



GUIDE

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# Salon & Spa Branding 101: How to Create a Brand Personality that Drives Profitability

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## Part 1: How to Create a Powerful Brand Personality

**Your brand personality is how you show the world who you are and what you value.** You may value increased health and wellness, peace and relaxation, or even the excitement of something new. Building a strong brand that consistently showcases those values helps you attract more clients and boost loyalty, so your customer knows what they're getting every time they visit.

Whether you're a **new salon or spa** or a veteran in the game, have one or **multiple locations**, our steps for defining your personality will empower you to create a cohesive brand experience through your **online presence**, physical space, **marketing materials**, and more.

## Part 2: 5 Ways to Drive Profitability with Brand Personality

Once you've defined your brand personality, you'll want to consider how you implement it at your salon or spa (the fun part!). Consistency across every brand touchpoint not only improves client retention, it saves you time and money acquiring new clientele.

In addition to our three-step process for defining your personality, you'll learn 5 effective ways to leverage your brand personality to boost revenue and client loyalty.

Are you ready to level-up your brand? Let's go!

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## Part 1

# How to Define Your Brand Personality in 3 Easy Steps

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When it comes to your brand personality, authenticity is paramount. **Over 86% of consumers say that authenticity is one of the most important factors when deciding what brands they support.** Staying true to yourself and communicating that in an honest way builds loyalty, attracts new customers, and ensures that you're targeting the right clientele for your business.

Let's explore and define your brand! Using a pen and paper during these 3 steps is recommended as it will **fire-up more parts of your brain and memory receptors**, but going digital is fine too!

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# Step 1

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Start by describing your salon or spa brainstorm-style. You can bullet point or write freely and without judgment. Begin answering the following questions:

- What kind of business are you? Salon, spa, barbershop, etc.
- What services do you currently offer?
- Do you have any specialized or unique offerings?
- What's your price point? Value-oriented, luxury, or maybe middle of the road?
- What else makes you stand out? Do you have an extra special or convenient location? Cutting edge technology, facility amenities, or well sought after staff?
- What are other salons and spas in your area doing? Is there a hole in the market that you can cater to?
- What do you value most about your business and clientele?

Ok, now let's refine your vision. Go back and circle or highlight the three things that best describe your beauty business. Yep, just three (we know it's hard to pick!). These will be the main focus when building your brand. Now go back and circle or highlight two others in a different color. Consider these bonus points that you refer to from time to time.

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## Step 2

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Trying to appeal to everyone always backfires. Instead, zone in on who your ideal client is. Try to be realistic and think of your current client base (if you have one). Salons and spas are very personal spaces. You often get to know your clients on a friendship level so it can be helpful to think of them in that way.

Brainstorm and write about the following:

- Describe your ideal client and their demographic: gender, age, location, income level, occupation, etc.
- Are they laid-back, more upscale, creative, or health-conscious?
- Specify their personal tastes and values: hobbies, behaviors, lifestyle, attitudes, etc.
- How do you want clients to feel when they walk through your doors?
- How do you want them to feel when they leave after a service?
- What kind of emotional connection do you want to make with your guests?

Now, like before, go back and circle or highlight three of the things that stand out the most. Using a different color, circle or highlight two other words, phrases or ideas. Again, this is to help break things down a bit more so you don't get overwhelmed or try to infuse everything into your branding. Specificity is key!

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## Step 3

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Now that we have a clearer picture of what you offer and why it's valuable, let's examine how to translate these ideas into specific elements of your brand.

Check out the following categories and brainstorm freely on each one:

- **Logo Design:** Nature-based, energetic, modern, masculine, etc.
- **Colors:** What colors or tones reflect what you described?
- **Fonts:** Big and bold, flowing and cursive, thin and straightforward, etc.
- **Graphics and Images:** Do you prefer studio or natural light in photography? Are there eye-catching trends on display? Is the style you represent candid or more formal?
- **Web Design:** What kind of user experience would your ideal client want? Is it easy for them to find the info they want quickly or book appointments online?
- **On-Location:** What kind of in-person experience do you want clients to have? How can you translate your colors, fonts, etc. into the setup and design of your business?
- **Email and Text Messages:** How are you wording your email marketing communications? Do you send text communications? If so, what do those look like?
- **Social Media Presence:** Which social platforms are you posting on? What type of content do you share? Do you engage with your audience?

**Bonus:** If you're having trouble zoning in on things, try an exercise where you think of your business as a person living their day-to-day life. Where would you go? How would you talk to friends? What motivates, intimidates, or brings your business joy? Get creative!

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## Part 2

# 5 Ways to Drive Profitability with Brand Personality

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Your brand personality is so much more than just the colors or font size you use. It's what trickles down through every email, every social media post, and even the way you (and your staff!) talk about your business. Being consistent across every brand touchpoint helps create lifelong fans of your business which helps you spend less time and money on acquiring new clientele.

Here are 5 key ways to share your brand personality to boost guest loyalty and business profitability.



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# No. 1

## Update Your Website

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Needless to say, your salon or spa absolutely needs a website. Consider it the face of your business in the digital world, often the first thing potential clients will see. It should be very user-friendly and incorporate colors, fonts, and logos that display your brand personality and attract your ideal client.

Try to limit the amount of text you use and highlight the three major descriptors you previously chose. Introduce yourself and your team in a way that fits your brand and reflects your vibe. Showcase what you offer, your pricing, contact information, image galleries of your work, and anything else that feels relevant to your ideal client. Refer back to the three major descriptors of your business from Step 1.

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## No. 2

# Offer Online Booking

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If you aren't offering clients the chance to make appointments online at their convenience, then you're missing out on a huge revenue driver. Plus, it signals to potential clients that you're stuck in the past, which is not what you want for your brand.

Make your **online booking clear and easy**. This creates a huge value-add to clients and allows you to manage appointments better using **salon and spa scheduling software**, which saves loads of time and money. It's a win-win.

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## No. 3

# Manage Your Reputation

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Staying on top of your online presence and keeping business information up-to-date is crucial to your success. Use **online presence management** to maintain accuracy across the digital platforms where customers look for answers and your contact details. Quickly tracking and responding to customer reviews and questions shows that you put your clients first and value their feedback.

According to a recent study, roughly **70% of consumers will visit a business due to information found online**. Small errors like an old address or incorrect phone number could lead to countless missed opportunities and even impact your reputation. Never underestimate the power of your online presence!

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## No. 4

# Train Your Staff & Employees

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Your employees are repping your salon and spa at ALL times. How they present themselves should always be on-brand. You can host monthly meetings and training sessions to stay on top of trends, improve the client experience, and share important talking points or company updates.

Whether it's through greeting clients, sending them an appointment reminder, or **offering chairside checkout**, each engagement is a chance to reinforce your brand personality and keep your business top of mind.

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## No. 5

# Get Social Savvy

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If you have stylists or service providers who post on behalf of your business (hint: they should!), make sure you coach them on how to get the best pictures and what type of wording to use to remain on brand. It will help boost both of your profiles and create a stronger social community. Staff can also share videos on the latest treatments, add-on services, current promotions, and product benefits.

Don't forget to post before and after images and videos to flaunt the fabulous results that your spa or salon delivers. Pictures that show off your talent and skill level can be just as impactful as a 5-star review a potential new client reads.

**Bonus:** Now that you're motivated to amplify your salon or spa brand personality, don't lose that momentum! Check out [Meevo's Inspo Hub](#) for more beauty business tips, marketing ideas, webinars, and more on industry trends and insights from leading salon and spa educators.

Creating an authentic brand personality and knowing how to show it off will give you the confidence you need to attract the right clientele, increase client retention, and boost sales. Always stay true to your vision and stay consistent. You'll be leveling up your salon or spa in no time!



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## About Meevo Powered by Millennium

Millennium Systems International is the leading business management software provider for the beauty and wellness industry. Built on over three decades of insight, innovation, and disruption, Meevo is a true all-in-one solution for sophisticated salons and spas looking to bolster their successes. Meevo grows with you, supporting your goals and vision every step of the way with reliable solutions you can count on today and tomorrow. Meevo is HIPAA compliant and fully responsive, with more than 150,000 users logging in daily to help their salon and spa businesses thrive.

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