



the
BEAUTY BUSINESS
platform

THE CLEVER MARKETING WORKBOOK

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Hi, welcome to you clever marketing workbook.

This workbook is your post-event power tool—your way to take everything from Salon Smart and actually use it. Because let's be honest, inspiration is fab, but implementation? That's where the magic happens.

Think of this as your creative follow-up plan. Your marketing bestie. Your chance to take what you learned and turn it into scroll-stopping, client-wooing content across all areas of your business—from social media to email, in-salon experiences to community building, and everything in between.

And as you do? Don't forget to follow along: @samantha.cusick and @thebeautybusinessplatform. I'm cheering you on every step of the way.

READY TO RECAP?

Let's reflect. What was your biggest takeaway from Salon Smart?

Example: "I realised I need to stop overthinking Reels and just show more of our everyday salon life."

What did you hear that made you go "YES, I need to do that"?

Example: "We need to nurture our email list with updates, promos, and behind-the-scenes content—not just social media!"



THE POWER OF STORYTELLING

Clients want real. Raw. Relatable.

Prompt: Think of a time recently where you made a genuine difference to a client. Now, how could that become a powerful story for your brand—whether it's told in your social feed, your email newsletter, or even in a window poster?

💡 What happened? 💡 How did they feel? 💡 How can you tell that story online or offline?

Example: "A client cried happy tears after I helped her love her curls again—this could be a beautiful 'client confidence journey' post, newsletter spotlight, or even a testimonial on our mirror signage."

MARKETING FROM EVENTS

You were there. You networked, you learned, you took notes. Now let's turn it into multi-platform magic.

Ideas:

- ☐ Carousel post or Reel recapping your key takeaways.
- ☐ Email newsletter about what you learned and how it'll benefit your clients.
- ☐ A quote from a speaker that you print for your team room or post to LinkedIn.

Prompt: What's one way you'll market your Salon Smart experience?

Example: "I'll create a printed mini-poster to display in-salon explaining how we're levelling up after Salon Smart—clients will love it!"



YOUR CLEVER MARKETING PLAN

Now let's map out your version of clever, holistic marketing.

Think of four marketing pieces—not just social posts—across different channels:

 Piece 1 (In-salon marketing):



Example: "Mirror decals with client testimonials and trending treatments."

 Piece 2 (Email marketing):



Example: "A 'Behind the Brand' newsletter telling the story of why we introduced new services."

 Piece 3 (Community or PR marketing):



Example: "Partner with the local coffee shop to run a giveaway and cross-promote."

 Piece 4 (Social media):



Example: "A Reel showcasing a client transformation + education on the product used."

QUICK FIXES FROM SAM

Marketing is about momentum—not perfection.

Prompt: What's one small improvement you'll make across your marketing?

✨ Clearer signage? ✨ Stronger client comms? ✨ Better service descriptions online? ✨
More consistent newsletter scheduling?



Example: "I'm going to rewrite our service menu so it's clearer and includes benefits, not just titles."



MAKE IT MULTI-CHANNEL

Take one message and stretch it across your entire brand experience.

What key message or idea do you want to focus on?







Where will you share it?

 Social media  Website/blog  Email  In-salon signage  Client conversation script

Example: "We're the salon that believes great hair starts with healthy hair. I'll put that on Instagram, my booking site, and the front desk poster."

POST-EVENT POWER MOVES

Here's how to keep the momentum going:

-  Add a quote or recap from Salon Smart to your next team meeting.
-  Create a mini client campaign based on something you learned.
-  Use new strategies in recruitment or team training.
-  Update your salon branding or storytelling on your website.

Prompt: What's one thing you're going to implement outside of social media?



Example: "I'm going to create a referral postcard system our stylists can hand out in person."

Remember:

The best marketing? It doesn't feel like marketing—it feels like connection. And connection doesn't just live on Instagram. It lives in your chairs, your emails, your windows, and your team culture.

You've already shown up. Now it's time to show off (in the most authentic, fabulous way).

Samantha x