BLACK FRIDAY

A PRACTICAL GUIDE TO **HELP YOUR SALON DRIVE RETAIL, TREATMENTS AND CLIENT LOYALTY.**



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WHY BLACK FRIDAY?

A MOMENT TO **GROW YOUR BUSINESS.**

Black Friday gives your salon a reason to connect with clients, drive sales and create future bookings.
Use the moment to:

DRIVE RETAIL

Help clients discover professional products and build their at-home routine.

BOOST BOOKINGS

Create a compelling reason to book a treatment or salon service.

BUILD LOYALTY

Turn a one-time promotion into an opportunity for the next visit.

The goal? Make Black Friday work for your salon - before, during and beyond the promotion.

3 STEPS TO MAKE BLACK FRIDAY WORK FOR YOUR SALON



01. CREATE YOUR OFFER

Give clients a clear reason to shop, book or discover something new. A strong offer is:

SIMPLE Easy to understand.

TIME-LIMITED Gives them a reason to act now.

RELEVANT Built around your clients' needs.

Think beyond discounts:
Bundles, gifts with purchase, complimentary treatments or future booking incentives can all add value.

02. CHOOSE YOUR MOMENT

Black Friday doesn't have to mean **one day only.**

Choose a campaign period that works for your salon - from a focused Black Friday week to a longer activation.

Consider:

- **WHEN IS YOUR SALON QUIETER?**
- **WHAT DO YOUR CLIENTS NEED?**
- **WHAT CAN YOUR TEAM REALISTICALLY DELIVER?**

Keep it focused. Keep it easy to manage.





03. GET THE WORD OUT

The best offer doesn't work if nobody knows about it.
Start communicating before the promotion begins and keep the message visible across your key touchpoints.

Consider:

- **SOCIAL**
- **CRM**
- **IN-SALON**
- **WEBSITE**
- **TEAM**

Golden Rule:
Don't make your clients discover the offer by accident.

BUILD YOUR OFFER

WHAT COULD YOUR BLACK FRIDAY OFFER LOOK LIKE?

Give your clients something that feels valuable, relevant and easy to choose.



01 - RETAIL

MAKE PROFESSIONAL CARE AN EASY CHOICE.

Curate products into a routine or bundle complementary products to help clients take their salon results home.

Try:

- Curated product bundles
- Gift with purchase
- Exclusive Black Friday selections
- Full-routine offers



02 - TREATMENT

GIVE CLIENTS A REASON TO BOOK.

Create a treatment-focused offer around a clear client need - from repair and colour care to shine or seasonal preparation.

Try:

- Treatment included with a service
- Treatment + retail routine
- Limited-time treatment package
- Added treatment benefit



03 - NEXT VISIT

MAKE BLACK FRIDAY LAST LONGER.

Use the moment to encourage the next appointment and keep your salon calendar moving.

Try:

- Book your next appointment + receive an added benefit
- Future treatment incentive
- January booking offer
- Gift card promotion



COMMUNICATE THE OFFER

MAKE SURE **YOUR OFFER GETS SEEN.**
Don't rely on one channel. **Use every relevant touchpoint to build awareness and make it easy to act.**

SOCIAL MEDIA	**BUILD ANTICIPATION.** Tease the offer. Reveal what's included. Highlight products and treatments. Create countdowns and reminders.
EMAIL, SMS OR WHATSAPP	**MAKE IT PERSONAL.** Announce the offer, highlight relevant products or services and remind clients before it ends.
IN THE SALON	**MAKE THE CONVERSATION COUNT.** Talk about the offer during consultations, product recommendations, checkout and appointment booking.
WEBSITE & BOOKING	**MAKE IT EASY TO ACT.** Put the offer where clients can immediately see it - and make the next step clear.
TEAM	**MAKE SURE EVERYONE KNOWS THE PLAN.** Your team should know what the offer is, who it's for, when it ends and how to explain it. A clear team = a clear customer experience.

PLAN THE BUILD-UP

A STRONG BLACK FRIDAY CAMPAIGN DOESN'T START ON BLACK FRIDAY.

4 WEEKS BEFORE

BUILD ANTICIPATION

SOCIAL
Save the date
Tease what's coming

TEAM
Confirm the offer
Brief the team

3 WEEKS BEFORE

REVEAL THE OPPORTUNITY

SOCIAL
Introduce Black Friday
Start highlighting the offer

IN-SALON
Start talking to clients
Add messaging to key touchpoints

2 WEEKS BEFORE

DRIVE CONSIDERATION

SOCIAL
Show the offer
Highlight hero products & treatments

CRM, SMS or WhatsApp
Send your first message
Segment where relevant

1 WEEK BEFORE

CREATE URGENCY

SOCIAL
Countdowns & Reminders

CRM, SMS or WhatsApp
Send a reminder

TEAM
Make sure everyone is ready to answer questions

BLACK FRIDAY WEEK

MAKE IT EASY TO ACT

CLEAR OFFER · CLEAR DEADLINE
CLEAR CTA

- Social reminders
- CRM, WhatsApp or SMS communication
- In-salon conversations

AFTER BLACK FRIDAY

KEEP THE MOMENTUM

- Follow up
- Encourage the next appointment
- Recommend the right routine
- Keep the relationship going

MAKE IT COUNT

TURN RECOMMENDATIONS INTO RESULTS

Black Friday is more than promoting an offer.
It's an opportunity to have better conversations about professional care.

LISTEN

START WITH YOUR CLIENT'S NEEDS.
What are they looking to improve?

RECOMMEND

CONNECT THEIR NEEDS TO THE RIGHT PROFESSIONAL SOLUTION.
Make your recommendation personal.

SHOW

MAKE THE SUGGESTION TANGIBLE.
Show the product.
Explain the routine.
Demonstrate how it fits their hair.

MAKE IT EASY

END WITH A CLEAR NEXT STEP.
One routine.
One reason.
One next step.



CHECKLIST:

- ☐ My offer is simple
- ☐ My team understands it
- ☐ My campaign dates are confirmed
- ☐ My communication plan is ready
- ☐ My salon is ready to talk about it
- ☐ My digital channels are updated
- ☐ I've planned what happens after Black Friday

AND DON'T FORGET:
BLACK FRIDAY IS A MOMENT - NOT THE END GOAL.