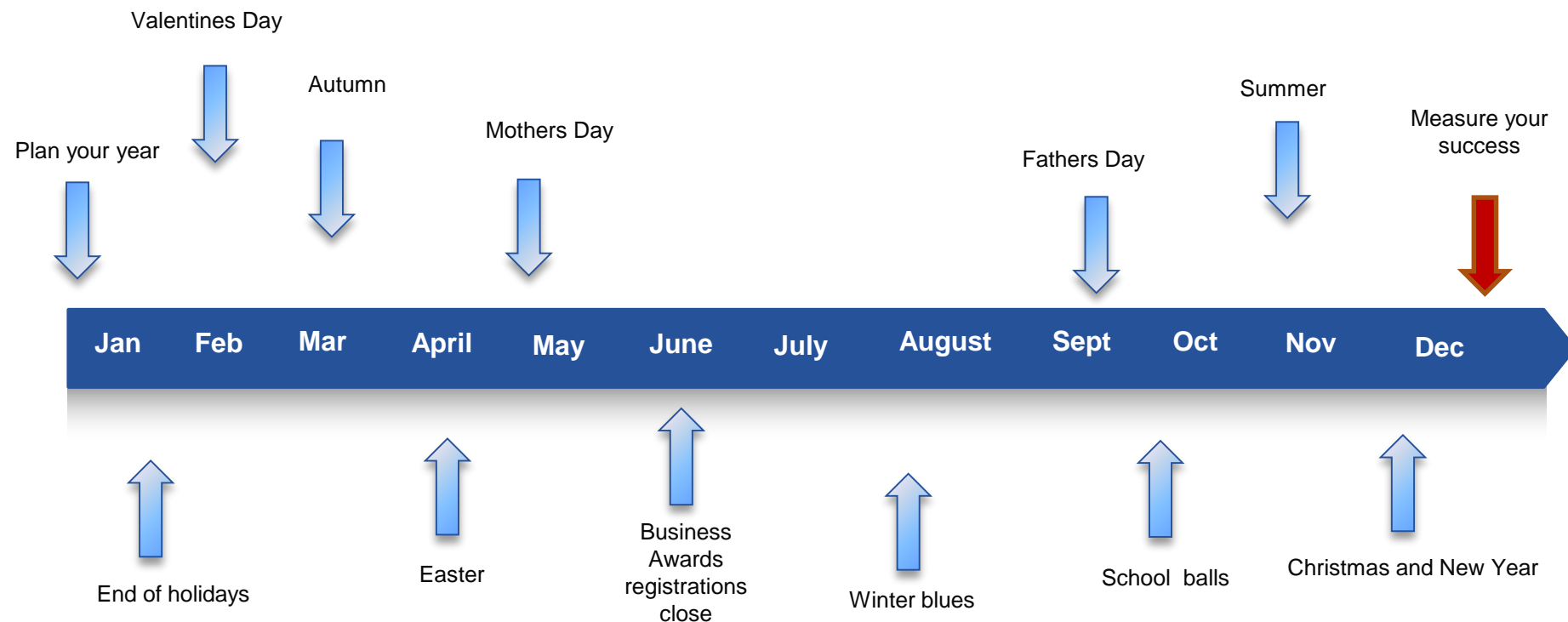


# MARKETING TOOL: Map out your marketing over the year



### Customer special events:

- Birthdays
- Weddings
- Client anniversaries
- Clients return from holiday

### Salon news:

- Product launch
- New salon location or look
- New staff, staff leaving
- Your business birthday

### Client focus:

- New clients
- Kitomba loyalty points
- Follow up lapsed clients
- Client surveys
- Update client details
- Monthly newsletters
- Service follow up

### Other ideas:

- Make over your mum/ a mum you know
- Introduce a friend deal
- Reciprocal marketing with local businesses
- Facebook 'LIKES' campaign
- New year, new look approach
- Mothers/Fathers Day vouchers
- Booking campaigns - book early for Christmas - rebook New Year