



**THE ANATOMY OF
A SUCCESSFUL,
RESULTS DRIVEN
EMAIL
CAMPAIGN**

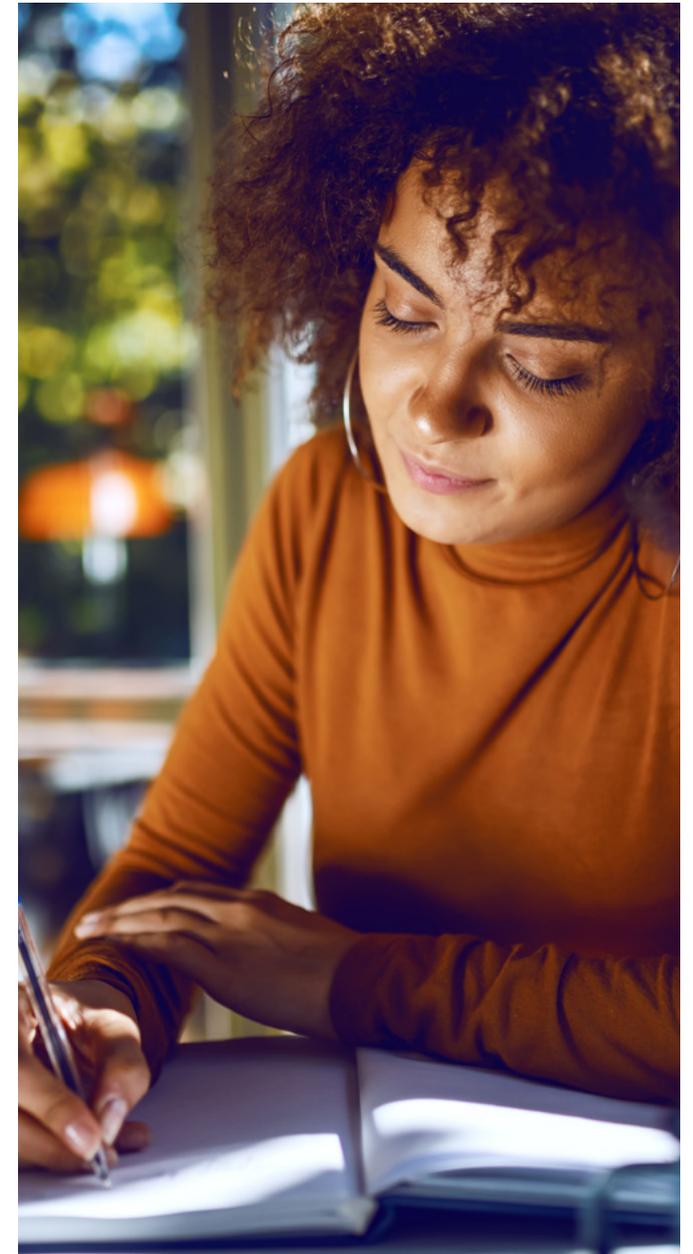
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SAY HELLO TO YOUR BEST EVER MARKETING EMAILS

When putting a salon email campaign together, many people make the mistake of believing that the communication alone is enough — i.e. that by sending a long message full of text and/or images, a client will be persuaded to book their next appointment with you.

With the sheer amount of emails landing in people's inboxes every day, that's unfortunately far from reality. Getting a substantial return on investment with email marketing is possible and well within reach. You simply need to understand what drives such results.

In this guide, you'll both uncover the five sacred elements required to design your salon's next email and learn how to identify and avoid common pitfalls. We call this the simple **5 Steps to Email Marketing Success**.





THE 5 STEPS TO EMAIL MARKETING SUCCESS

If you've ever wondered, "Why can't I get the return I want on my email campaigns?" or "What am I doing wrong?" well, you're not alone.

Many salon owners struggle with this. Often, that's because people jump straight in and out of pure excitement, start announcing new services, an offer, product lines, send out a newsletter, etc. It's all ad hoc, with little structure.

However, with the sheer abundance of emails landing in people's inboxes today, your campaign needs to be intentional and segmented. More than that, it needs to tell a compelling story and present a solution to someone's challenge — one they've already voiced or one they're potentially thinking about.

To do this with structure and intention, you'll want to follow the 5 steps below:

1 CRAFT A COMPELLING SUBJECT LINE

2 WRITE WORTHY CONTENT

3 CHOOSE RELEVANT GRAPHICS

4 ADD A CALL-TO-ACTION

5 FINISH OFF WITH A SIGNATURE

Now for a deeper look at each one of these elements.



Create stunning, targeted marketing campaigns to fill your calendar when you need it most. [Phorest's Email Editor](#) comes pre-packed with a writing mentor, a license-free image library and an image editor. You will also have access to a full suite of reports to track your campaign's success, including open rates, click rates, and delivery rates.



STEP 1

CRAFT A COMPELLING SUBJECT LINE

According to Mailchimp, the open rate for most business-related emails is barely over 20%. If your subject line isn't creative, informative, and fun, all the efforts you'll have put into choosing your graphics and writing your content will be in vain. The email won't stand out amidst the recipient's inbox and will either get deleted, archived or marked as spam. Instead, you want to write subject lines that drive more opens, more clicks, and ultimately, more conversions.

You have a captive audience waiting to hear from you! Give them a reason to open your emails with these best practice tips:

- Keep your subject line clear and concise, and talk like you would to a human.
- Optimize your character and word count and aim to get the character count between 17 and 24. If you can't, respect the mobile view responsiveness and stop at 50 characters.
- Personalize your subject line by including merge tags like "Client First Name".
- Harness the power of emojis and use up to 2.
- Use title or sentence case spelling.
- If you can, and it's relevant, include a number.



In [Phorest's Email Editor](#), use the emoji icon and personalize button in the email's subject line and body to add personal touches.

STEP

2

WRITE WORTHY CONTENT

Sugarcoating your content to make a story more interesting is fine, but writing copy just for the sake of filling white space is never the right way to approach email marketing.

When you make it to this step, it's all about having your content work in unison with your other marketing activities. What is it that you're trying to convey with this specific email? What are you also promoting on social media or in the salon at the moment? How can you tie in a marketing email into that?



One good way at answering these questions and identifying the angle for your email is by making a “**plan-on-a-page**” with crucial information about the larger marketing campaigns you’re running in the salon. In this plan, you should define:

YOUR SEGMENT:

Whom are you talking to? This will influence your messaging, perhaps even the type of vocabulary you’ll use.

OPPORTUNITY:

What is your email about, and how can you help solve a specific problem or challenge your clientele is facing?

INSIGHTS:

Do you have testimonials or personal experiences to relate to? Do you maybe have data to support what you’ll say in your email?

DESIRED OUTCOME:

When is what you’re promoting available, and how can clients get your offer? Set a sales or bookings target.

KEY MESSAGING:

What will be the core of your messaging? This could be something like: “You are safe with the Firefly Salon team.”

Once you have your plan laid out, start writing and add your salon’s tone of voice into the mix.

Use Phorest's easy segmentation tools to make sure you are delivering the right message to the right clients, and the scheduling tool to make sure they get it at the right time!

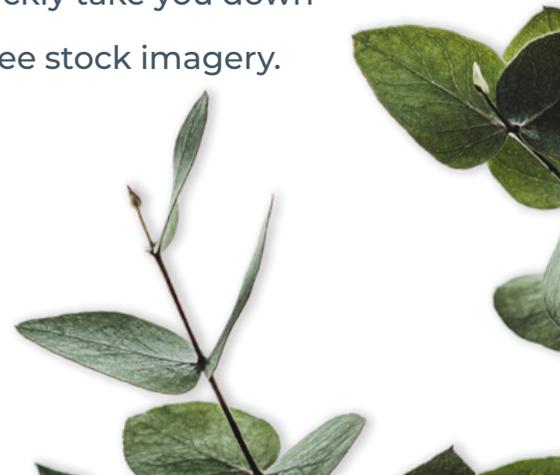


STEP 3

CHOOSE RELEVANT AND ATTENTION-GRABBING GRAPHICS

When first impressions are your top priority, and the average attention span for online browsing is relatively low, the power is in the visual.

Using the right image(s) for your campaign will help increase your click-through rate, but this step can quickly take you down a rabbit hole of searching through license-free stock imagery.



To prevent this from happening, below, you'll find some key pointers to consider when making your pick:

- Go for images that have complementary colors to your salon's branding.
- Make sure that there's a clear point of focus in the imagery.
- If possible, choose images with patterns and striking elements; they tend to impact engagement positively.
- If possible, try to use lifestyle images that convey positive emotions.



Download beautiful free pictures via Phorest's Email Editor integration with Unsplash, a license-free library of over 2 million images. Resize, edit and even add text to those pictures with the image editor, and seamlessly add them to your email!

STEP 4

ADD A CALL-TO-ACTION

A call-to-action (or CTA) is the specific prompt that appears in your email, inviting the recipient to click it to do something. More often than not, your call-to-action will either be a link to your online booking URL or a link to buy some retail or even a gift card.

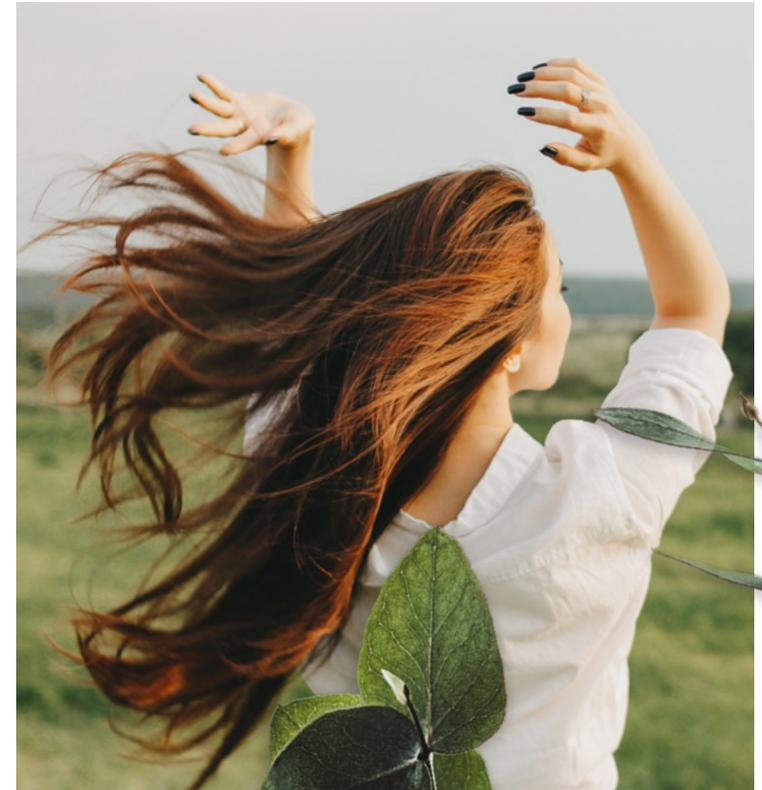


This might seem like a small step, but if it's not done with intention, you'll be undermining your own efforts. So, given the importance of having top-grade CTAs, below are some tips to help you write your first one or improve those you currently use:

- Make sure the CTA is clearly visible, and if possible, use your brand colors for the button.
- Use action-oriented and value-add language (download, try, reserve, book, join, get, start) instead of generic language (click here, contact us).
- Keep it brief (2 to 5 words), convey just one idea.
- Make it easy for people to submit their information or book an appointment. Once they click your CTA, they should only have 2-3 steps left to complete the action.

When adding a call-to-action button in the email campaign you create using Phorest's Email Editor, click "Button Settings" to choose your button's color, text, link and alignment.

Some research also suggests avoiding "high-friction" words like "buy" or "pay" in your CTAs because they imply a higher level of commitment or something not everyone will be ready for. Instead, you can say "shop now", "start your journey now", "see for yourself", etc.



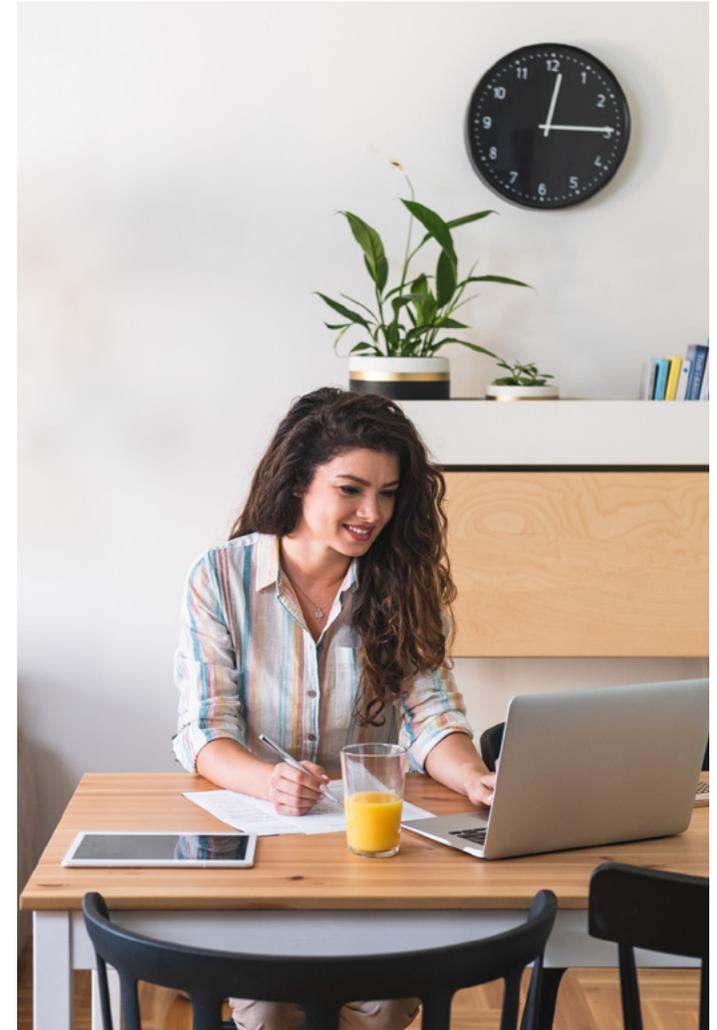
STEP

5

GET YOURSELF A STANDOUT EMAIL SIGNATURE

Often overlooked, an email signature is a powerful and subtle marketing tool. Are you talking as “The Team at” or as yourself, the owner or the manager? There’s a case for doing either-or and even a bit of both. It just depends on what type of email you’re sending.

Let’s say you were to send a personalized email like a product recommendation from a stylist. Then, perhaps talking in the first person could make it that much more personal and signing off with your name or the stylist’s name and title can make the recipient feel understood and cared for.



If you wanted to create signatures for your whole team that you could insert as an image when needed in your emails, you could generate branded ones for free using one of Hubspot's tools.

If not, a good salon email signature should:

- Display your salon's logo.
- Be consistent for all your salon's employees.
- Contain your full name, title, links to your website and social media accounts.
- Sum up all the essential contact information in a quick-to-read format.
- Be visually appealing.
- Include one extra line of text with a link to something like your salon's app, a special offer or even a review.



Sharon Anderson
Director, Luxe Cuts

E-mail
sharon@luxecuts.com www.demoluxecuts.com

"Excellent service, Sharon and her team go above and beyond to give their customers a great experience."

Oliana 5/5 with Melissa

"Friendly team, always a nice treatment. Highly recommended if you are looking for a quality color service!"

Paige 5/5 with Aarti

A circular email signature for Sharon Anderson, Director of Luxe Cuts. The signature is set against a blue and pink background. It includes a circular profile picture of Sharon Anderson, her name and title, her email address (sharon@luxecuts.com) and website (www.demoluxecuts.com), two customer testimonials with names and 5/5 ratings, and three social media icons (Facebook, Instagram, and Twitter) on the right side.



E X T R A

NO ONE IS EVER TOO GOOD FOR PROOFREADING

We've all been in that position when the undoable has been done. That email we've been carefully putting together has just been sent, and we realize something isn't right.

Maybe there's a typo or a wrong pricing list, but regardless of what it is, the email is now out in the world and in the hands of your segmented list of existing or potential clients.

To prevent this from happening, always make sure to:

- Proofread yourself by running your content through a spelling and grammar checking software or an online writing assistant like Grammarly, which is free.
- Send a test email to a colleague and ask them to test your links and proofread the content.

Phorest's Email Editor comes pre-packed with a writing mentor detecting spelling, punctuation, and other common errors in texts. At any time, click on the "Send Test" button in the Editor to send yourself or a team member a version of your email.

Only once you've **proofread and tested** your email should you consider hitting send on your campaign, which by now should have the five essential elements that will help generate results.

WANT TO KNOW MORE ABOUT PHOREST?
[Click here](#) to book a demo and find out how we can help your business grow.

