

What is a VIP Event?

An opportunity for you or your salon to host a one hour shopping experience for your guests at an Salon Service Group location near you. These events can be within store hours, after hours, or on a Saturday if you so choose.

Salon/Stylist VIP Event CHECKLISTS

Preparing for your Event

- ☐ Confirm your event date with your local store & Salon Consultant at least 4 weeks out.
- ☐ Decide if you would like to bring snacks/drinks for your customers.

Marketing Your SSG VIP Event Launch Party

- ☐ Don't forget to mention your launch party to your clients while they're in your chair!
- ☐ Make sure you hand out/send your invitations at least 2 weeks ahead of time.

▶ PRINTABLE INVITATIONS OPTIONS

- ☐ Follow up with a text message 1-2 days before the event to remind them!
(Don't be afraid to text those who didn't RSVP. They may just need the reminder.)
- ☐ Post about the event on your social media using the provided image at least 2 times in the prior 2 weeks.

▶ SOCIAL POST IMAGE OPTIONS

- ☐ Create an event on your salon Facebook page to encourage your clients to join

▶ HOW TO VIDEO: CREATING A FACEBOOK EVENT

~ Sample Text to announcing your launch party:

"Come celebrate my new online store! We'll talk through your hair care needs, I'll show you the products to shop in person, & get you set up on my online store so you can shop on your own later!"

~ Post in the Event after your launch party:

"Thank you to everyone who came out to support my new online store! Didn't make it? That's okay! Shop on your time now: (insert link to your SSG Direct online store)"

- ☐ Go Live! Using Facebook & Instagram lives are a fun way to tell your clients why they should come to the event!

▶ FACEBOOK LIVE HOW TO

▶ INSTAGRAM LIVE HOW TO

- ☐ Send an email/text to the clients after they attend the event with a link to your online store & the products you recommended to them.

Day of the Event

- ☐ Arrive 15-20 minutes early to get set up.
- ☐ Make sure to have a brief consultation, show them around the store, & help them set up their online account on your new online store for future purchases.
- ☐ Be sure to bring to the event:

~ Square, Venmo, or some type of payment transaction.

- ~ If your clients want an itemized receipt, you'll want some type of carbon copy or something to create receipts.
- ~ Snacks, drinks, or any special items to offer your clients
- ~ Your consultation cards!

▶ PRINTABLE CARD OPTIONS