

Social Media Marketing for Tanning Salons

If the only web presence your tanning salon has is a static web page that hasn't changed in three years, you're missing out on the power of social media marketing. Whether it's Facebook, Twitter, MySpace, or even just simple email, please do me a favor and get out there and start connecting with your clients. Go to where they are. Here's where you can find them.

Facebook Most of the successful tanning salons I know have a Facebook presence. They use their Facebook salon profile as a way to stay in touch with clients, allow clients to become "fans" of their business and advertise secret, "friends-only" promotions.

Twitter Twitter is a free social networking service (often referred to as "micro-blogging") that allows its users to send and read other users' updates on what they're doing. If you're a Facebook user, think of Twitter as a feed that consists solely of status updates.

A tanning salon can use Twitter to keep clients abreast of upcoming specials, tanning tips or new lotions. Even if you don't plan on maintaining a regular presence on Twitter, you should check it regularly for mentions of your salon, both positive and negative. You can also find me on twitter at @RonWilsonETS .

MySpace If your clients are using MySpace, your tanning salon should be too. Get on there, create a simple and clean profile (avoid the hard-to-read backgrounds and over-the-top dancing bologna) and let your clients add you as a friend. Like Facebook and Twitter, you can use the social networking site to send out updates and messages.

Email If your staff and your tanning salon software have been doing their job, you should have an email address and contact information for every client. With the right salon software, you can even set up automated emails to remind clients of an upcoming membership renewal, special or anniversary.

Don't Be a Spammer Social media and social networking may seem like a cheap and easy way to advertise, but if done incorrectly, it can backfire.

The last thing you want to do is spam your clients. If you start sending out daily messages about salon specials to your clients' inboxes, people will drop you as a friend and contact. Instead, limit social networking messages to items that have a purpose. For example, letting clients know about an occasional special, a new tanning bed, a change in hours, or an upcoming event, not endless drivel about how you're the best tanning salon in town.