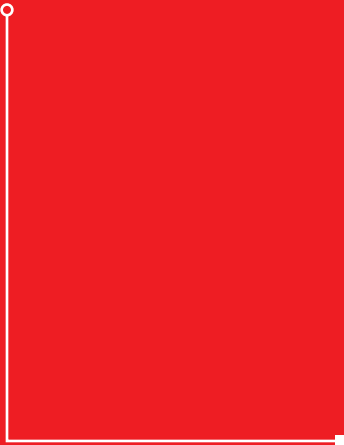


FANTASTIC SAMS[®]
CUT & COLOR

Marketing Playbook



A guide to engaging
your guests and
growing your business.



In this guide, you will find...

In-salon tools and strategies:

In-salon tools and strategies highlight steps salons can take to meet and exceed the expectations of guests, maximize sales within the salon and help ensure guests return to your salon with increased frequency.

Out-of-salon tools and strategies:

Out-of-salon strategies will help improve consumer awareness and engagement before guests ever arrive at the salon.

Community tools and strategies:

Community marketing strategies help salons become an important part of guests' lifestyles. They can nurture long-term alliances with the community and provide another way for guests to interact with the Fantastic Sams brand outside of the salon.

Promotional programs:

NAF's promotional programs organize tools and strategies into six distinct promotional campaigns.

Fantastic Sams Promotional Planner:

The Promotional Planner lays the foundation for any salon to effectively build local promotional campaigns to sustain guest interest, drive new guest growth and gain long-term loyalty in the community.

Timely Tips:

Timely Tips are monthly marketing insights and strategies that help salons adapt to trends and seize opportunities seasonally.



In-Salon Tools & Strategies

Between boutique salons and other franchise chains, consumers have a lot of choices when it comes to where they spend their time and money. To stay competitive, your salon needs to give current and potential guests compelling reasons to come back to your salon.

Use in-store marketing tools and strategies to drive sales, build brand image, and show guests that Fantastic Sams salons can be both convenient and engaging.

Salon activations:

- 1 Bounceback Coupons**
- 2 Counter Cards/Flyers**
- 3 Promotional Items**



In-Salon Tools & Strategies

Bounceback Coupons

Bounceback coupons are coupons that are given to your guests or inserted into salon shopping bags. They are effective for telling your guests about a specific promotion or timely offer to bring them back to your salon.

They can be effective on slow days or weeks, and most often include offers that require an extra visit to the salon (i.e., coupons cannot be redeemed at the time the guest receives it).

Coupons can also be distributed in the community to drive new traffic or bring in new guests.

Bounceback Coupon themes:

HAIRCUT PROMOTION

COLOR PROMOTION

HOW DID WE DO?

DAILY SPECIALS

HOLIDAYS

Counter Cards/Flyers

An effective signage program can increase sales, guest loyalty and build awareness. Counter card point-of-purchase (POP) materials are additional signage seen during or AFTER your guests have received a salon service. Use POP materials for contests, special promotions, guest service or holiday themes.

They can be displayed at stylist stations, shampoo areas, the front desk, in the waiting area, or on doors or windows. You can also distribute them at events or give them to nearby business partners to reach customers outside the salon.

POP/Counter Card themes:

DAILY SPECIALS

HOW DID WE DO?

#REALFANTASTIC

HOLIDAYS

HELLO, WE HOPE YOU LIKE SAVINGS

Promotional Items

In-salon or at community events, promotional buttons and t-shirts are silent sales partners for your salon. Call attention to a service, promotion or event by making these items part of your team's uniforms.

Promotional items are also affordable giveaways for community or recruiting events.

Promotional items:

T-SHIRTS

BUTTONS



In-Salon Tools & Strategies

Bounceback Coupons

FANTASTIC SAM'S CUT & COLOR

EXCLUSIVELY FOR YOU...

Offer: **\$2 OFF** your next haircut.

Expiration Date:

One coupon per guest. Not valid with any other offer or promotion. Valid at participating salons only.

ALL HAIRCUTS ON SALE For a limited time.

INCREDIBLE CUTS FANTASTIC PRICES.

4.25" x 5.5"

FANTASTIC SAM'S CUT & COLOR

EXCLUSIVELY FOR YOU...

Offer: **20% OFF** any color service.

Expiration Date:

One coupon per guest. Not valid with any other offer or promotion. Valid at participating salons only.

BRILLIANT COLOR that won't break the bank.

COLOR ON SALE

4.25" x 5.5"

WEEKLY SPECIALS

Real fantastic savings!

Seniors' Day 10% Off All Services Mon - Fri 10am - 3pm	Kids' Day \$2 Off Haircuts Tuesday	Men's Day \$2 Off Haircuts Wednesday	Women's Day 15% Off All Services Thursday
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FANTASTIC SAM'S CUT & COLOR

7" x 2"

Counter Cards

FANTASTIC SAM'S CUT & COLOR

HELLO WE HOPE YOU LIKE SAVINGS.

Fantastic things come to those who sign up for email.

BE THE FIRST TO RECEIVE SPECIAL DISCOUNTS AND REWARDS.

SIGN UP TODAY

I'd like to receive fantastic savings from Fantastic Sam's.

NAME: _____

PHONE NUMBER: _____

8.5" x 11"

Oh Snap, You're Fantastic!

- Share your style on Instagram with #realfantastic and tag @fantasticsams in your post.
- Be entered for a chance to win a special in our next campaign.

#REAL FANTASTIC

Tips for great pics: SHIP AWAY (Photo credit: Amy) TAG US (Tag @fantasticsams in your photos so we can see them!)

CUT & COLOR

5.5" x 8.5"

WE'D LOVE TO HEAR FROM YOU!

LOVE YOUR NEW LOOK?

Review us online and share the post at your next visit for a surprise offer!

CUT & COLOR

5.5" x 8.5"

All materials available for download at fsmarketinghub.com



In-Salon Tools & Strategies

Promotional Buttons



1.5" x 1.5" each

Promotional T-Shirts



Designs for red, white, gray or black shirts.

All materials available for download at fsmarketinghub.com



Out-of-Salon Tools & Strategies

Salon visibility is critically important to maximizing sales and profits. Use these out-of-salon tools and strategies to make sure everyone knows your salon's location and the specials you provide.

Salon activations:

- 1 Outdoor Banners**
- 2 Sandwich Boards**
- 3 New Guest Coupons**



Out-of-Salon Tools & Strategies

Outdoor Banners

Outdoor banners make a big impression on the consumers who pass by them. They generate awareness that your salon is located in the area, while also helping spread word about the fantastic services you offer. Effective outdoor signage can build awareness and trial usage for your salon. If allowed by your center, outdoor banners are an effective way to draw attention to your salon.

Outdoor Banner themes:

REAL FANTASTIC PROMISE

ANNIVERSARY EVENT

FANTASTIC SAMS

DAILY SPECIALS

Sandwich Boards

High-impact sidewalk sandwich boards are an opportunity to attract guests who are literally right in front of you. Sandwich boards encourage passersby to notice services, offers or promotions that await them within your salon.

Sandwich Board themes:

DAILY SPECIALS

NO WAITING

COLORIST ON-SITE

New Guest Coupons

New guest coupons are an effective way to attract new guests to your salon. The goal is to have a supply of coupons reflecting special promotions that you can distribute throughout the community or in your salon.

New Guest Coupon themes:

HAIRCUT PROMOTION

COLOR PROMOTION

DAILY SPECIALS

HOLIDAY GENERIC

SORRY YOU HAD TO WAIT

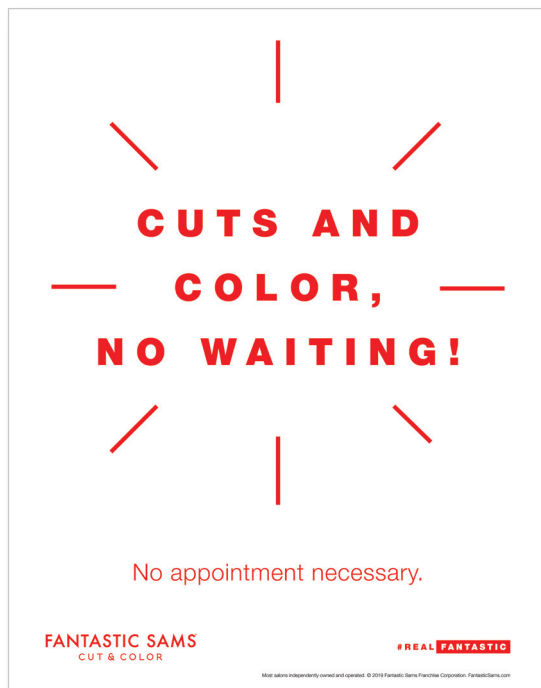
REFER-A-FRIEND

Out-of-Salon Tools & Strategies

Outdoor Banner



Sandwich Board



22" x 28"

Handout Coupon



4.25" x 5.5"

All materials available for download at fsmarketinghub.com



Community Tools & Strategies

Community tools and strategies are designed to help you market to local businesses, schools or organizations within your salon's market area.

Use these promotional materials and activities to communicate more directly with current or potential guests on a hyper-local, neighborhood level.

They can help your salon connect with your community, build brand awareness and increase steady growth and profitability.

Salon activations:

- 1 Community Giving Day**
- 2 Discount Cards**



Community Tools & Strategies

Community Giving Day

Your stylists and team members are part of the local community, and they are passionate about supporting the local causes that are important to their guests and neighbors. Several times a year, your salon should hold Community Giving Days, where a percentage of that day's net sales are donated to a local nonprofit or educational organization. The groups that benefit from these Giving Days are as varied as the communities themselves. Community Giving Days help establish Fantastic Sams as a brand that's a force for generosity and create goodwill to help drive new traffic to your salon.

Community Giving Day materials:

FLYER

SANDWICH BOARD

BOUNCEBACK COUPONS

OUTDOOR BANNER

EMAIL

SOCIAL MEDIA

Discount Cards

Use Discount Cards to establish relationships with — and market to — local community organizations such as businesses, schools, nonprofits, etc., within your salon's neighborhood. Discount Cards are a key tool for driving repeat business.

Discount Card themes:

PICTURE DAY

HEROES

VIP



Community Tools & Strategies

Community Giving Day Flyer



8.5" x 11"

Community Giving Day Outdoor Banner



10' x 3'

All materials available for download at fsmarketinghub.com



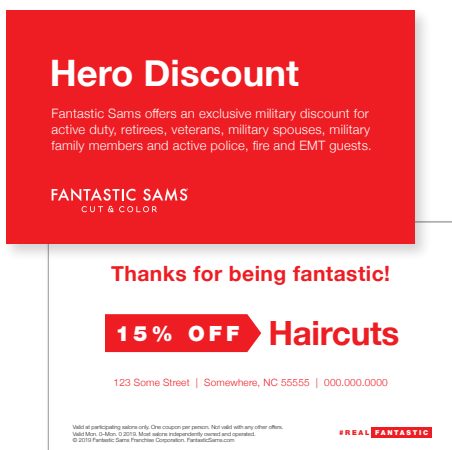
Community Tools & Strategies

Picture Day Handout Coupon



4.25" x 5.5"

Hero Bounceback Coupon



3.5" x 2"

VIP Bounceback Coupon



3.5" x 2"

All materials available for download at fsmarketinghub.com



Marketing Promotional Programs

Whether you want to promote cuts, color or service, our marketing program promotions include everything you need to ensure a successful promotion.

Salon activations:

- 1 Haircut Promotion
- 2 Color Promotion
- 3 Anniversary Event
- 4 Fantastic Service
- 5 First Haircut
- 6 Holidays

Haircut Promotion

This twice-yearly national promotion is designed to increase your salon's haircut sales.

Haircut Promotion Program:

Printed Kit:

- 1 Window Cling
- 2 T-Stand
- 3 T-Stand Stickers
- 4 Bounceback Coupons

Downloads:

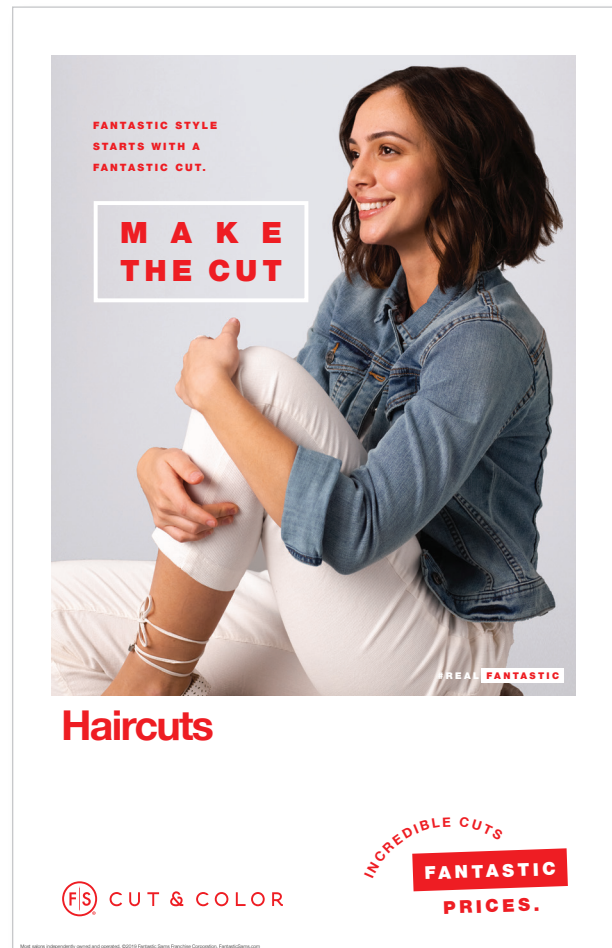
- 1 Email Template
- 2 Display Ads
- 3 Social Media
- 4 Digital TV Slide
- 5 TV Spots
- 6 Radio Scripts



Haircut Promotion



Window Cling 23.375" x 35.25"



T-Stand 14" x 22"

Visit fsmarketinghub.com for all materials:

- WINDOW CLING
- T-STAND
- T-STAND STICKERS
- BOUNCEBACK COUPONS
- EMAIL

- DISPLAY ADS
- SOCIAL MEDIA
- DIGITAL TV SLIDE
- TV SPOTS
- RADIO SCRIPTS

Color Promotion

This twice-yearly national promotion is designed to increase your salon's color sales.

Color Promotion Program:

Printed Kit:

- 1 Window Cling
- 2 T-Stand
- 3 T-Stand Stickers
- 4 Bounceback Coupons

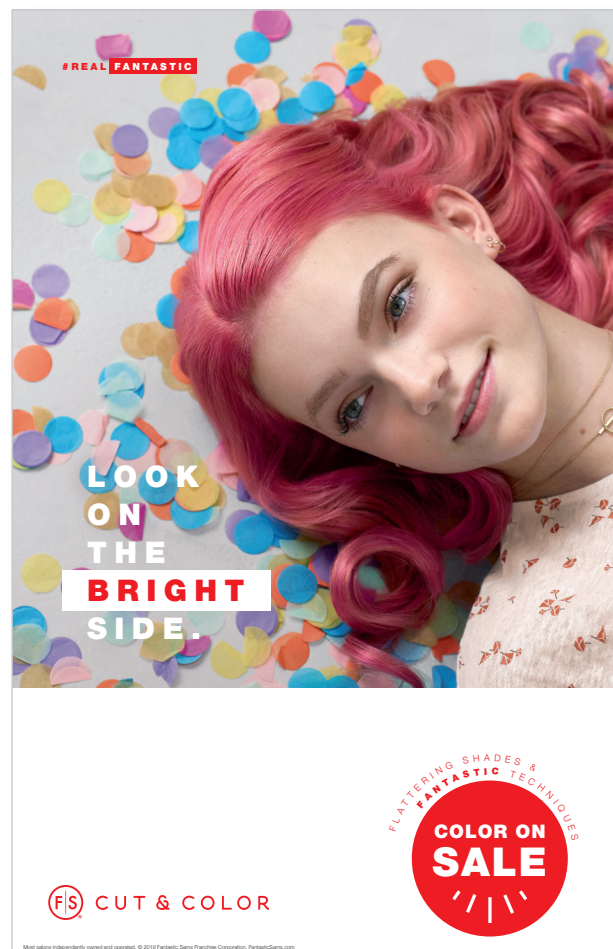
Downloads:

- 1 Email
- 2 Display Ads
- 3 Social Media
- 4 Digital TV Slide
- 5 TV Spots
- 6 Radio Scripts

Color Promotion



Window Cling 23.375" x 35.25"



T-Stand 14" x 22"

Visit fsmarketinghub.com for all materials:

WINDOW CLING

T-STAND

T-STAND STICKERS

BOUNCEBACK COUPONS

EMAIL

DISPLAY ADS

SOCIAL MEDIA

DIGITAL TV SLIDE

TV SPOTS

RADIO SCRIPTS



Anniversary Event

Celebrate the anniversary of your Fantastic Sams Salon opening to give your current and potential guests another reason to visit. This program can increase awareness of your location.

Happy Anniversary Program:

- 1 **New Guest Coupons**
- 2 **Outdoor Banner**
- 3 **T-Stand**
- 4 **Email**
- 5 **Social Media**



Anniversary Event



T-Stand 14" x 22"



Email 600 px wide

Visit fsmarketinghub.com for all materials:

- HANDOUT COUPONS
- OUTDOOR BANNER
- T-STAND

- EMAIL
- SOCIAL MEDIA

Fantastic Service

Guests drive our business and need to be at the center of everything we do. To remain relevant and ahead of the competition, you must be connected and responsive to guests to ensure they have a fantastic experience and want to return to your salon. This program helps increase loyalty, repeat business and the likelihood your guests will recommend your salon to others.

Fantastic Service Programs:

- 1 **Hello, We Hope You Like Savings**
- 2 **How Did We Do?**
- 3 **Refer-a-Friend**
- 4 **#RealFantastic**



Fantastic Service

Hello, We Hope You Like Savings

FANTASTIC SAM'S
CUT & COLOR

HELLO

**WE HOPE
YOU LIKE
SAVINGS.**

Fantastic things come to those who sign up for email.

**BE THE FIRST TO RECEIVE SPECIAL
DISCOUNTS AND REWARDS.**

**SIGN UP
TODAY**

Most salons independently owned and operated. ©2019 Fantastic Sams Franchise.

Counter Card 8.5" x 11"

YES

I'd like to receive fantastic savings from Fantastic Sams!

NAME:

YOUR EMAIL ADDRESS:

FANTASTIC SAM'S
CUT & COLOR

Email Capture Card 3.5" x 2"

Visit fsmarketinghub.com for all materials:

HANDOUT COUPON
COUNTER CARD

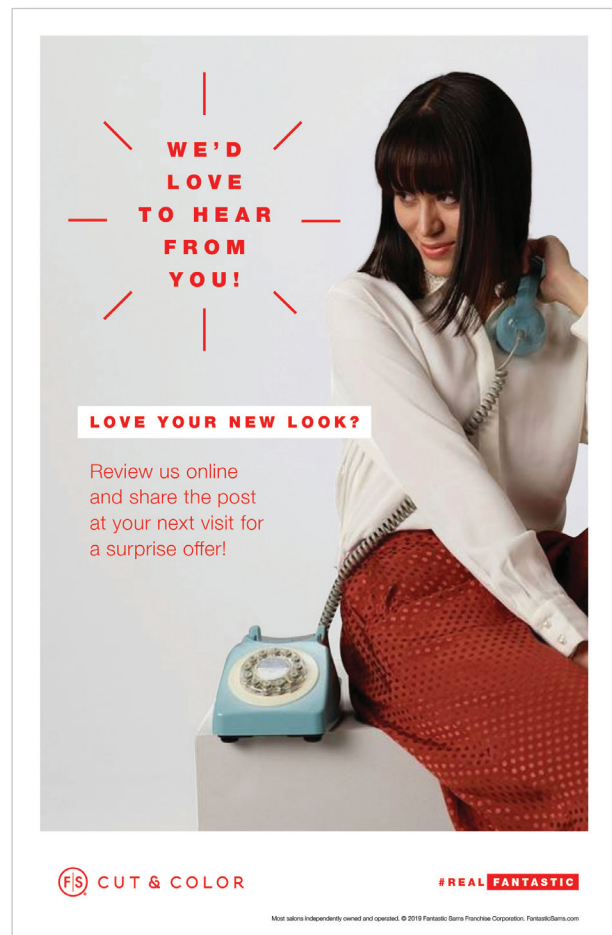
FLYER
EMAIL

Fantastic Service

How Did We Do?



Handout Coupon 4.25" x 5.5"



Counter Card 5.5" x 8.5"

Visit fsmarketinghub.com for all materials:

HANDOUT COUPON
COUNTER CARD

FLYER
EMAIL



Fantastic Service

#RealFantastic

Oh Snap, You're Fantastic!

- 1 Share your style on Instagram with **#realfantastic** and tag **@fantasticsams** in your post.
- 2 Be entered for a chance to **win a spot in our next campaign.**

#REAL FANTASTIC

Tips for great pics: **SNAP AWAY** Please make sure your hair is clearly visible. **TAG US** Tag @fantasticsams in your picture so we can find it!

F|S CUT & COLOR **#REAL FANTASTIC**

Most salons independently owned and operated. © 2019 Fantastic Sams Franchise Corporation. FantasticSams.com

Counter Card 5.5" x 8.5"

FANTASTIC SAM'S
CUT & COLOR

Oh Snap, You're Fantastic!
ENTER OUR INSTAGRAM CONTEST TODAY.

- 1 Share your style on Instagram with **#realfantastic** and tag **@fantasticsams** in your post.
- 2 Be entered for a chance to **win a spot in our next campaign.**

#REAL FANTASTIC

Most salons independently owned and operated. Valid through xxx/xxx © 2019 Fantastic Sams Franchise Corporation. FantasticSams.com

Email 600 px wide

Visit fsmarketinghub.com for all materials:

HANDOUT COUPON
COUNTER CARD

FLYER
EMAIL

First Haircut

From a loyalty marketing perspective, this program creates a fantastic opportunity to connect with your guests during a very important life event. It gives a positive vibe to the Fantastic Sams brand and reminds your guests that your salon is willing to go above and beyond to create a fantastic experience, even for our youngest guests.

First Haircut Program:

- 1 **First Haircut Certificate**
- 2 **Social Media**

First Haircut



Certificate 11" x 8.5"



Social Media 1200 x 628 px

All materials available for download at fsmarketinghub.com



Holiday Promotions

Holiday promotions can be powerful salon promotional tools. These mini-campaigns use relevant occasions and events to build long-term guest engagement.

Holiday themes:

APRIL / SPRING PROM AND WEDDING

MAY / MOTHER'S DAY

JUNE / FATHER'S DAY

AUGUST / BACK-TO-SCHOOL

DECEMBER / WINTER HOLIDAY HAIR

FEBRUARY / VALENTINE'S DAY*

*Materials to be used for 2020

Holiday Promotions

Counter Card Examples



Spring Prom/Wedding Counter Card

5.5" x 8.5"



Father's Day Counter Card 5.5" x 8.5"

Visit fsmarketinghub.com for all materials:

- COUNTER CARD
- BOUNCEBACK COUPON
- EMAIL

- SOCIAL MEDIA
- HANDOUT COUPON
- SANDWICH BOARD



Fantastic Sams Promotional Planner

The Fantastic Sams Promotional Planner is a marketing tool designed to assist in establishing your salon's marketing goals. Use this plan weekly or monthly to help you think about your current situation and the goals you'd like to reach. The Planner also helps evaluate marketing opportunities, specific goals and time frames.

Fantastic Sams Promotional Planner FANTASTIC SAM'S
CUT & COLOR

Mission: Get Guests to Salons

Promotion Start Date: _____ Promotion Budget: _____
 Promotion End Date: _____

STEP 1: CHOOSE YOUR FOCUS. What area(s) of your business do you want this promotion to primarily affect?

<input type="checkbox"/> Total Guest Count	<input type="checkbox"/> Color Sales	<input type="checkbox"/> New Services/Products	<input type="checkbox"/> Add-on Sales	<input type="checkbox"/> New Guest Retention	<input type="checkbox"/> Lost Guest Retention
<input type="checkbox"/> Retail Sales	<input type="checkbox"/> Customer Service	<input type="checkbox"/> Haircut Sales	<input type="checkbox"/> Community Goodwill	<input type="checkbox"/> Referrals	<input type="checkbox"/> Future Sales
<input type="checkbox"/> Female Guest Count	<input type="checkbox"/> Male Guest Count	<input type="checkbox"/> Senior Guest Count	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other

STEP 2: DEFINE YOUR TARGET AUDIENCE. Who are the people that this promotion is most appealing to, and will have the most effect on its success?

<input type="checkbox"/> Men	<input type="checkbox"/> Women	<input type="checkbox"/> Families	<input type="checkbox"/> Teens	<input type="checkbox"/> Seniors	<input type="checkbox"/> New Guests
<input type="checkbox"/> Local Guests	<input type="checkbox"/> Color Clients	<input type="checkbox"/> Walk-Ins/by Refs	<input type="checkbox"/> Business	<input type="checkbox"/> Schools	<input type="checkbox"/> Loyal Guests
<input type="checkbox"/> Haircut-Only Clients	<input type="checkbox"/> Military/Police/Fire	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other

STEP 3: SET YOUR GOALS. Create 1 to 3 specific and measurable goals related to the areas above that you want to achieve with this promotion. (Examples: Increase male guest count by 10% over last year. Achieve a salon-wide PPG of \$3,000.)

Goal 1 _____
 Goal 2 _____
 Goal 3 _____

STEP 4: CREATE A GUEST INCENTIVE. Come up with a 1 to 3 customer benefits that will change your target audience's behavior and help you reach your goals. (Examples: 20% off color services. \$2 off on new guests' next visit.)

Offer 1 _____
 Offer 2 _____
 Offer 3 _____

STEP 5: CREATE A STAFF INCENTIVE. Fun activities and rewards will build excitement and get your employees invested in helping achieve the promotion's goals. (Examples: Play retail bingo for dollar store prizes. Throw a pizza party if the salon reaches its goals.)

STEP 6: PLAN YOUR MARKETING. Decide what types of marketing you will do (within your budget) to communicate your promotion to your target audience. For the most success, plan a mix of In-Salon, Out-of-Salon, and Community Activities. Use the Marketing Activities Tracker on page 8 to help organize your efforts.

STEP 7: REVIEW YOUR RESULTS. Take a look at how the promotion went and make note of successes and failures. Did you reach your goal? Was it met? How do you proceed from here? Don't necessarily wait until the promotion is over. Sometimes it helps to evaluate and make course corrections along the way.

Goals Met _____
 Goals Missed _____
 Actions for Future _____

All promotional materials available for download at fsmarketinghub.com

The Fantastic Sams Promotional Planner helps you:

- 1 Maximize marketing efforts which emphasize your salon's strengths
- 2 Identify areas of opportunity for growth
- 3 Continue to review your progress against your goals
- 4 Evaluate and track the success of your marketing programs

Promotional Planner available for download at fsmarketinghub.com



Timely Tips

Timely Tips are monthly marketing insights and helpful hints that help salons adapt to seasonal trends and seize opportunities.

April

:

Spring for vibrant colors.

Daffodils and tulips are popping up in flowerbeds, dotting the landscape with inspiring, bold colors. Their arrival signals a fresh start and new beginnings — the perfect time to try out a fashionable new color or look. On college campuses across the nation, millions of students are spending the springtime cramming for final exams. A trip to the salon for a little pampering can be a welcome study break that helps reduce stress.

Use these tips to ensure your salon flourishes during April:

- Print and distribute VIP discount cards on local college campuses near you. Card templates are downloadable/editable and are available at fsmarketinghub.com
- Take down and safely store your haircut window cling and t-stand materials.
- Install your color sale window cling and t-stand materials as appropriate for your salon. Materials were provided inside your annual kit.
- Give bounceback coupons to guests in the salon and/or to neighboring businesses or organizations to let them know about your promotion. Color sale bounceback coupons were also included in your annual kit.
- Use the Fantastic Sams Promotional Planner available at fsmarketinghub.com to plan your color sale strategy.
- Create additional marketing materials to support your event. Email, social media, radio, TV and more are available at fsmarketinghub.com.

May

:

Special occasions call for special treatment.

From Mother's Day to graduations to prom, May is jam-packed with celebratory occasions. Cameras will be snapping photos at every event, and the center of attention will want to look and feel his or her best.

Encourage moms, grads and teens to stop into Fantastic Sams before their special day with these tips:

- Make sure your guests know about your holiday offers! Download the Mother's Day counter card, bounceback coupon and sandwich board materials, and work with a local printer to produce them. Materials are available at fsmarketinghub.com.
- For teen and college grads, print and distribute VIP discount cards on local high school and college campuses near you. Card templates are downloadable/editable and are available at fsmarketinghub.com.
- With so much activity in May, it's a good time to hold a Community Giving Day Event at your local salon. To host an event, choose a local nonprofit organization you would like to support, select a percentage of sales on the day of the event you want to donate, such as 20 percent, and promote the event to the community. These events benefit local organizations and help your salon connect with the community, build brand awareness and increase new customer counts. Community Giving Day materials are downloadable/editable from fsmarketinghub.com.

All Timely Tips available for download at fsmarketinghub.com

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