



FACEBOOK

- Facebook is the most widely used social media platform
- Makes up 79% of American internet users
- 76% of Facebook users use the site daily
- Quality and Content is more liberal
- Demographics skews older
- In your Face Self-promotion is more acceptable

Instagram

- Instagram is a VISUAL medium and your profile must be aesthetically pleasing
- 200,000,000 people use Instagram daily
- In one day, over 120 million Instagrammers visited a website, got directions, called, emailed, or direct messaged to learn about a business based on an Instagram ad
- Instagram is less friendly to over-the-top Self-Marketing



More about the Art or Branding of You

CREATING Professional Accounts











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The Basics:

- Always have separate accounts for Personal vs. Hair
- Never post the "before" as the first picture
- Post only what you want to do more of
- Be sure your posts reflect "everything" that you want to do
- Be sure your posts reflect "who" you want to do

The Basics:

- Let Guests know what your specialty is.
- No one expects that you can be great at everything
- Don't be afraid to show behind the scenes photos
- Don't be afraid to show your works of art in progress
- Anything you celebrate in the salon can be an effective post

#1 GOAL:

To Drive Guest into your Chair

Posting with A Location

- Adding a location to your post increases your engagement and your post is 79% more likely to be seen.
- Test out different locations, see if there is a difference between adding the salon or adding Pittsburgh (or the location of your salon).
- We find that the engagement jumps when you tag Pittsburgh as the location.
- Attracts people that might actually show up in your salon



The 80/20 Rule

What should you be posting and how does this affect your followers?

Content Ratio = The 80/20 Rule

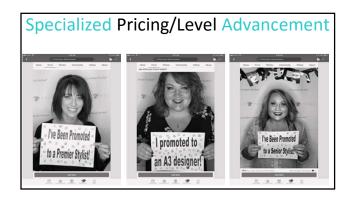
- Approximately 80% of your content should be focused on educating, enlightening and engaging your audience, and only 20% should be self promotional.
- It comes down to this dedicate 80% of your page to content that really interests your followers and can engage them in conversation.
 20% should be promoting our brand.
- In Pelusi Terms: 80% of your page should be before and after/ after photos. Only 20% should be promoting our offers.
- There should be at least 9 hair photos in between every promotion.

The 80/20 Rule

Think about it this way...

If you are a consumer searching for a hair salon are you likely to go to the salon that has a page full of their work on display or go with the salon that doesn't add their work and only promotes their in-salon specials?

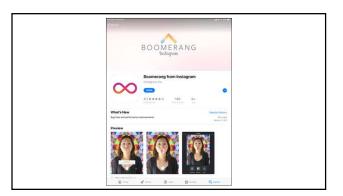
Salon Group Pictures





Boomerang

- Fun way to boost page views
- Can help show dimension in color services if pictures aren't flattering
- Help show off great personalities and talent of all designers
- Showcase new techniques



Downloading the Monthly Philip Pelusi Content



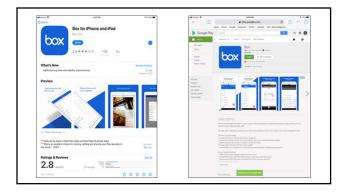
February Promos

February Promos



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Booking On Line Link

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Reposting

 Reposting on both Facebook and Instagram shows a team oriented attitude



- While Facebook easily allows someone to share a post, Instagram does not.
- Separate apps help to easily repost things from other pages (Repost It!) is free to download and easy to navigate
- Sharing postings from separate Philip Pelusi® salons can help promote productivity throughout the whole company
- Makes guest feel comfortable going to any location



What is a Hashtag?

hash·tag

/ˈhaSHtag/ 🐠

noun

a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic. "spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them".

How Many Hashtags Can You Use?

- Up to 30 per post but not recommended
- Try using 5 to 10 that really matter to the subject matter
- Change your hashtag list every week to keep it fresh
- Create a list on your phone in (notes) and then just cut and paste as you need them



#menshair
#nextgenmenatphilippelusi
#fade
#mensgrooming
#clippercut
#pittsburghbarber
#barbering



#wepainthair #philippelusi #colorexpertpittsburgh #pittsburghhair #pittsburghhairstylist #pittsburghbalayage #pittsburghombre #pghhair #pghhairsalon



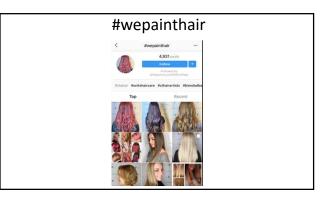
#wepainthair #philippelusi #creativecolor #vividhair #fantasyhair #unicornhair #pghtopstyle #rainbowhair #pghstylist #pittsburghhaircolor

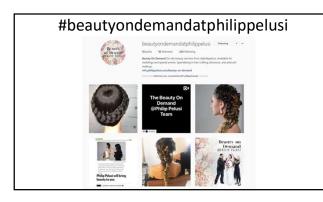


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#weddingmakeup
#promhair
#promhairstyles
#pghhairsalon
#pghhairstylist





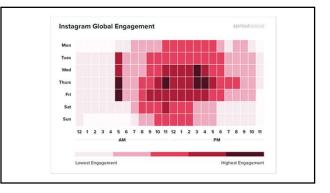




When to Post

Highest Engagement Times

- Tuesday Friday from 9am to 6pm are by far the safest days to post to maximize engagement.
- Thursday has the highest amount of engagement in the week.
- Sunday has the weakest.
- The most recommended times are Wednesday at 3pm and Thursday at 11 am and 3-4pm.
- We have told you to try out different times to see which works best for you.
- Posting at the time that the salon is closing is not the best time, try using a scheduling app for this.



Your Instagram Ratio Indicator:

The Ratio Indicator

- Once you have built your followers it is time to purge your "following" list.
- Your account may begin to look spammy if you are following too many accounts and not seeing the return in your followers.
- This may drop your followers count but you have the content and knowledge about engagement to back it up!

The Ratio Indicator

To calculate your Follower/Following Ratio, take your number of followers, then divide it by your total following.

For example, an account with 13,152 followers, and 1571 following will have a follower/following ratio of 8.3.

That's simply calculated by 13,152/1,571 = 8.3.

Therefore, this account is considered to be a micro-influencer.

For those with followers between 1,000 and 15,000, here's what your follower/following ratio tell users about you.

<0.5 Spammer: Users that are inexperienced with Instagram automation tools and are spamming followers in hope for follows back.

0.5-1 Suspicious: Users that are likely to be using Instagram automation tools, but are following the wrong people or has poor quality content leading to poor follow back rates.

1-2 Normal: Users that have some success with Instagram automation, but need to focus on other strategies to drive more engagement.

2-10 Micro Influencer: Users that are either master of Instagram automation or has incredible content to grow their account.

10+ Influencer: Likely to be micro-celebrities or rising stars that are popular on other social media channels.



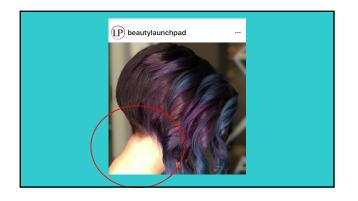








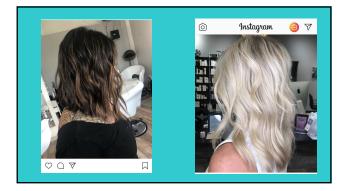
- Do not trust your eyes. They see something much different from what your camera sees.
- Take several pictures at different light levels and look at the pictures to see which light level looks best
- Look for "Hot Spots" on the skin



- Move the Halo light up and down to achieve the best light splash in order to accentuate the hair
- If shooting the top of the head, tilt the halo light at an angle towards the model in order to show off the color at the top of the head

- A SIMPLE background draws the attention to the subject, and makes posts look more professional
- Be sure there is not clutter or distractions in your backgrounds

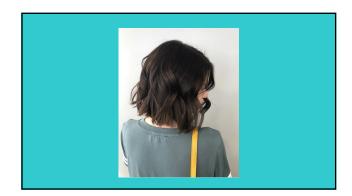




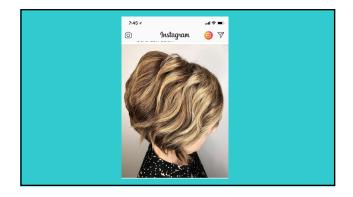


Check to be sure the clothing is not distracting from the hair.

If it is, use a black cape in order to take away those distractions



Watch that you are shooting from angles that make the hair look appealing and balanced



Watch the perimeter lines of longer hair



Remember...

...your platforms use different photographic formats.



Be sure ends are finished and rolled under.

No straight popping ends unless that is the look that you are going for.

Black & White can be very effective













Finishing & Styling is **IMPORTANT**

- Always Check for loose ends and stray hairs that will show more under lighting than at your station
- If possible, adjust makeup if dramatic color change has been created
- Check for excess shine on the skin
- Try to ensure the shine is present on the hair. Pictures with shiny hair sell

Style in a manner to show off the hair.

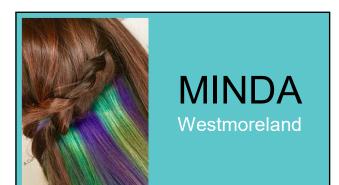
Sometimes a partial braid or pulling a side up can really show off the color

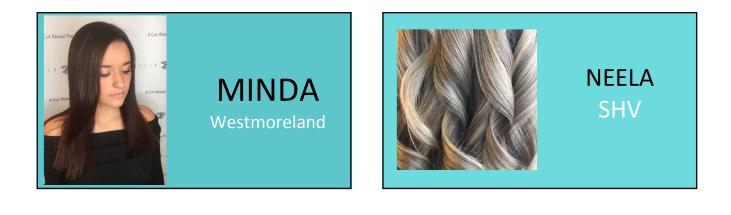






















Remember the full head shots are not always necessary

&

Play with angles to create interest





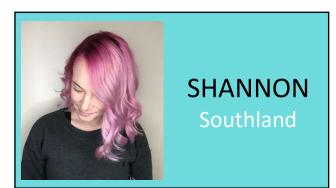


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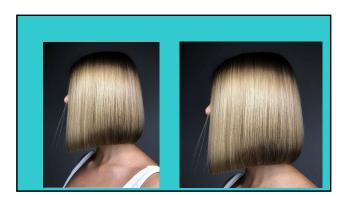






Cropping Counts:







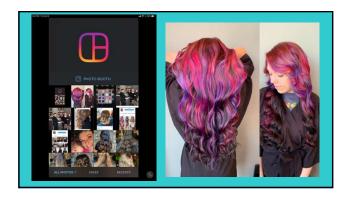










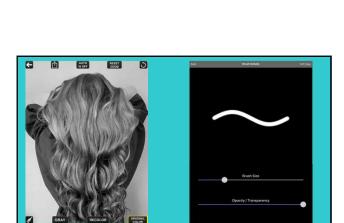




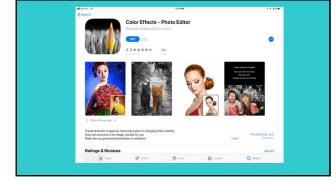


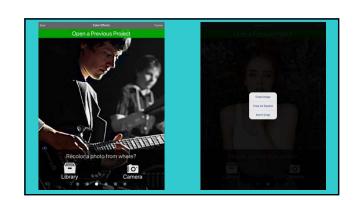


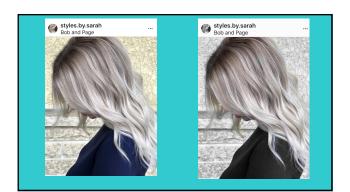










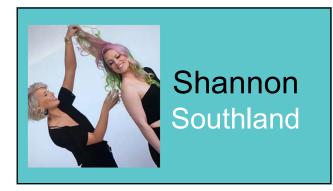


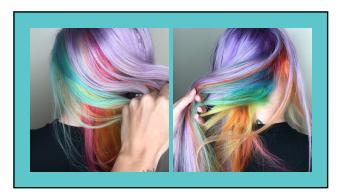




You Can Plan Attention Catching Shots











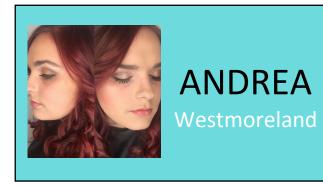
Tracy Lynn Robinson















INSTAGRAM



Ways to Increase Engagement

Make Genuine comments on other posts

- This gives personality and a human feel to your page
- It allows you to connect to the page you are commenting on by catching their attention with a compliment on their work
- It also attracts attention to the other people that are visiting that post and may lead them to your page.

"Fill-In-The-Blank" and "Caption This" Posts

Industry Related Fill-In-The-Blank Examples

"My dream hair color would be_____"

"If my hair routine had a name it would be_____

Try this a few times to see if you get any comments on your posts!

Caption This Posts are great for allowing followers to name the hair style/color that you posted.

They are also great when you are having trouble coming up with a creative name!

Ways to Increase Guests Counts

- Promote Super Saving Monday and Tuesday
- · Promote our monthly specials in a new way
 - College Discount
 - First Time Guests (Build-A-Book)
 - Refer-A-Friend



Ways to Increase Engagement

- Add links to your posts with a Call to Action
- Posts with links receive more engagement and drive more traffic to our website.
- Promoting BOD? Lead them to our BOD landing page where they can find out all the information and prices.

- Follow pages where you think your audience would be. For example local cosmetology schools. Like and congratulate students on their posts. Another example is to follow community groups of the area you are in. Follow back any wedding photographers that may tag Philip Pelusi as the hair salon in their posts.
- These pages have an established and active community on Facebook that you can be a part of.
- Invite people to like your page. To find people to invite, click to see the list of people who have liked your post. This will show you if they are friends of yours already. If they aren't you can simply click the invite button.
- Posts with hashtags perform worse than posts that do not. Do not overly use hashtags the same way you would on Instagram no matter what people are telling you! Facebook already has a keyword search built. If you use keywords like "Pittsburgh salon" your posts will show up when a user is searching "Pittsburgh salon"

- Facebook allows you to target your posts.
- Test out different parameters to see if you can find your engaging audience.

Choose who should see this post in h be more likely to see this post.	ews Feed. People with specific interests will
Interests 🕲	
	Supportions Browse
e.g. "baseball" "daycare" "chicogo" "Kendin Aac O	k Lamar"
13 - 65+ -	
Gender 🔁	
All Men Women	
Locations ()	
Languages ()	
Hore Demographics +	

Carry your brand voice over from Instagram. Don't be afraid to use the same enthusiasm on Facebook!
Tips to captivate your audience:

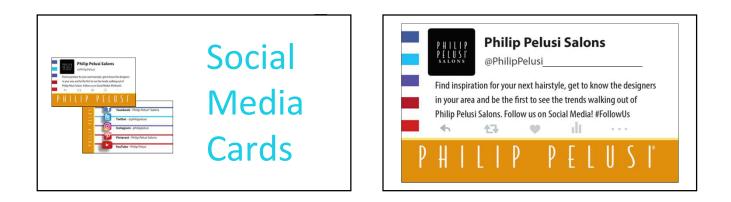
*Use solid visuals
*Don't be too formal
*Keep it short and snappy (posts with 80 characters or less receive a 66% higher engagement)
*Ask a pertinent question
*Be human
*Have a clear call to action (I would be careful with simply asking people to like or comment)

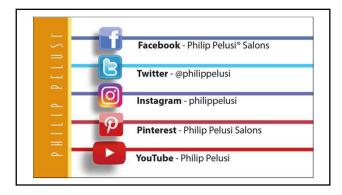
Learn More About Your Audience

Utilize Facebook Insights

You can find which posts perform the best, where you audience lives, and even when your audience is online so you know when to post!









Instagram Stories = The Basics

- You have 4 seconds to capture your viewers attention. Start your story off with your hook.
- Stories that are geo-tagged have a 74% higher reach rate. You are improving your visibility the same as you do when you tag the location on your posts.
- The engagement rate for stories is higher Monday-Thursday 7-9pm
- Using hashtags on your story give you a 12% higher chance of being seen and includes your story onto that hashtag story ring.
- 15-25% of viewers will follow a link to your website. Pages can only use the swipe up feature if they have more than 10,000 followers on their business page.



- Use "Follow the link in our bio" instead to drive traffic to the website.
- Utilize the features Instagram already provides to make it easier for your stories to be seen.
- 70% of IG Stories are watched with the sound on. So don't be afraid to talk to your viewers.



Instagram Stories Marketing Tools

- Use a call to action on your story. This can encourage viewers to follow the link to our website. Example: Demonstration of a product being used with a CTA to our online store to shop the product.
- Utilize your flatlay skills on your story. This is an eye catching and informal way to present our P2 line without the commitment of posting it to your feed.

- Use it as a tool to promote the in-salon specials for the month. Show a service being performed or an after picture with that product used to create. Then give a CTA to that product.
- Informing new guests they can receive a \$5 Spa Hair Therapy then show the before and after results of a Spa Hair Therapy.
- · Make these offers sound special to your viewers.

Other Examples

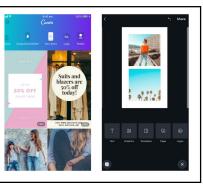
- Promote Super Saving Monday and Tuesday
- Promote our monthly specials in a new way
 - College Discount, First Time Guests, Refer-A-Friend
 - Choose and upbeat professional designer in your salon to talk to guests about all of the promotions that we offer.
- Instagram viewers want to feel like they are special by hearing these offers straight from Instagram

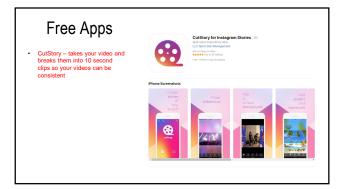
Other Marketing Tools

- Utilize polls to engage your viewers. Think "this or that"
- Keeping it simple you only have a 27 character limit on posts
- Appeal to your target People under 25 spend an average of 32 minutes per day watching stories.

Free Apps

- CutStory takes your video and breaks them into 10 second clips so your videos can be consistent
- Canva An app to help your images look more professional and clean.





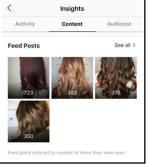
Social Media: 102 Next Level Social Media

Repurpose What Works...

It is extremely wise to repurpose the posts that resonated with your audience.

Instagram Insights shows you your highest engaged posts.

After six months it is wise to repost your posts that worked best. This allows you to drive higher engagement and attracts a new set of eyes.

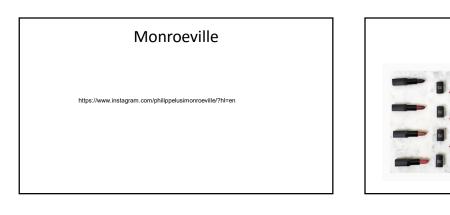








Monroeville















https://www.instagram.com/philippelusirobinson/?hl=en

Robinson





Flatlays & Product Images

Why is this important?

You are the ones that have been educated on P2 Products, so by creating captivating images of our P2 Products you can educate and inspire followers at the same time.

Things to Keep in Mind:

- Product shots are often clean and include a lot of white space allowing the product to stand out and be the focal point of the shot.
- Since the photos are clean you need to sell the product in your caption. Tell your followers why this product is special and what it can do for them.
- When taking product shots, don't worry about zooming in on the items you are photographing. Give yourself space to be able to crop the image
- The Aspirational photos should be thought of as; "How would this be used by my follower?" You have the tools in the salon and know which tools pair with the product. Whether it is a flat iron, a clean brush, a blow dryer. Set up a scenario in which the product would be used with the correct tools.

Gridding Your Instagram Posts:



Uses three clear captivating photos of each guest.



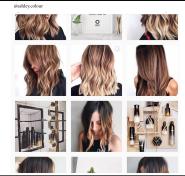








Integrates products into her post in a cohesive way. The colors and style of photos flow with her work.



Instagram Accounts for Inspiration

*Clear Images *Colors flow *Not all images are the same but it is cohesive



Uses three clear captivating photos of each guest.





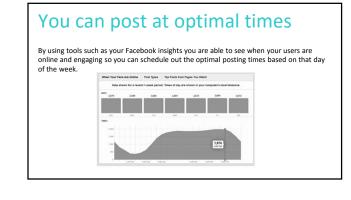
It will take less time

With limited time on social media in the salon a scheduling tool or system will take away the stress of remembering to post daily.

This will give you more time to use your social media time connecting with new accounts and responding to comments.



It encourages consistency Posting consistently will keep your profiles active and engaged. Having your calendar written out will also keep you accountable for keeping your posts consistent. It will show your users that you are an active profile e off, they will never know!



You will have content ready to post ahead of time

Having content ready to post allows for more content should something exciting come up in the salon that you need to get posted the same day too.

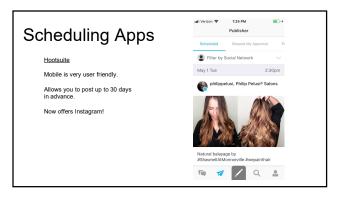
Especially when the recommended amount of posts per day is 3. You can hit your peak posting time along with creating more content for the rest of the day.



You'll can keep track of posted content By creating an organized calendar there will be no second guessing if you have used that content yet or not. It will also allow you to see which content with more engaging by tracking your highest engagement and correlating it with your posting schedule.







Organizing Content

Sometimes scheduling apps can fail you with a bug in their system, deleting the post that was supposed to post and throwing your entire page off.

You can organize your posts through email.

By sending them in the order that you want them posted, you will know when and where that post was supposed to go.





