

## 20 BLOG TOPIC IDEAS FOR SPAS AND SALONS



Coming up with something to blog about can be difficult when you're busy taking care of the day to day tasks of running a business. We know that very few spas employ dedicated marketing staff. According to the ISPA Snapshot Survey Results Report, Marketing, August 2017 nearly half of all spas (42%) have 0 full-time marketing staff, and 32% employ only one full-time marketing person. This means that three quarters of spas – 74% - have either one marketing person or no marketing people – so, when it comes to posting online content, that leaves the task to the spa manager and other team members.

Fortunately, that doesn't make it impossible. As any professional blogger will tell you, coming up with an idea is more than half the battle.

### WHAT SHOULD YOU BLOG ABOUT?

If you already have, or are creating, a blog or other form of editorial platform, knowing who you want to attract is key to knowing what to write about. For example, if you want to attract local customers, how you would reach them and with what sort of content. What do they care about? What do they want to read and what will engage them? Knowing who you are speaking to is the key to knowing what to say.

That said, there are certain types of posts that are universal, and that tend to work well across industries.

## TEACH, DON'T SELL

“Teach, don’t sell” is one of the most important things to remember about content creation. The most effective content marketing doesn’t try to sell anything. It tries to educate.

Regardless of whether the platform is a blog, Facebook, Instagram, or other social media, a lot of content and social media marketing attempts are just thinly veiled bids to sell a product. This doesn’t work.

There’s so much of it out there that people pretty much ignore it. If, on the other hand, you freely offer your knowledge and share information that people can apply to their own lives in useful ways, they will pay attention, and view you as someone they can trust, and therefore be more likely to come to you when in need of something you offer.

Resist the urge to be proprietary with your information out of fear that people will then stay home and perform these services on themselves instead of coming to you. They won’t. And they will be grateful to you for your generosity with your knowledge and information – and think of you when they want to purchase a service.

And you don’t have to give away all your secrets, just enough that you’re putting something worthwhile and compelling out into the world.

Education is the single most effective way to draw people to you. Make it about them. Not about you.

Also, remember to use your voice and personality in your posts.

Now here are 20 blog post ideas to give you something to write about.

## 20 BLOG POST IDEAS FOR SPAS AND SALONS

### 1. Your business updates

Updates on what’s happening at your place of business. Did you add a new treatment, product, or service? Did you win an award? Tell people about it! These should not be the meat of your blog (it shouldn’t be all about you, remember). But do share what’s going on and what you are excited about.

## 2. Highlight a therapy, treatment, or ingredient

Does one of your therapies or treatments have an interesting history behind it? Has one of your ingredients been used for centuries to treat certain ailments? Tell people about it.

## 3. Listicles

A cross between the words “list” and “article,” a listicle is a post in which the main body of the text is a list. People like these because they deliver information in a succinct manner and usually the headline -- “10 tips for getting better sleep” for example – tells you how long of a read you’re in for.

## 4. How-to guides

Can you turn any type of problem hair into the silkiest of tresses? Do you give the best massages for miles around? Share some of that knowledge with the world in a blog post like “How to have the healthiest hair,” and “How to give yourself/your partner a massage that will make you/them fall right to sleep.”

## 5. Health and wellness tips

This is your place to shine, you bright star, you. What sort of tips? You could start with the most popular google searches. In the US, for example, the 10 most popular health-related Google searches of 2017 were as follows:

- What causes hiccups?
- How to stop snoring?
- What causes kidney stones?
- Why am I so tired?
- How long does the flu last?
- What is normal blood pressure?
- How to lower cholesterol?
- What causes high blood pressure?
- What is ADHD?
- What is lupus?

You might tackle snoring, kidney stones, exhaustion, the flu, and blood pressure from a wellness perspective.

## 6. Health and wellness news

News about new health and wellness studies comes out every day. Monitor this and figure out what is pertinent to your business and helpful to your potential customers. The report it.

### **7. Interviews/Personality profiles**

Interview and create a personality profile of someone you like and admire. This could be a client or industry colleague who does great things, either personally or professionally. Someone who has done something wonderful for charity, for example, or for the wellness industry. Or one of your staff who has accomplished something they're proud of.

### **8. Charity and activism**

Does your own organization get involved in charity work? Do your staff and clients? Blog about these efforts and talk about how people are making a difference.

### **9. Curate with other people's content**

If you see a good video or article online that is relevant to your products and services, add it to your blog with a short note about why you're doing so. Be sure to link to the original source and not to plagiarize what you're sharing. Let the original creator know that you've done this. They might want to link back to you, which is good for your SEO.

### **10. Gift guides**

Is there a holiday coming up? Publish a guide of products and services that would make good gifts. Of course this is a good way to plug your own products, but consider also including some offerings from local non-competing businesses. Again, your goodwill may be returned.

### **11. Answer questions**

Do you get the same questions around oily skin or sore shoulder muscles every week? Do your guests want to know about digestive issues and massage? If you're stuck for a topic, you have only to look to your client's most common queries.

### **12. Recipes**

If you have a café or restaurant onsite, consider sharing variations on some of your favorite food and drink offerings. Or even just some of the wellness recipes that you enjoy. Think about what your wellness-seeking clients might want to learn to make. Most people eat three meals a day. So, we're always looking for ideas.

### **13. Personal stories**

Tell a story about yourself, something you learned or something funny that happened.

### **14. Personal journey**

Share an experience that had a profound impact on you. Talk about how this experience changed your life. Inspire others with your experience.

### **15. New discoveries**

Did you just discover a scent or nail color that you adore? Did you read a book about wellness or learn a massage technique? Share it.

### **16. Promote someone you like**

Share a list of Instagram accounts you follow or blogs you like to read. Link to these and then let the authors of these pages know you have done so.

### **17. Respond to something**

Have you read something on social media or in an article to which you have a reaction? Share your reaction in a response. Keep it friendly and positive unless you want to court controversy.

### **18. Travel tales**

If you've traveled recently, share your pictures and experiences. Talk about what you saw and where you stayed.

### **19. Wellness décor and design ideas**

Have you created or spotted some décor or design you find particularly inspiring? Talk about that. Use your own images or make sure you have the right to what you use. You don't want to run afoul of copyright laws.

### **20. Video posts**

Video content drives engagement and is another format to consider. Videos can be easy to make and fun to watch. All you need is a cellphone camera and a good idea. Take a tour of your spa, give a video massage or nail tutorial, interview someone on camera. Or reimagine any of the above ideas as video content.

These ideas should help you and lead to more of your own ideas.

Creating content should be fun. Have a great time using your voice -- and growing your spa business.