

Effective marketing and salon promotional activities

Learning outcomes	Appreciating how and why effective marketing is crucial to the hairdressing business.
Prior knowledge	This teaching ideas sheet is designed to be used after an introduction to various forms of communication techniques.
DVD	Working in the Hair Sector: Elite Hair and Beauty Salon Style Director: Caroline Roe
What you need	DVD <i>Activity Sheets 4.1–4.3</i> , pages 000–000 Whiteboard or flip chart; sample textures such as feathers, sequins, glitter; coloured pens, paper, glue; hairdressing magazines; (Optional) ICT facilities

Activity	Notes
<ul style="list-style-type: none"> Using effective communication skills for marketing. 	<ul style="list-style-type: none"> Remind students of the verbal and non-verbal methods used to communicate with clients. Extend this session to include examples of written forms of communication and the difference between open and closed questioning techniques. Show samples of advertisements in hairdressing magazines to demonstrate how images are used in advertisements to persuade clients to purchase a product – ‘Selling the feel-good factor’. Learners complete <i>Activity Sheet 4.1</i> and document examples of effective communication skills.
<ul style="list-style-type: none"> Watching the DVD of Caroline, then producing a newsletter promoting external hairdressing events. 	<ul style="list-style-type: none"> Using a flip chart, ask the group to list the benefits of attending external events. <i>Activity Sheet 4.2</i> will help learners to decide which activity they would like to be involved with. Pair off learners with similar interests and facilitate research based around their choice. Ask them to produce an article on an event. Then ask learners to make new pairs to produce a newsletter. As a group they will vote for the best piece of work. Optional: Present a prize to the best article and newsletter.
<ul style="list-style-type: none"> Creating a promotional poster. 	<ul style="list-style-type: none"> Using <i>Activity Sheet 4.3</i>, learners create a list of the types of services and special promotions a salon could offer their clients. Encourage learners to include promotions for different hair types such as African Caribbean, hair extensions and barbering. Learners should select a service they would like to promote and create a promotional poster. Posters may be created using ICT facilities. Alternatively, encourage them to produce a 3D version. Individuals to present ideas to the group and gain feedback.