

30 content marketing ideas for spas & salons for 2019



Content marketing is one of the easiest and most effective ways to market just about any business, including spa and salon. By now you probably know what content marketing is, and might even have tried it with varying degrees of success.

If you're floundering for ideas, or are not sure where to start, below you will find a list of 30 content ideas to use in your marketing for spas and salons.

Once you have your marketing strategy in place and are ready to move forwards, we hope you'll find these ideas helpful.

Teach, don't sell.

But first, take note: regardless of what platform you're using or what your strategy is, there's one thing you should always keep in mind, and that is to teach and not to sell.

The dictionary defines content marketing at “a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.”



The best content marketing avoids actively pushing your products and services, and focuses on how you can help your target audience.

Too many companies, regardless of whether the platform is a blog, Facebook, Instagram, or other social media, still create content that essentially says this this:

Here's a thing we sell for money!
Here's the information and stuff about the thing!
Give us money in exchange for the thing!

This doesn't work because everyone else is doing the same thing trying to sell their thing. There's so much of this out there that people pretty much ignore it. If, on the other hand, you freely offer your knowledge to 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.

Many beauty brands successfully apply this principle, offering insight and tutorials. Spas and salons might resist, however, because they wonder who is going to use their services if they give away their secrets.

The answer: almost everyone. You can show people how to cut their own hair and massage their own necks – but 95% of them aren't going to do it. They will do some things themselves, like fishtail braid their own hair, or massage a partner's feet. But it's not going to take away from your business. I promise. They'll plan to do it and never get around to it, and they will still appreciate you sharing your knowledge.

You don't have to give away all your secrets, just enough that you're putting something worthwhile and compelling out into the world. Enough to become an educator.

[One study](#) found that nearly all (90%) of top-performing content marketers surveyed put their audience's informational needs ahead of their company's promotional message.

This is what works.

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

That being said, sometimes it's also nice just to post a beautiful Instagram picture.

Here are 30 content marketing and social media ideas that you can use for your spa, salon or wellness business.



1. Create a blog, and pages and accounts on Facebook, Instagram, Twitter, YouTube, and other social media.

This is where you will find your audience.

2. Update them all regularly.

You can't just leave social media accounts and blogs sitting there unused, with the last post dating from 6 months ago. That looks bad. If that's the case, take them down. Better no social media than unused social media.

3. Blog about news and trends.

Only have a blog if you have the time, and something to say. They're not for everyone. But if you do have one, don't just blog about your business's newest service or upcoming trade show appearance. Do that. But also blog about industry news, trends, and things that people are actually interested in.

4. Write "how tos" and "tips & tricks"

People love beauty and wellness advice. Write about the top 5 ways to keep your nails strong, your skin soft and luminous, or to avoid back pain.

5. Post pictures of beautiful things, like your space and products, on Instagram

Obvious. Yes. But must be included. Use hashtags. Hashtags are key on IG. You probably know this, but don't be lazy about them.

6. Send a newsletter

Despite what some are saying, [email is still the most effective digital marketing channel](#), ahead of social media and SEO. Collect contacts and create a regular newsletter consisting of your best news and content.

7. Comment on and share other people's social media posts

Comment on things other people post and say nice things. Social media is a conversation. That's why it's called "social."

8. Share articles and posts by people you admire

And tag them, saying something nice, like "Check out this amazing eyebrow tutorial by Jane The Eyebrow Lady! I wish I was as good at this as she is!" You know that when you tag people their friends and followers also see your posts, right? This significantly broadens your audience.

9. Respond to people's comments on your posts

Have a conversation. Answer everyone. Hit the like button on their comments and say "That's hilarious!" Or "What a great idea!" or "Love it!" Just say something. Not only will people appreciate even the smallest response, but response begets response, and the more engagement a post generates, the higher it ranks on news feeds and the more views it gets. Even if someone's comment is negative, thank them for their input. Don't remove comments you view as negative or try to control the conversation. That's not how social media works.

10. Start a conversation

When you post a blog, a picture, or a piece of news on your social accounts, ask a question that requires an answer. Try to get people talking. Once you do, be sure to engage in the conversation yourself.

11. Partner with micro influencers

Rather than trying to get the attention of, or paying exorbitant prices for, big influencers, find the right niche micro influencer and build a relationship with them. [A study by Markerly](#) found that, "as an influencer's follower total rises, the rate of engagement (likes and comments) with

followers decreases.” This means you get more bang for your buck with micro influencers. They are also often viewed as more trustworthy than their bigger counterparts.

12. Set up a selfie station

Encourage clients to take selfies after experiencing your services or treatments, and to post them online. Set up a cool place for people to do this and make it fun.



13. Take pictures of guests

Or take those pictures yourself and post them on Instagram and other social media, tagging those guests. Say something complimentary about the client, and avoid trying to plug your product or service while you're at it.

14. Create something interactive

Interactive content is huge right now, and it's great because it engages your audience. This can be as simple as a poll or a quiz. Or as complex as an interactive video or infographic. [This article](#) breaks down what interactive content is and how to use it.

15. Hold a contest

Have a contest on social media where you encourage people to share their own videos or stories, or to answer a question, and give away a prize. (Be sure to check out your local laws related to giveaways.)

16. Post hair video tutorials

If you are a salon, teach people how to do hairstyles, like French braids and updos, or something that you specialize in or are particularly good at. Teach people how to cut their own bangs! Because everyone does it and nobody is good at it.

17. Nail video tutorials

Show people how to do their own nails, and create simple nail art.

18. Makeup video tutorials

Enough said. There are enough of these out there already for you to know that makeup tutorials are in huge demand.

19. Massage video tutorials

Self massage and partner massage could be great video tutorials, because sometimes people haven't got time to go to get a proper massage. Show me how to do a foot massage on my partner, or even better, on myself.

20. Meditation and yoga tutorials

People want to relax and be mindful. They want to chill out. Meditation and yoga videos help them do that.

21. "Look inside" video.

Take people around your space with a short Facebook Live video. Walk around with your phone, give a virtual tour, and introduce them to your staff.

22. Treatment or therapy video.

With a guest's permission, film a few minutes of a service, treatment, or therapy, and talk about what's happening.

23. Q & A videos

Ask people if they have a beauty or wellness question (or make one up) and shoot a short video (30 seconds – one minute) of you or a colleague answering it, perhaps with a demonstration, if it's something that can be demonstrated physically.

24. Implement a chatbot on your social pages and website

The use of AI chatbots is becoming so popular it will soon be the norm. A chatbot can provide 24 hour answers to simple questions, and even encourage bookings be made at any time of day or night. It's gotten to the point where people expect instant responses, even at 3 am.



25. Create personalized content experiences

Personalization is key to the ultimate guest experience, and it's what people want and expect these days. Collect data on customers and your audience through your software and marketing platforms, and then offer curated product, service, and content options. This takes work and research, but is worth it.

26. Profile one of your team members

Post pictures of your team members and introduce them. Get them to talk about how and why they became a hair stylist, nail technician, or sound therapist and to tell everyone a bit about themselves.

27. Profile a guest

Introduce your guests in the same way you would your team members. Along the same theme as popular pages and sites like Humans of New York (HONY), people love to tell their own little stories and to read about others. Keep it short, and pair it with one of those post treatment or service pictures!

28. Inspirational stories

People love stories of triumphing over adversity or facing a challenge. If you have an inspiring story, or have a colleague or customer who has one, with a lesson or uplifting ending, consider finding a way to tell it, particularly if something related to you or your services played a role.

29. Trend predictions

Everyone reads trend predictions. Find out what is coming down the pipeline and share the information in a blog, article, or social media post.

30. Talk about the things that matter to your customers

I don't know what this is, but you do. Find out what they want to watch on video or read about, and create that for them.

These are some ideas. You can come up with more. You know best what makes your business unique and special. Find that and find ways to showcase it.

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