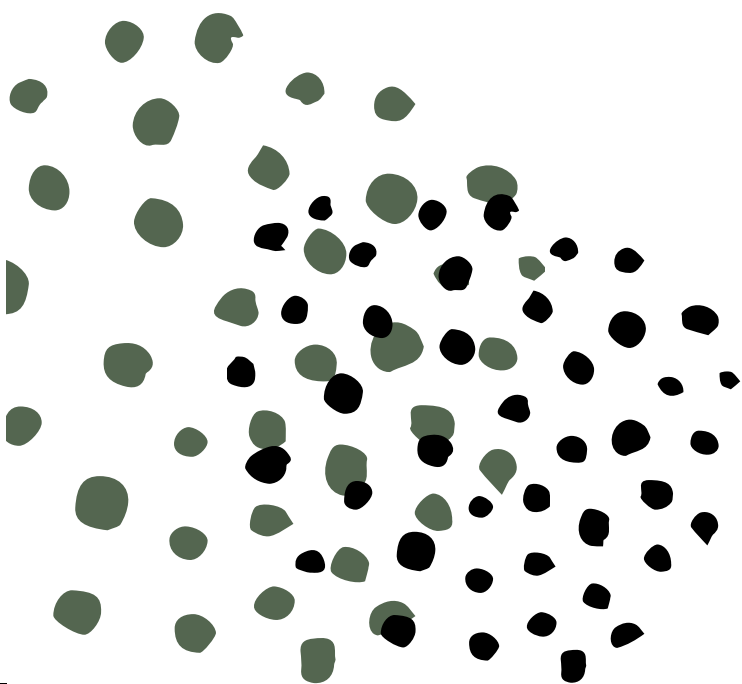


# Keep In touch!

Top 5 FREE ways to keep in touch with your clients!





When I first started my business I had absolutely no budget to spend on marketing. That being said I knew I had to take advantage of every possible **FREE** way to keep in touch with my clients. These steps helped me tremendously and they will help you too.



# Top 5 FREE ways to keep in touch with your clients!

1. Contact clients via text message
2. Keep In Touch With Clients Through Email
3. Use Instagram to Reach Your Clients
4. Create A Facebook Page to Communicate With Your Clients
5. Create A Private Facebook Group For Your Clients

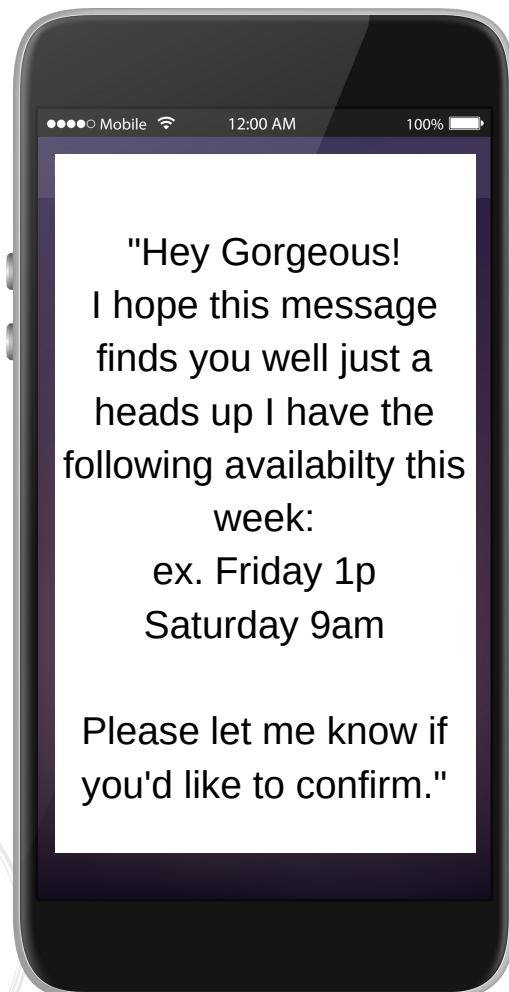


# #1 Text Messages



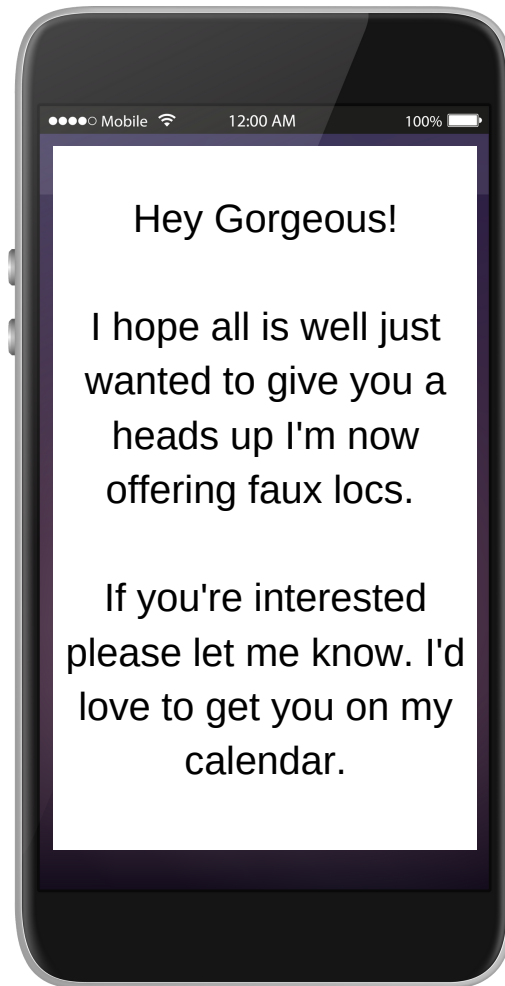
A habit I formed at the very beginning of my business even before I created social media pages was sending texts to my clients. Each time someone called to inquire about services I would save their name with the label (client).

When my books were open and I needed to make appointments I'd send a very general but personal text saying something along these lines:





I also used this method when something new was happening with my business. An example would be:



NOTE: Send each text separately. **NO GROUP TEXT!**



## #2 Email

When my client list grew large enough (20+) it got tricky copy and pasting texts. So I started an email list. When clients contacted me to book I asked for their [ First, Last name | Phone number | Email].

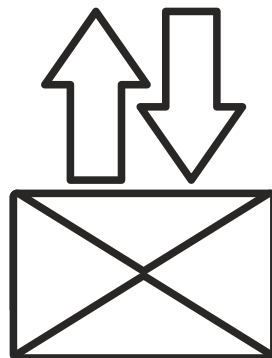
By now you maybe thinking this sounds like a lot but I promise it's even easier than texting. I started using a service called **Mailchimp**. With Mailchimp you can create multiple client lists with up to 2,000 contacts for free. The beauty of transitioning to email is you aren't limited in the amount of characters you can use in a message. More importantly you can send hundreds of emails with just one click.

When I transitioned to email I got really fancy. I emailed about hot new trending hairstyles, my holiday hours, hair care tips, and even style maintenance. This extra step is important for many reasons:

- It sets you apart from your competition
- It builds rapport with your clients
- It makes you appear extremely professional.

Setting everything up is super simple. The first step is creating a free email. I suggest gmail.com. Create an email with your name or your business name.

ex. braidsbybri@gmail.com





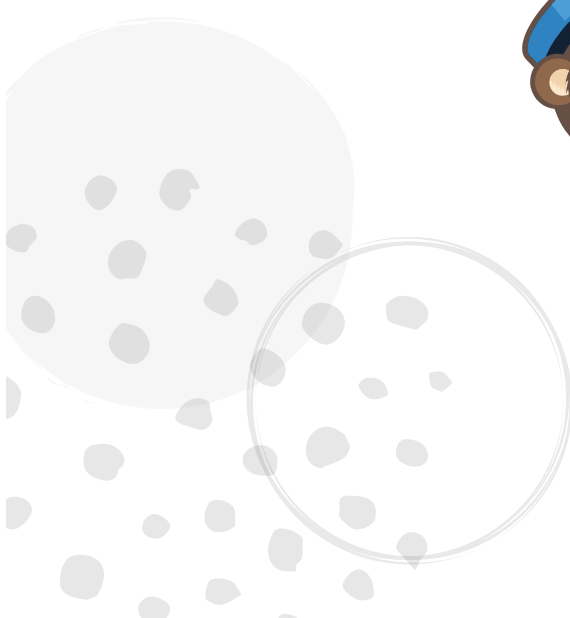
Next, go to **Mailchimp.com** or download the app. For your convenience I've linked a couple of resources below to help you get started with creating your own list and sending your first email:

## Getting Started with Mailchimp:

- [Getting Started \(click here\)](#)
- [Tutorial \(click here\)](#)



MailChimp





## #3 Instagram Posts/ Stories

The next most effective and convenient way to keep in touch with your clients is good old Instagram.

Note: if Instagram is the route you choose or add as an avenue to communicate with your clients I HIGHLY recommend creating a separate Instagram business page. The reason being you should in my opinion separate business and personal. Plus, as an added incentive if you create a business account Instagram gives you FREE analytics. This allows you to know how many people are liking, sharing, and saving your posts.

Ways you can use Instagram to keep in touch with your clients are:

- **Post photos of your new and current style offerings.**
- **Post a text-gram of your service list.**
- **Post your last minute appointment availability.**
- **Post your New business hours/ location.**

Similar to email and text you want to keep your clients informed about your business. The fun thing about Instagram is you can be creative in your delivery. If it's easier for you to jump on your stories and create a video letting your clients know your availability that is definitely an option.







# #4 Facebook Page



The next way to keep in touch with your clients is to create a Facebook Business page. The beauty of the Facebook Business page is it almost acts like a free website. I suggest treating it like so and taking advantage of all of it's FREE features. Some of these include:

- **A business description**
- **Business hours**
- **Scheduled posting**
- **Photo Albums**
- **Stories**
- **Services menu**
- **Book now button**
- **Private Messaging**

Facebook has 1.6 Billion daily users and it's FREE. Take advantage of it's features to grow and stay connected to your clients. The beauty of Facebook is people can learn everything they need to know about your business including share your business page with other potential clients even before contacting you or better yet while you sleep!





## #5 Private Facebook Group

Last but not least.... Let's take this thing up a notch on Facebook. If you really want to build rapport with your clients create a private group exclusively for returning clients. There are so many benefits to doing this. Creating exclusivity between you and your clients can create loyalty. I strongly suggest adding hair tips, discounts, and more information about you within this group.

If you are thinking about making any new changes to your business a private Facebook group is a great way to do a focus group with your clients to see what their thoughts are on the changes. Besides they are your consumers and your business doesn't run without them. Communication is key to any relationship and it's equally important between a stylist and their clients.

An added benefit to having a space for you and your clients is the clients can also interact with each other and give feedback on how they are maintaining their hair outside of the salon. Or, they can get new style inspiration from each other.

The word 'facebook' is written in its signature blue, lowercase, sans-serif font. The background features decorative elements including a large, light gray circle with smaller gray dots inside, and a vertical column of three gray dots on the right side.

facebook



# Need Additional help?



Connect with me on IG  
[@stylesbykiamoneeblog](https://www.instagram.com/stylesbykiamoneeblog)

and

Join My Community Of  
Beauty Professionals... It's Free!

**JOIN**