

**“7 HORRIBLE Mistakes Salon Spa Owners Make With Facebook Marketing And How To AVOID Them”**

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## **Why Facebook marketing?**

First off (if you don't know it already) facebook is HUGE. It has SURPASSED Google in number of daily visitors. It is the one thing that google has openly admitted fearing. ...and more importantly, facebook is "sticky."

What does sticky mean? Well, where the average user spends only a few dozen SECONDS on your average website, facebook users spend an average of 24 MINUTES on it. Add in the fact that 50% of facebook users visit DAILY and you've got the largest opportunity online since the invention of the internet.

Facebook is the largest site out there (number of daily visits), keeps people the longest (sticky) and has them returning daily (over half of the 500,000 users online). This all equals a simply AMAZING marketing opportunity.

## **Be careful though...**

When people go to google, they're either searching for information, or looking for something local (another HUGE amount of searches is going on locally via google, but we'll get into that another time).

So why be careful with facebook? Well, it's had such success because it's NOT business oriented, it's social (hence the term "social media"). So if you're out there being the typical business trying to advertise, you're going against the rules and will be spinning your wheels wasting your time and money trying to be successful with facebook.

There are so many business owners making these 7 common mistakes, that by next year people will be sick of "business" in their "social" space. This is why it's not only key, but absolutely necessary to avoid these mistakes and start using facebook the right way asap. Leverage their popularity and get in on the ground floor.

SO, you need to take action NOW, be one of the leaders in this Facebook Phenomenon and jump ahead of your competition before things change and they're not as effective as they are now.

## **Just a little about me and facebook...**

so you can decide if I know where I'm coming from or not. We get about 3 calls/day from our facebook fans (that is when we were at about 800 of them). Our approach is completely opposite of what almost all other businesses do...

*So... here are the 7 mistakes that people are making and how to avoid them:*

### **Mistake #1 – Copying what others do.**

It's amazing, simply amazing how people handle their marketing. They try to do it while doing a dozen other things in their business in the same time. They'll pass it off to a part time staff member, or family member with zero experience. And, often, they'll simply copy what others do.

...and what do others do? They copy the big guys (who have MILLIONS to waste), listen to the salesmen who are trying to reach into their pockets (and have no marketing experience, just sales experience) and basically do all the things they shouldn't be doing.

This has always been going on, just (find) and open up a phone book. Pick a category (any) and look at the big, display ads. What do you see? The same thing over and over and over again. Usually it's someone's logo at the top and a laundry list of services. Cover up the logo's and the ads are basically all identical. Why would you want to be identical to your competition anyway? *You want to stand apart from your competition.*

With soooo many extremely successful ideas out there that you can copy (but from other industries), don't take the obvious path and do what everyone else is doing. That's a sure-fire way to do the opposite of what you should do in an ever-increasing, overly crowded marketingplace, which is stand out. Don't blend in, you'll waste your time AND money.

### **Mistake #2 – Not having a “real” fan page**

Ok, you're on facebook, you know your business needs to be there, so what do you do? Well, if you're like my “sign shop guy” (or family doctor) you let one of your staff who's into facebook handle it (a BIG mistake). *So they create a personal page and name it your businesses name.*

There are a few issues with this. One, you have to log in as that “person” (your business), so it's not tied to you in any way. Which means your advertising options (and opportunities) won't be obvious. Since I have multiple fan pages, when I log onto facebook advertising, it shows me all my campaigns I've got running. Plus when I choose to advertise something, I can direct it to any of my fanpages. One would assume facebook would like it if you paid them to send them to someplace WITHIN facebook, than outside of it. It hasn't been proven, but people notice that they get a better rate when they advertise something within facebook, than without.

ALSO, unless you have a real fanpage, you'll be limited to 5,000 friends. This may not be a big deal now, but in the future that could be a big holdback and not something you'll want to have to do over from scratch. Consider spending 5 years building up your page, only to hit the 5k wall and then not allow anyone new in. How *would* you fix that? You certainly wouldn't want to start over. Well,

there are a few of my friends that have hit the 5k limit, and they then have text in their image (or reply to your invitation to friend them) saying: "I've hit my limit, please go to my fanpage." So now you've got to keep up 2 separate pages, which is twice the work.

Another "biggie" you'll lose by not having a real fanpage is your ability to create custom pages (yes, fan pages can have custom wall pages). This means that when you visit my page, I can have a custom welcome page (check out a new fanpage I recently made at [www.facebook.com/salonspacoach](http://www.facebook.com/salonspacoach) to see what I'm talking about).

So instead of landing on my wall, or info page, you land on a CUSTOM page. Almost a year ago, someone asked how many of us (in a room of 500) had a fan page... and most of us did. Then he asked how many of us had custom welcome pages, and NO ONE did (ok, maybe about 5 of us there). *Can you imagine the power of being that far ahead of the game?* You'd get everyone to fan/like you! Nowadays, they're everywhere... so NOT as effective as if you were on the cutting edge (but still very effective... email me if you need help with this). And if you don't have a custom welcome page? Well then, you're losing out AND look behind the times.

...we even use ours, to do "double duty." We get them to "like" us AND on our email list at the same time!

### **Mistake #3 – Not being social**

The most obvious thing Salon Spa Owners do with facebook, is treat it like a business tool instead of a social media tool. With google, you can run an ad, because people are looking for something (to buy usually). With facebook, you're on "their" ground (your prospects). It's their turf, their home field, you have to play by their rules. And the rules of social media are BE SOCIAL.

Being social means NOT: posting about YOU.

Ever been to a party and met someone who only spoke about themselves? Kinda boring, wasn't it. We have words for these people, don't we? Egotistical? Self-Centered? Vain? ...well, this is how your business is coming across if everything is about you, and put "Sale! Sale! Sale!" out there constantly and you'll not only look arragont, but desperate.

Being social means NOT: posting "business" items.

Ok, let's say you don't talk about you all the time, but it's always about what you do. "Hey everyone, look at this post about how good massage is for you!" ...this doesn't fool anyone. You're trying to be a little more curteous, but it's still pretty transparent.

AGAINST how many others feel about "proper business ettiquette"...on social media, you NEED to learn to be casual and let your social colors fly. On our page, people actually compliment us because they know us Personally. And who do people buy from? Who they Know, Like & Trust. Well, they certainly know me. If they're my fan, they like me. And when they see the comments I allow on my wall from others (testimonials, and there's a right way and wrong way to ask for them), they trust in me. Hence, they buy from me.

#### **Mistake #4 – Putting your logo up as your fan page picture**

It's FACEbook, why isn't your face up on your fan page? Oh! That's right, you're trying to get your name out there. Try this experiment: I say "disneyland" you say... "mickey mouse!" I say "DeLorean" you say... "Lee Iacocca!" One more? Ok, "Frosted Flakes" ..."Tony the Tiger." Why is it businesses put people with products? Because PEOPLE are more memorable.

Now let's look at where we are. We're on a social media platform. And look at the buiness owners, copying each other, and putting up their logo. You don't need to get your logo out there to get people to know, like and trust YOU. You need your picture up there. We have such a relationship with our fans we have others coming to use from the "big brand" Salon Spa in town to try us out. They have no bond with the owner (some investor from out of state), they see us online, learn about us in a very causal way, and BAM, they're ours!

Bottom line, don't put your logo out there, especially as your profile picture. All it does is instantly say "Hi, I'm a business invading your social network of friends" ...which isn't the message you want to send.

#### **Mistake #5 – Throwing money (& Time) at your site.**

First off, don't get sucked into facebook. As I said, it's very sticky (near half an hour/visit). You go on, take care of things, and then get off. Don't check back, don't play games, don't follow all your friends (actually, as a proper fanpage, you don't have friends to check up on!).

Secondly, beware!

Marketers have discovered it's easier to get rich "online" by going "offline." They know Salon Spa owners are hurting for clients in this economy, and realize many are heading towards facebook to find them. It's easy for someone with limited marketing knowledge (but more than most owners who spend all their time with their business) to offer their services.

This is ESPECIALLY true when it comes to social media. I've never seen so many "experts" popup so fast before in my life. If someone knows how to use facebook or twitter, they claim themselves a "social media" expert... that means

there's about 600,000,000 experts out there. Between social media experts and marketers who have decided to go after local businesses, you're inundated.

WAIT, there's more! Now there are the "technical" experts that will show you how to do stuff. BEWARE: Paying all these people will most likely NOT get you what you're looking for.

I paid \$200 for an online course that shows the novice how to setup a custom welcome page (something every fanpage should have). It's about 6 hours of video... THEN you still have to go do it! I found a way to do one in about 5 minutes flat. There is something called "too much information."

So what did I do? I created an online training showing you what I consider crucial... [how I profit from facebook](#), for 47 bucks. I then tossed in the \$200 training for free, just in case you want all that info.

### **Mistake #6 – Trying to brand yourself.**

Branding is another thing that everyone else does that doesn't produce results. By NOT trying to brand yourself, you'll Save money when your competition is wasting it. Instead, focus your efforts on something that will bring in new clients and sales, not just get you "exposure."

Here's a SCARY piece of information (and the reason why we want to brand ourselves). FACT: 99% of your (and my) town doesn't know we even exist. That blew my mind the first time I learned that, and almost went against my beliefs... but when I thought about it, I realized it was correct.

It's only natural to want to get our name out there again and again and again, but why? Why do we think this will bring us income? It's because we fall back on what we know, which is watching (copying) what the big companies do. Then again, they have Massive budgets to put into their advertising day in and day out, month after month, year after year... until decades go by and they're branded (and they still have to keep on top of it).

Branding doesn't work though (not for results at least, in my opinion). Want proof? Look at all the magazines that have folded recently... all due to lack of advertising, from companies cutting their ad budgets (and why would you cut something that IS working? You wouldn't. So they cut their "branding/exposure" ads, which don't produce results).

...I don't know about you, but I don't have that kind of money to invest for a return 40 years down the road. We've even been on TV for the last few years, and even with the success we've had with it, (we get recognized a lot), we're still

largely unknown. Toss in the transient factor of people moving in and out of town and it's an uphill battle.

What does this have to do with facebook? If you treat your fanpage like all the other advertising you do that's brand oriented (as most of it usually is), you'll be not only going against the social aspect of facebook, but against "direct marketing" rules designed to get a response. So it's a double no-no, which will result in no-no results for your business.

**Mistake #7 – PPC** ("Pay Per Click" is facebook's advertising system).

Did I mention WHY google is scared of facebook? It's because of all the Data (INFO) they have on each and every one of us. Facebook has our name, address, email, place of work, age, sex, hobbies, interests... on and on and on. They even update our profile online for us. If you "like" something, they add it to your page. *Knowledge is Power.*

...and they give all of this info to their ppc advertisers (you and me). Not using this information for a PPC campaign is a serious big mistake for your Salon Spa. The way you can dig down, target your clients, market to them, their friends, your fans, on special days (i.e. birthdays), it's all kind of endless.

Use this data and create campaigns to grow your business, because to not take advantage of this would be a horrible mistake.

"Who Loves Ya?"

-Christopher

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P.S. I hope this has helped you get some new insight into how facebook works, or at least stopped you from making some very common mistakes. If you'd like to find out how I get clients daily from facebook to my own Salon Spa, check out my video training here because I'd love to share it with you

<http://www.salonspaowner.com/products/item41.cfm>