMS  
CUSTOMERS\***



**SALON  
WINDOW &  
SIGNAGE**



**LOCAL  
PAPER**



\*Don't forget you have the customer consent before sending emails and SMS

DOWNLOAD YOUR  
SOCIAL ASSETS HERE






# RECOMMENDED BY RIA

Exclusive salon advice from one of our top business partners



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20k followers

 Ria Davies  
1.42k subscribers

“ Plan your **discounts** around the areas of your business that need improving

“ Your January will thank you for **bounce back business**

“ Plan **add on discounts** around the successful areas of your business

“ Take planning in your stride and stick to what you're comfortable with if feeling overwhelmed. Know that **each year will get better with experience.**

“ Customers don't expect to see **new/successful products** and services on offer – take advantage of this!

Want more tips?  
Watch Ria's training here:





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