

GO DIGITAL OR DISAPPEAR?

by Tristan LAGARDE, International Development Director of Phytomer



Digital media are a way to generate traffic, communicate with your customers and make your salon and your business come alive. But is this method of communication really essential? And where do you begin?

Tristan Lagarde, International Development Director of Phytomer, enlightens you on digital media and explains how Phytomer supports its partner salons by having an extremely pertinent digital presence.

PERSONAL AND PROFESSIONAL DIGITAL MEDIA

Whether you like it or not, the world would be impossible without a digital connection, irrespective of the company. A business that cannot be found through a research platform like Google, is a company in trouble. The problem is that this type of business still exists and is even a large majority. Due to lack of time or technical or financial means... And it's not just about being present, the important thing is how you are present.

A customer moves to a new city and looks for a salon for a waxing or a facial treatment. Not knowing where to go, she will do an Internet search, and if you do not have a website, then you do not have work.

WHAT SHOULD YOU EXPECT FROM DIGITAL MEDIA?

Beauticians are not all really aware of everything that digital media could bring them professionally. Yet even the most stubborn among them are all digital consumers in their private life when comes to booking a train ticket, chatting with friends, checking their accounts, finding info and following the news. Even if they have not yet adopted digital media, they know deep down that it's important.

While there is no typical profile for people who do not have a website, we can still see that the salons that work well have mastered at least one aspect of digital media, be it a Facebook page, website or e-mailing. Good economic performance tends to be correlated to this. These beauticians control their business rather well and have a modern attitude towards digital media. The key question is thus how to go about it? Is it necessary to be on Facebook? Have your own website? And if so, how do you create it? Optimize it?

These are extremely complex issues, and many beauticians give up faced with the huge amount of work involved.

A FACEBOOK PAGE TO BEGIN WITH

The easiest way is to start with a Facebook page, it's easy and quite intuitive. To liven it up, take your inspiration from what happens on the brand page by relaying news such as a product launch, take a look at what other beauticians are doing on the brand you have in common. The idea is also to enhance your Facebook page with content relating to your own salon: what's

happening this week or next month? Yes, it's true, it requires work outside of usual working hours but it's a way of promoting your point of sale that should not be overlooked.

A MISTAKE NOT TO MAKE ON FACEBOOK

We are all used to being very spontaneous and personal on Facebook, but this page is meant to represent your business and your activities, so keep it professional. Clients may be happy to see the photo of their beautician's newborn baby but be careful about the message you want to send. Think carefully before posting a message on Facebook and don't forget that as a business, the goal is to create bonds, a close relationship with your clients, but you remain nevertheless a service provider, a company in its own right and you have to be careful to keep a certain level of professionalism. Your clients know you and they know that you are friendly and professional; you can talk to them in a friendly and personal way but will a stranger who arrives on your page looking for a professional service, an excellent facial treatment with a qualified beautician be attracted to your content?

FOLLOWED BY A WEBSITE

The minimum is a Facebook page and with its billion users it is not very complicated. Next comes the website. It's very interesting to have a website and a Facebook page as you improve your search engine listing (SEO) and create traffic more easily. Building a website requires external resources unless someone you know works in IT.

A MISTAKE NOT TO MAKE ON THE WEB

A trap to avoid is to listen to the many tips that everyone generously gives you. For example, by inciting you to make your site responsive so that it can be viewed on a cell phone in an optimum way. This pushes salons to over-invest. Of course you want to strive for that, but without panicking, when you have the available time and money. Digital media are constantly changing so invest based on your resources and your time.

PHYTOMER'S DIGITAL MEDIA PROPOSAL

When an account is opened, during the training session at head office Phytomer provides digital media support to its clients for half a day. It's true that during these digital media training sessions, some beauticians feel really apprehensive.

The objective of the training session is to show them everything that the digital world can bring them and their interest in remaining visible. Digital media are a way to generate traffic, communicate with your customers and make your salon and your business come alive. You can even enjoy managing digital media! Phytomer has developed a program to help salons become digitalized by offering to build a free website on the salon and the brand. The goal is to be visible locally on the Internet.

By its construction, the site SEO happens naturally. Afterwards it's up to the beautician to make it come alive, but there again, the brand can take on this role. The website is simple, attractive and in the brand's image and it helps the salon to be visible in a professional, clear way with all the necessary information; i.e. news from the point of sale, services offered, contact info, map, etc.

WEB-TO-SPA

Phytomer has had a truly pioneering strategy for digital media, for 4 years called web to spa. Internet users select their products on the Phytomer website, and then they collect them from the nearest salon to their home. This is a sales opportunity for the point of sale, moving stock and traffic. Finally, the salon does nothing except receive cash for the amount of the order and

that's really a cross-seller and up-seller opportunity to sell services... Also, we know that you achieve a 25% increase in retail sales. The person arrives to retrieve and pay for their order and is tempted by other products on display. The Internet tool truly serves the salon, it's totally controlled and very reassuring as well for both clients and salons.

Phytomer implements a lot of actions to promote the brand to the general public and on digital media to attract new customers to the points of sale. People who buy Phytomer via the web-to-store method, are new customers to the brand going to the salon for the first time. Digital media are the loudspeakers of the brand for showcasing the physical network. For Phytomer today, web-to-spa enjoys double-digit growth and the turnover is starting to get interesting for the point of sale.

PHYTOMER AND DIGITAL MEDIA

Phytomer's objective is to increase brand awareness in all digital media; these are huge investments to continue to promote the brand on-line, whether through an extremely attractive and immersive website or by the media coverage of the site and with bloggers on the PHYTOMER Chronicles; these are areas in which the brand is investing heavily with the same objective: increase traffic to all the partner salons of the brand.

Digital media have two roles: visibility and business development. PHYTOMER continues to invest in these two areas to serve partner salons and spas.