MARKETING COURSE

OFA
OLIVER FINLEY · ACADEMY OF COSMETOLOGY

ELEVATED MARKETING 101

Welcome to the Beauty Industry – you get to call the shots, and that includes marketing your newly acquired skillset. Need some help? This course will walk you through the basics and help you set yourself up for success!

INDEX

WELCOME LETTER

This OFA Marketing course was created by our in-house marketing team and is filled with advice that you can put to use as you work towards your unique marketing goals.

Unique. It's an important word because that's what we all are. Marketing is the same way. A smart, effective marketing strategy will be as unique as the person it's built for. We mention this because the information included throughout this course is designed to help educate you to be a better "Marketer", not to formulate your marketing plan for you.

Our sincere hope is that after you've gone through this course, you will be better prepared to make important decisions while building your brand and online presence.

Much of this advice is formulated from our experiences. Some things we pulled directly from source articles. Our suggestions here may or may not be right for everyone or every situation. However, we think the information will be helpful.

Have a great time with this course! Dedicate yourself to putting some of these things into practice if you feel they may be right for you. Feel free to ask us questions while you're here in school

Thank you for taking the time to read this through, and good luck!

OFA Marketing Team

As is common with marketing, "updates" happen rapidly. Stay on top of all the emerging trends and marketing strategies. Visit the "My Oliver Finley" page on our School's website. On the My Oliver Finley page, there is a box named "Marketing Materials", CLICK THERE!

My Oliver Finley

Here you'll find great resources for current students and Alumni of Oliver Finley Academy!

Click on the boxes below for each resource page!

Student area	Alumni association	Local Job listings	Marketing Materials
O F A	O F A	O F A	O F A
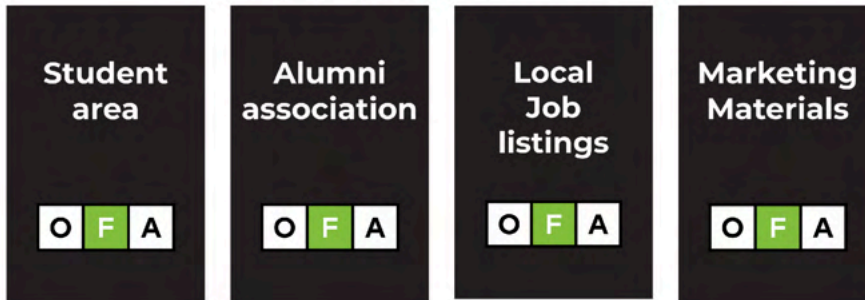
TERMINOLOGY

Let's cover some basic marketing terminology so moving forward we stay on the same page. What are deliverables? ROI? We'll break it all down here.

Deliverable(s): A deliverable is anything that is able to be provided to another party, especially as a product of a development process. Your deliverables can be tangible (hard, physical copies such as a resume) or intangible (something digital such as a digital portfolio, a weblink to your professional website, an email, etc). A deliverable is anything that you provide to someone else in any format!

PDF: An Adobe format that is universally accepted and easily opened on multiple hardware/software platforms

Browser: An app/software program used by most desktop and portable devices for searching the internet (example: Safari, Chrome, Firefox, Edge)

Portfolio: A visual collection of work that showcases your skills (especially to a potential employer). We will cover this more in-depth in our Portfolio section.

Branding: The art of building a unique identity for something or someone (will cover this in more depth in future sections)

Email Server: The actual company that "hosts" your email (like Google for example). If you use a gmail address, you may be utilizing your phone's email app to open/read your gmail, but Google's gmail servers are the core hosting service for it.

Social platforms: Describes any social service like Instagram, Tik Tok, YouTube, etc.

ROI: Return On Investment; used to describe the expectation of reward you may receive for any particular investment you make (money, time, etc).

App: An app differs from a browser based service in that it is actual code that is downloaded to your hardware (computer, phone, etc). It can also include browsing capabilities from inside the app but it is controlled and limited by the app's preset boundaries. Companies prefer you to use their apps (when available) as once you are in their in their app, they can control what you do and do not see (even when browsing from inside the app)

Browser-based: Used to describe a service that runs on an internet browser. It does not require permanent download of software code to your device. It does rely however, on Internet connectivity and a compatible browser.

Cloud or Cloud Storage: If you're an Apple user, this service provides a way to store and access your digital content in a way that doesn't require you to access it through a particular hard drive or your home computer. We will cover this in more depth in our Storing Content section.

Any other terms we missed? Please let us know of any other terms you think we should add to this list! Send an e-mail and we'll get it updated ASAP.

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BRANDING

Part of creating a strong, online profile for yourself starts with solid branding techniques. This section provides tips and advice on ways strengthen your personal brand.

"Brand."

It can be a difficult concept to define because it encompasses so many things. Let's see if we can add a little clarity to the concept by sharing some insight into what "branding" means to us individually.

Often times we think of a company's logo (like Pepsi) as being part of their branding. While that's partially true, we would point out that many of the visual marketing tools we create for ourselves exist because of the way we want our image to be experienced by others. With this in mind, one could say that Pepsi's logo looks the way it does because they were creating a visual to help express the way they want their company to be experienced.

And sometimes it takes a couple tries. Just look at their re-branding over the years:

| 1898 | 1905 | 1940 | 1950 | 1962 | 1973 | 1991 | 1998 | 2003 |

We all want to be experienced by others in a way that is unique to how we think and feel.

The way we dress, how we wear our hair, if we have tattoos or body piercings, the car we drive...all of those things contribute to our personal "brand." To take it a step further; how we speak, the way we treat those around us, or the way we educate ourselves can be parts of how we're perceived by others...which means it's part of our branding.

This actually helps make "building your brand" much easier to work on. The way we want to be experienced by others (as an individual or as a business) is what drives the process of creating logos, building websites, curating our social platforms, etc. Where we work, what we look like, the graphic elements we choose...every experience that someone else can have with us is part of that "branding."

Maybe it's the culture you create for your business, the way people "feel" when they are around you...the way they feel around you anywhere, frankly. Perhaps your branding includes adopting causes that you are passionate about (ie: recycling, fair trade practices, cruelty-free, etc).

The most important decisions we make are the ones that drive the success we can grow for ourselves through smart choices, hard work, and creative thinking.

The continuing process of building your brand is easier to accomplish when you have clarity on how you want to be experienced by others. So how do you accomplish this? Let's do a quick exercise on brand building!

BRAND BUILDING EXERCISE

- Make a list of 5-10 things that you want people to experience when they are around you or your business
- Take each of those things and write out a few ideas that would help to make those things very apparent to others.
- Use that list to help you develop your ongoing plan of action.

Let's see this exercise in action. What would it look like if we were to apply this to the Insta-popular brand, Glossier?

Their branding is so clear, we can immediately think of 5 things that are experienced through them: **authentic, inclusive, diverse, effortless,** and **community.**

Some examples of how they took these words into an ongoing plan of action include:

authentic: minimal use of influencers to promote their product, instead relying on their customers and audience as the main ambassadors for their brand. Word-of-mouth is what gave Glossier the fame they have today.

diverse: prioritize models and customer photos that showcase people of all shapes and sizes. Glossier is for everyone, and it's important to show that with branding.

community: by consistently engaging with people who tag their brand, comments on their page, and relying on feedback and reviews to launch new products, it is clear Glossier values their community and builds on that trust.
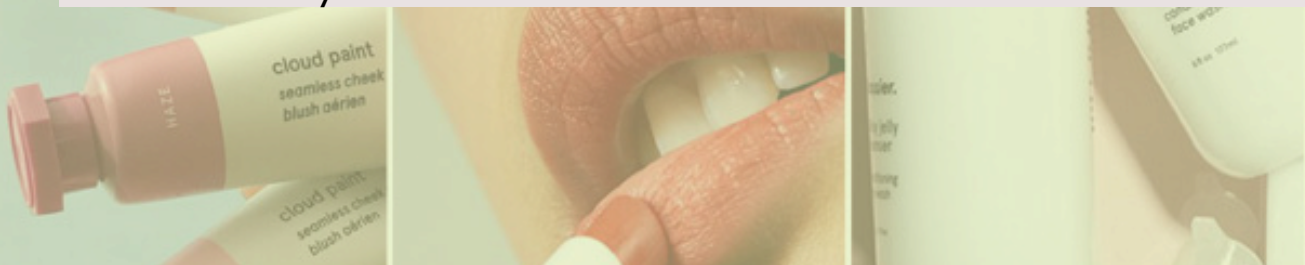
BUDGETING

Everyone's favorite topic - budgets! We often overlook how important it is to have solid budgets for everything we do in business. More importantly though, a budget can act as an effective, ongoing goal for us to achieve. You are already given an incredible opportunity to market yourself by being in a visual industry! Make sure you learn how to budget as well to set yourself up for optimal success.

First, we recommend Apple's **Numbers** app. Download it onto your iPad if you haven't already. It's full of easy-to-use templates that you can use to run your personal business.

Now, before we get into budgeting marketing dollars, let's talk about a more important budget: ***your time***.

It takes time to market yourself. The more you're willing to spend, the more you'll benefit from the efforts. In our opinion people willing to invest in effective, creative marketing will always see a valuable ROI (return on investment).

Included in this section are exercises for you to utilize that can help you develop solid budgeting skills.

BUDGETING EXERCISE

Exercise 1: TIME

Time is often the hardest thing for us to find enough of. *It is also the key element to everything here in this course.* We strongly recommend creating a reoccurring "time" budget for your ongoing marketing tasks/projects.

We've had quite a few people ask: "How much time should I set aside?" Our answer: "How successful do you want to be?"

We get it. This isn't always a true measure of your potential success, but from experience we'll tell you that effective marketing requires time and work. **To get started, we recommend 1-2 hours per week dedicated to your brand building efforts** (remember, this includes everything from marketing lists you maintain, to social platforms you use to promote yourself, blog updates...anything and everything "marketing").

Really prioritize this time. Don't make it the first thing to get cancelled when things get busy. Devote 1-2 hours per week to your efforts and watch how it can change your success rate. Don't notice a difference? Change your tactics and keep monitoring it. Then add more time if you're able to.

On the next two pages, we show you how to set up the *Calendar App* from your Apple device to help schedule weekly time to devote to your marketing efforts.
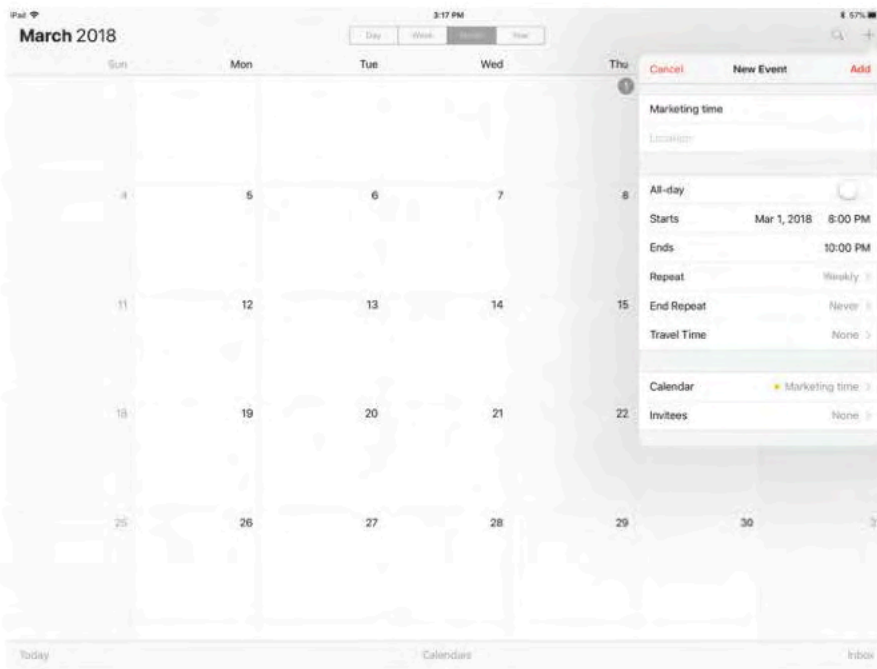*"Calendar" steps will change with Apple updates.*
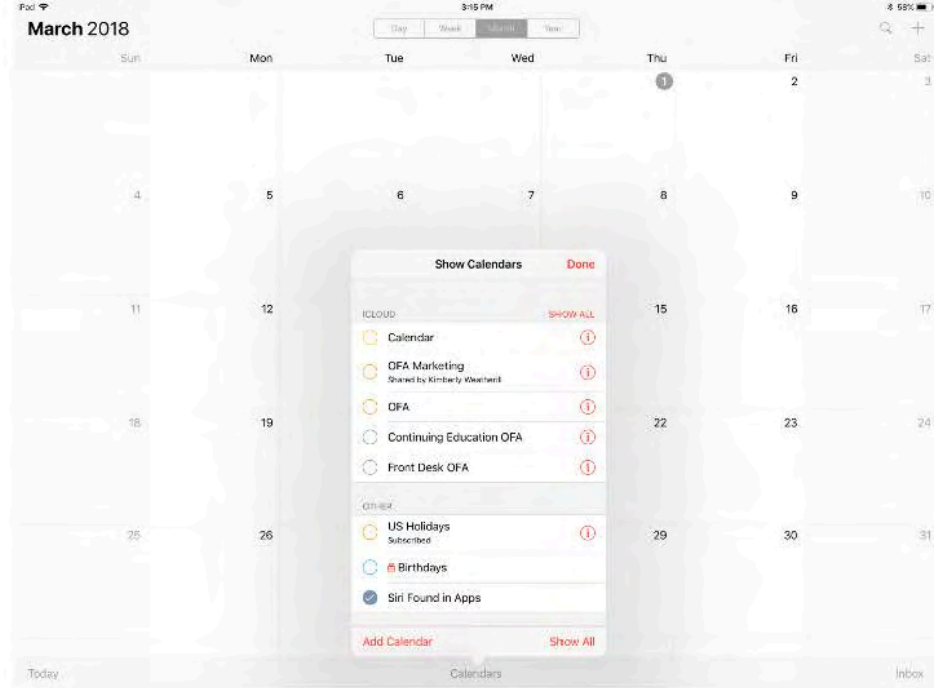
Open the "Calendars" app on your iPad. Press the "Calendars" link bottom of calendar. Press "Add calendar"
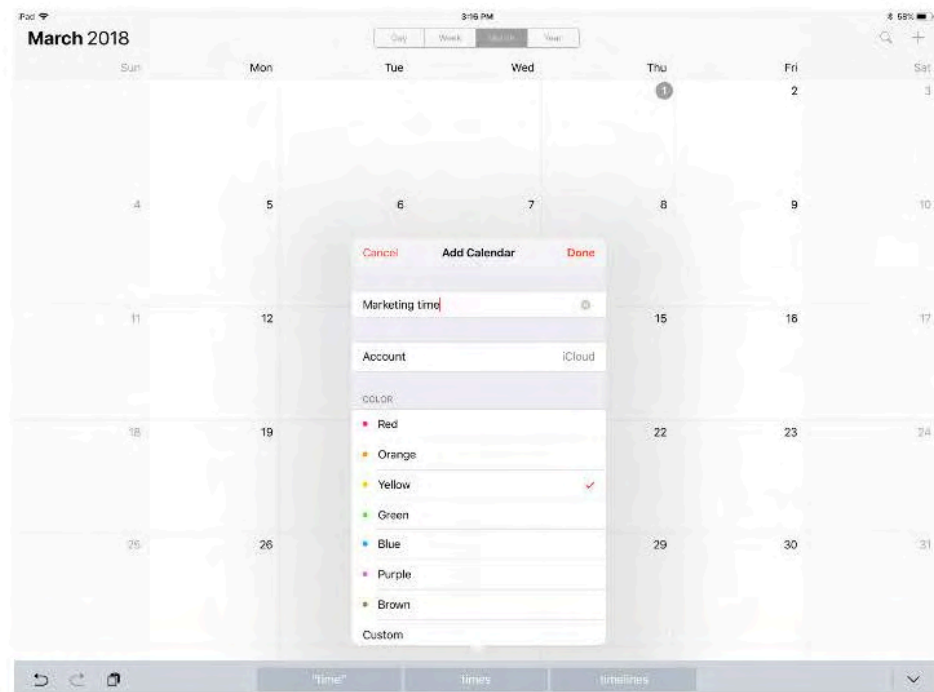
Name your calendar and choose a color for your calendar. If you use iCloud, make sure iCloud is listed in the account area. Press "Done"

Hit the "+" icon top right of Calendar. Enter calendar event (ie: Marketing time). Choose a time on a day/time that you can devote to the task. Choose the correct Calendar to assign the event to. Choose "Repeat" and enter how often you want the event to repeat regularly.
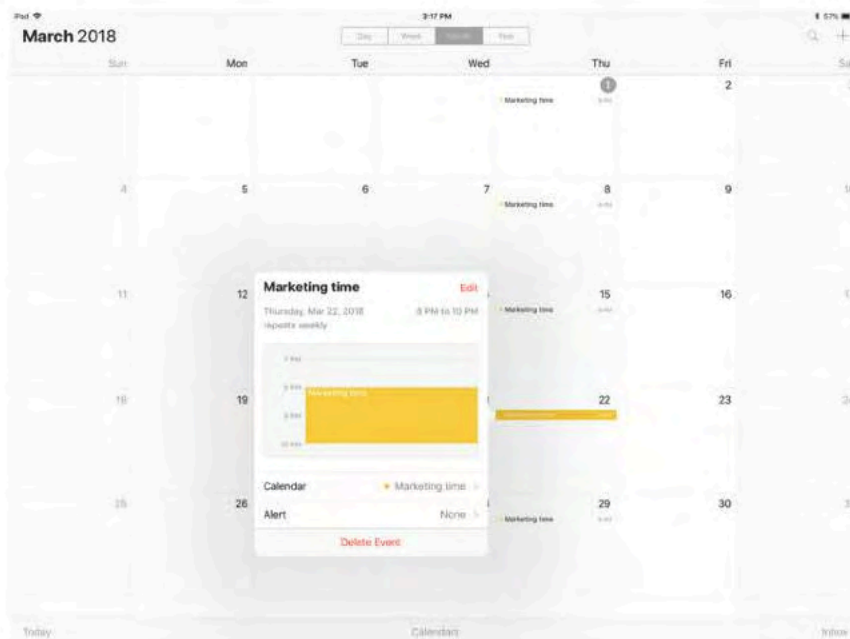
Now you can see a weekly event for your marketing time to happen. Note: you can add an alert on the above step if you find a reminder helpful. If you need to edit/move one of these because of scheduling conflicts, the event you edit will ask if you want to change just the one or all events as well

Exercise 2: MONEY

For most of us, our money is limited. Every month we have a certain amount to utilize. How much will you spend on marketing?

While it may seem counter-intuitive, spending money can often result in creating greater income! This is a delicate game, and can be a gamble. Use your best judgement to determine where to start.

Most social platforms *require* monetization now to be truly effective for business building. Good old-fashioned organic posting is now often throttled by platforms that would prefer you pay to monetize your content.

This is a more difficult exercise as there is no "one size fits all" way to go about determining a monetary budget for your marketing efforts. However, we would suggest trying a budget of $100 a month for your marketing to get started. It's important to remember that in many cases your marketing spends may be eligible tax write-offs (consult your tax professional to see if you qualify for these types of write-offs).

Try this: go through your monthly budget. If you need a tool to do so more accurately, the **Numbers** app has some great household/business budget templates that you can set up in minutes. Use them to calculate your spending (we've attached a sample copy in this section). Then plug in the appropriate numbers to help determine where you may be able to adjust things to free up a small marketing budget to get started with.
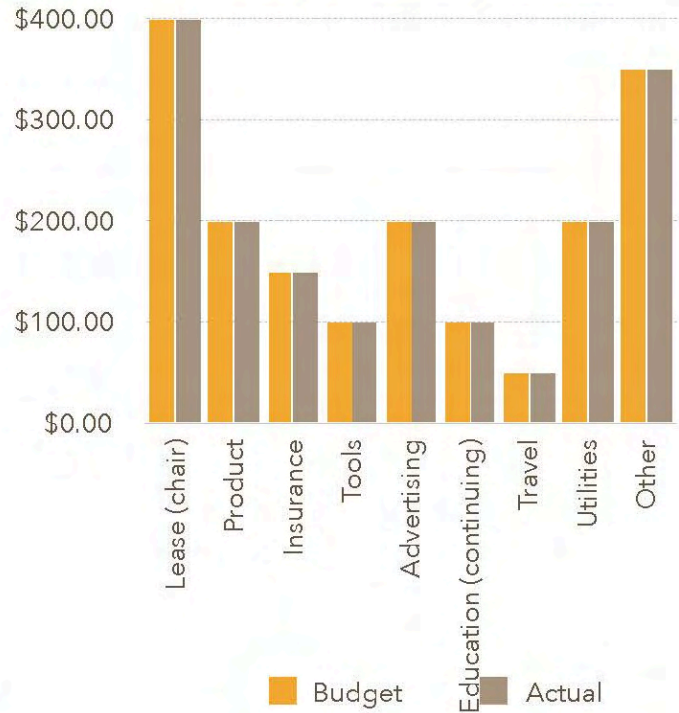
MONTHLY BUDGET

HOW TO USE: Enter your budget for each category in the **Summary By Category** table below.
Enter transactions on the **Transactions** sheet to see how your actual spending compares to your budget.

ACTUAL SUMMARY
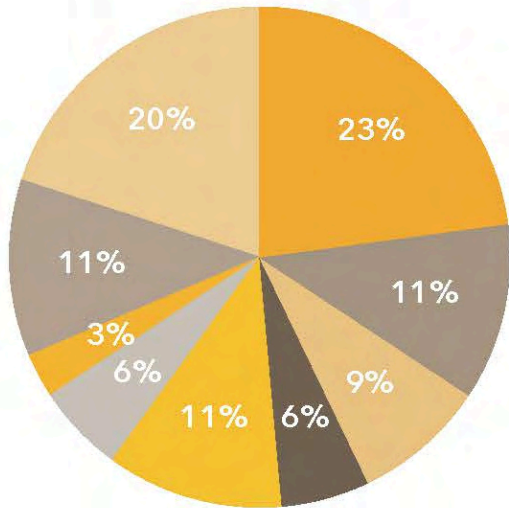
- Lease (chair)
- Insurance
- Advertising
- Travel
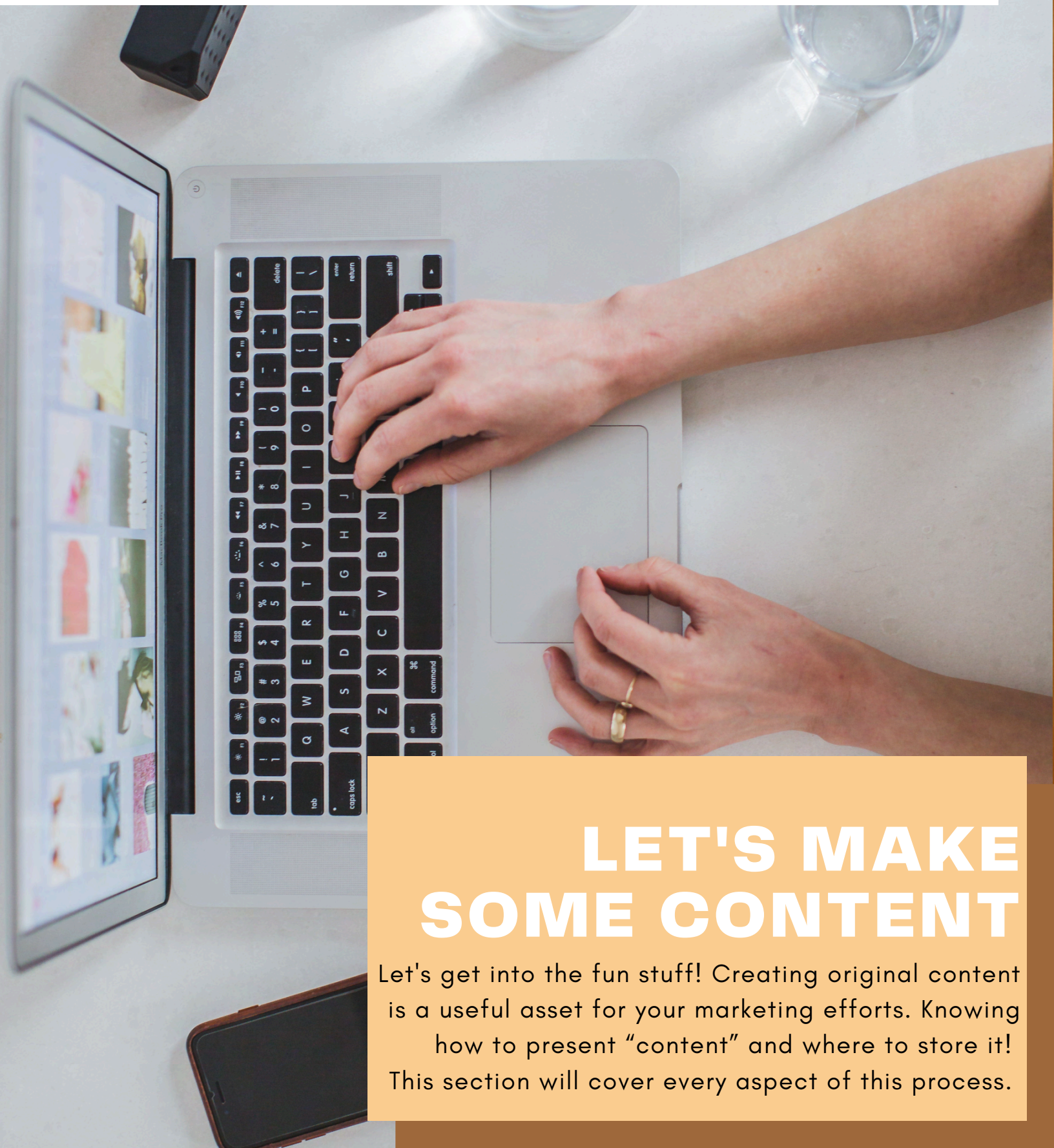- Other
- Product
- Tools
- Education (continuing)
- Utilities

BUDGET VS. ACTUAL

Budget   Actual

SUMMARY BY CATEGORY

Category	Budget	Actual	Difference
Lease (chair)	$400.00	$400.00	$0.00
Product	$200.00	$200.00	$0.00
Insurance	$150.00	$150.00	$0.00
Tools	$100.00	$100.00	$0.00
Advertising	$200.00	$200.00	$0.00
Education (continuing)	$100.00	$100.00	$0.00
Travel	$50.00	$50.00	$0.00
Utilities	$200.00	$200.00	$0.00
Other	$350.00	$350.00	$0.00
Total	**$1,750.00**	**$1,750.00**	**$0.00**

This was made in 5 minutes through a **Numbers** template

TRANSACTIONS

HOW TO USE: Enter your information into the **Transactions** table below. Choose a category for each transaction, then check the **Budget** sheet to see how each category compares with your budget.

Date	Description	Category	Amount
11/1/14	Groceries	Food	$155.00
11/1/14	Rug	Home	$250.00
11/2/14	Flight	Travel	$350.00
11/2/14	Gas	Auto	$90.00
11/2/14	Movie Tickets	Entertainment	$32.00
11/2/14	Dinner Out	Food	$50.75
11/18/14	Medicine	Medical	$35.00
11/21/14	Shoes	Personal Items	$80.00
11/22/14	Gift	Other	$60.00
11/23/14	Telephone	Utilities	$100.00

CREATE, STORE, FORMAT

LET'S MAKE SOME CONTENT

Let's get into the fun stuff! Creating original content is a useful asset for your marketing efforts. Knowing how to present "content" and where to store it! This section will cover every aspect of this process.

CREATE, STORE, FORMAT

How should you create/present your deliverables and where can you store them?

The world is changing so quickly, with technology advancing at speeds never before witnessed. How long will it be until the information we share in this course will be obsolete? No one knows. That's why we try to focus on the foundational concepts. Software companies, apps, and online services come and go before you realize they're gone, but basic marketing principles stick. The advent of AI technology is quickly becoming a dominant presence everywhere as well.

Which is why it's incredibly important to find long-lasting services that will adapt and evolve, letting you access your deliverables over and over again for years. Too often we've had students who created stunning "before and after" photos, resumes, fashion shots, etc. in apps/online services that then went out of business. They were left with no way to access their original materials again.

For this reason we highly recommend that you use products produced by companies that have proven longevity and will continue to be around for years to come. And not just for creation...but for online storage as well.
To help with this, we have included various recommendations for you to consider. Companies we feel represent a strong longevity factor AND have products/services that work well.

CREATE

We are in a very fashion-forward, visual industry. So of course we want to have fantastic content (deliverables) to show for our marketing efforts!

Whether you're creating a cover letter/resume, portfolio photos, videos, social posts (the list goes on), you'll need someplace to create them. Apps and online services are plentiful nowadays, but we want to make sure we're recommending *companies/products that will stand the test of time:*

Pages: The beauty of Pages is that it's an Apple app that is free to use, has been around for years, and will most likely be around for years to come. It's extremely easy to use, produces beautiful results, and is a powerful piece of software. You can make everything from resumes to newsletters to multi-picture collage presentations and everything in between. You can save files in multiple formats *(free + highly recommend).*

Microsoft Word: Most people are familiar with Word (another product that's been around forever). Like Pages, it excels at word documents but can also be used for complex art layouts. Word typically has a cost involved with using it. This is something to keep in mind if you're going to use it for creating and tweaking your materials in the future. Still, it is a great product and save in multiple formats.

Google Docs: Easy to access, works well for document creation, and should have a great longevity as it is a core Google cloud product/service. Google is an excellent partner for the digital world (more on this in other sections). It is limited for xomplex productions however. *(free + recommended)*

CREATE

Adobe Products: *Photoshop*, *Lightroom*, *AI (Illustrator)*, *Spark*, and other Adobe suite products are available as app-based creation products, making them incredibly useful for on-the-go creations. While they have a larger learning curve, they can be used to create stunning, complex results. Photo enhancement, graphics, and much more are the suite's strengths. They do require a monthly subscription, but we think they're worth every penny. Adobe has an incredible array of online video tutorials for their products to help get you going. *(cost + highly recommend)*

Canva: This is an incredible tool for graphic design, and whether you're a professional or not, anyone can navigate the intuitive drag-and-drop interface. It comes with quality ready-to-go templates to build eye-catching graphics for everything from Instagram stories to blog posts, and even booklets. *(free + highly recommend)*

AI services: ChatGPT, You.com and many others

Just so we're being clear...this barely scratches the surface of what's available online, but keep in mind we're sharing the products that will make the most "long term" sense for creating great deliverables.

Ready for more? Let's continue on to how we should STORE what we create!

STORAGE

Imagine this scenario:

You unexpectedly meet someone who discovers your great work. They ask you for your resume. How incredible would it be to immediately log into a cloud storage service with your phone, find your latest resume, and email/message it directly to that person while you're standing there? It might just secure you a job on the spot!

In the past when you created a resume, you'd most likely use a home desktop computer. You saved it to the computer's hard drive and hoped the drive would never fail at some point. The introduction of backup drives made this a safer process, but unless you were sitting at home on your computer, there was no easy way to access the resume.
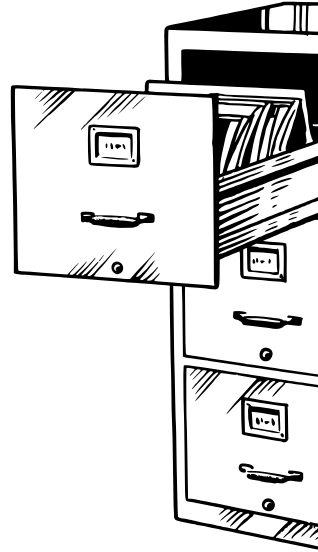
Today, we have endless "*cloud based*" *solutions* that we can utilize. For those of you not familiar with how cloud-based storage services work, it is fairly simple. Companies like Google, for example, build large Server Farms (a building or buildings full of computer servers). These Server Farms are all connected to the internet and available for your use to store digital content. It's convenient since they have great digital security in place and you can access your stuff from any device attached to the internet, anywhere in the world!

So what are some quality cloud based storage services to use? We'll list some recommendations on the next page for you!

STORAGE SERVICES

Apple iCloud: If you're an Apple user, this one makes the most sense since it's built right into the operating systems of your devices. The free storage is limited but upgrading is very reasonable. You can use iCloud services from non-Apple devices.

Google Drive: The Google Cloud is pretty amazing (Apple actually uses Google Cloud servers for iCloud!). If you're a primary Android user, you'll probably be using this service. You can use Google Cloud from non-Google devices.

Dropbox: You get a decent amount of storage for free, and it's fairly inexpensive to add more. We like Dropbox because of how easy it is to share large files, collaborate with others (both things you can do on Apple and Google products FYI), and the user interface is well thought out. This service is available on desktop and mobile devices
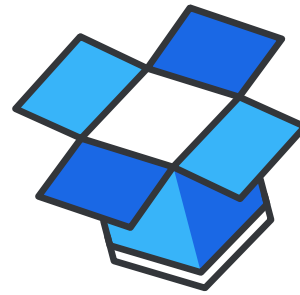
FORMATTING

Why is formatting so important? Imagine this scenario:

You're sending a company your resume and attach your "word.doc" formatted file to an email and send it. However, the person hiring uses a Mac laptop without Word downloaded on it. They click on the attachment, and now Apple Pages has to open this document. Pages may or may not follow the exact formatting that Word did when you saved it, so it opens looking slightly different and messy. Not the best situation, is it?

EVERY software, app, or online service you use for creating deliverables is going to export documents into its own dedicated file type.
You spend a bunch of time formatting your resume, pick out a cool font, save it as a Word doc, and think "*I'm done*!" WELL. Not really. We're going to learn how to avoid the scenario mentioned above.

First, please know that creating your deliverables on the software of your choice (like Word or Pages) is a GREAT idea. Always save a current copy of your resume using the default format of your software/app. You'll need to update it as time goes by, so you need an effective way to open and edit these materials regularly.

But how do you save your deliverables into a format that is universally viewable on the majority of devices and operating systems? Say hello to **PDF - Portable Document Format.**

FORMATTING

PDF: *an Adobe file format that provides electronic image of text and/or graphics that looks like a printed document. It can also be viewed, printed, and electronically transmitted.*

This is a universal format and is the most accepted deliverable. Your deliverables need to work in any form, whether it be print or digital, making it simple to hand off to somebody at anytime.

PDF's are great because in most instances, they preserve the look and content of your various materials regardless of what they are being viewed on! The best part of this: most major software/app solutions will save your materials to a PDF file format.
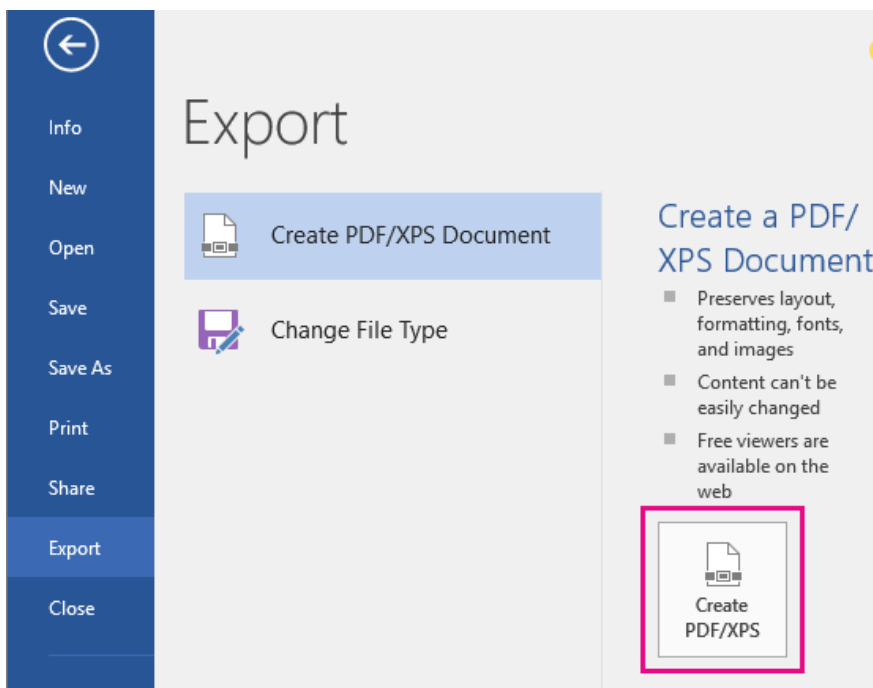
So now using the resume scenario mentioned on the last page, let's revisit it. You open your resume in Word, make a few updates, save it as a word.doc again, but leave your document open. **Using "Save As" (common in most programs), choose PDF as the format.** The program will now make another exact copy of your resume in a PDF file. *THIS is the file you can attach or send.*

PS: this entire booklet is a PDF

EMAIL, PORTFOLIO, RESUME

PUT YOUR BEST FOOT FORWARD

So you're basically a pro at creating, storing, and properly formatting your content. Amazing! What's next? Letting potential employees know how awesome you are. So let's get your stellar content put together more formally.

EMAIL

Congratulations! You're building your professional brand! It may be a good time to give up your *snowbunnylove@aol.com* email addresss. Or at least stop giving it out to potential clients.

Email is a platform that everyone has - it's what you need in order to sign up for/buy/attend anything these days! And school is the perfect time to begin practicing professional email communication.

Step 1: Pick an email provider
There are a large number of reputable email providers these days, some of the larger ones being Gmail, Hotmail, Yahoo, etc. Something to consider when looking into an email account is the longevity of the provider. For example Gmail is a product of Google. Google is not going anywhere in the near future. As a server, Gmail is more widely accepted than any other company Google is the world's largest search engine, and provides other products with your Gmail account.

Step 2: Pick an email address
This could be a number of different things, whether it's as simple as your name, the name of your company, or your craft. Some examples include:

janedoe@email.com
janedoespa@email.com
janestylist@email.com

The possibilities are endless - just be sure to keep it relevant, understandable, and professional.

EMAIL MARKETING

Tips for Building a Professional Contact List

We all receive email daily (whether you check it or not). But what makes you open the ones that you do?

Consider this: Regardless of how you feel about email personally, it is still one of the few universal platforms that most *everyone continues to utilize.* Signing up for anything with any company still requires all of us to provide an active email address as part of the registration. And until that changes, that means you need to take advantage of this as part of your marketing.

Communicate with your clients. If they are rearranging their schedule to request a service to be done by you specifically, that typically means they have built a trusting relationship with you and they are loyal to YOU. Start taking extra care of those loyal customers by communicating with them! Email can be a great way to do this and you can build an email list while you're attending school!
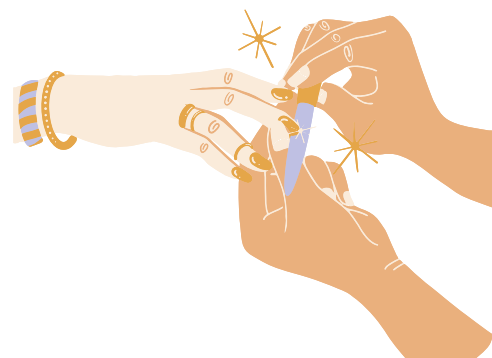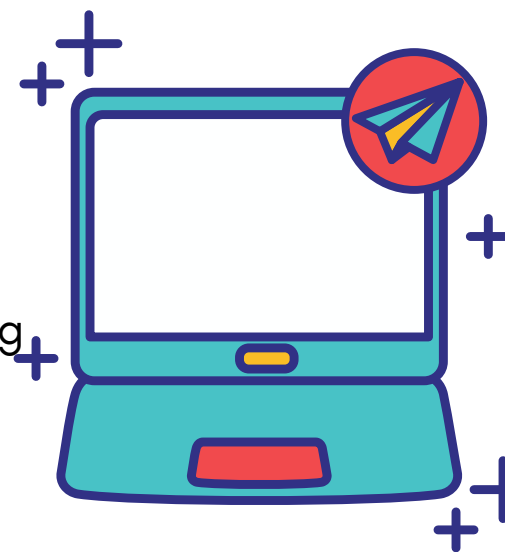
EMAIL MARKETING

Tip: using your Apple devices, try Apple's Numbers or Pages app to create a simple spreadsheet for collecting client contact information! Ask repeat clients for their email address so that you can share things like beauty tips and where you'll be working once you graduate!

Staying in touch with your loyal clients increases the possibility that they may follow you as clientele to your final destination after graduation.

Start building an email list now, add your clients to it, practice writing catchy headlines, and learn how to link your website and/or social media platforms to it. When the time is right, include details about where you'll be working, the location, the hours, and the prices. It's up to you if you want to include special incentives in the email, but always consider including tips and tricks you've learned while in school. Sometimes the fact that you made an effort to reach out (even thanking them for supporting you during school), is enough to make them feel special.

There are a number of resources to use if you want to begin email marketing. Services like **Constant Contact** and **MailChimp** allow you to build custom emails from beautiful templates where you can easily include links, coupons, videos, photos, and more!

Email marketing can be a very worthwhile part in your marketing plans. Smart planning and execution can provide a very healthy ROI (return on investments) for you!

PORTFOLIO

A set or pieces of creative work collected by someone to display their skills, especially to a potential employer.

VISUAL industry = STRONG portfolio

– Portfolios do not need to be something tangible.

– Portfolios are a living thing that changes with your needs and with the different opportunities in which you need to present it.

– Videos, photos, before and afters, etc.

– Constantly changing and always working (for this reason it is important to build and maintain a library of work).

How to build an effective portfolio

If you read the definition of "portfolio" it's fairly ambiguous in nature. In it's most literal form for our Industry though, a portfolio is a collection of materials you've put together to present to someone (often a potential employer/client). In this advice section, we'll do our best to help prepare you to create great portfolios!

The philosophy behind building a portfolio:

Think of yourself as a museum curator. To curate, you have to pull together, sift through, and select for presentation, materials for website content or other sources. While your museum's storage area may be overflowing with artifacts, it's up to you to select the very best to present. This is the core idea for creating a beautiful portfolio that will draw attention. But don't forget, in order to select the very best, you have to collect and store hundreds of pieces to choose from. So make sure you're documenting and collecting every art piece along your journey!

While online portfolios will be what you utilize most, keep in mind that every once in a while, someone may still want a physical portfolio. Have a plan in place for how you want to create that.

And don't forget – you're the curator. You can tailor your portfolio to appeal to whoever you are trying to attract! Whether that's a certain type of clientele or a prospective employer, you get to have some control over who that may be through how you put your portfolio together.

ELECTRONIC PORTFOLIO

An electronic portfolio is a collection of electronic evidence assembled and managed by a user, usually on the web. Such electronic evidence may include input text, electronic files, images, multimedia, blog entries, and hyperlinks. E-portfolios are both demonstrations of the user's abilities and platforms for self expression. *If they are online, users can maintain them dynamically over time.*

How do you decide where to place your online portfolios?

If you choose to host it on an app or social platform, keep in mind that requires potential viewers to have that app. For example, if I choose to use Instagram as a portfolio platform to show my work, then people without an Instagram account may potentially have a hard time accessing my content. This isn't necessarily a bad thing, just something to consider. Something else to remember – *over 80% of online viewing happens on people's mobile devices,* so you need to consider how your presentation will look on the average phone.

Now, a few suggestions on where to host your online portfolio:
A Website

This is the biggest category to explore. We have a complete section on building websites, so be sure to check that out! But depending on how you build your site and who is hosting it, websites can be incredibly easy to create and maintain.Plus, you can use your own creativity to develop how your website looks and functions.

Pros: *available to all via a simple internet browser*
Cons: *can be more expensive to maintain (money and time)*

ELECTRONIC PORTFOLIO

Pinterest

Yes, we said Pinterest! It is still a very popular platform, and thanks to the way it's set up, can be an ideal place to build and maintain an online portfolio for the beauty industry (be sure to view our full Pinterest section on page.).

Pros: platform is easy to use, free (for organic use), and allows your pins to have a URL attached to it (a link that can take the viewer elsewhere)

Cons: it's an app and is somewhat unfriendly for non-Pinterest users to access easily

Instagram

A very popular platform that just about everyone uses. Create a cohesive Instagram grid and use your hashtags effectively to reach new potential clientele.

Pros: High user count and popularity

Cons: it's a phone app, so even more limiting to anyone who doesn't already have an account on the app

That's all we'll list here. We realize there are hundreds of portfolio friendly online services you can explore for use (Google search the topic and you'll get a ton of suggested platforms you can explore!). **Just do your homework on any platforms/services you're considering.** Make sure it's a service people can access easily and that the product shows longevity/stability.

Have fun researching!

PHYSICAL PORTFOLIO

Tips for building a physical portfolio

Let's start by saying there are still plenty of people who would prefer to see your work by holding an actual presentation in their hands.

We always encourage asking. For example: say you're applying for a job with a Product Manufacturer to be a traveling Platform Artist. As part of the interview process they ask to see a Portfolio of your work. Your next question should be: "Would you prefer to see my online portfolio or would you like one in physical form?"

The following tips can be used to prepare yourself for those times when a "physical copy" of your portfolio is required.

What to present your portfolio in?

Binders/Folios (of all types). There are hundreds available in all shapes and sizes. From your garden variety school binder to elaborate leather presentation folios, you can purchase insert sheets of all types. It would be impossible to cover all of the options available for binders and folios! That's the fun part though. Head to your local office supply, Michael's, or other favorite store for ideas.

How should I produce my materials?

Here's where the choice to invest a little more time/money can pay good dividends for you. We've seen some pretty poor quality photos included in portfolios. The actual photo content was great but how it was presented was of poor quality. For example, this can happen when someone chooses

PHYSICAL PORTFOLIO

to print out their photos using a cheap inkjet printer.

Our advice: Pay to have your photos professionally duplicated (like an actual photo processing business) OR take your photo files to a printers and have your photos printed using a quality printer on high quality paper. Pay attention to these little details and you can give off a completely different impression when someone wants to see your physical portfolio!

This is a very visual industry, so everything you present should look fantastic!

We hope this helps with the process of being ready to create great physical portfolios if/when the opportunity presents itself!
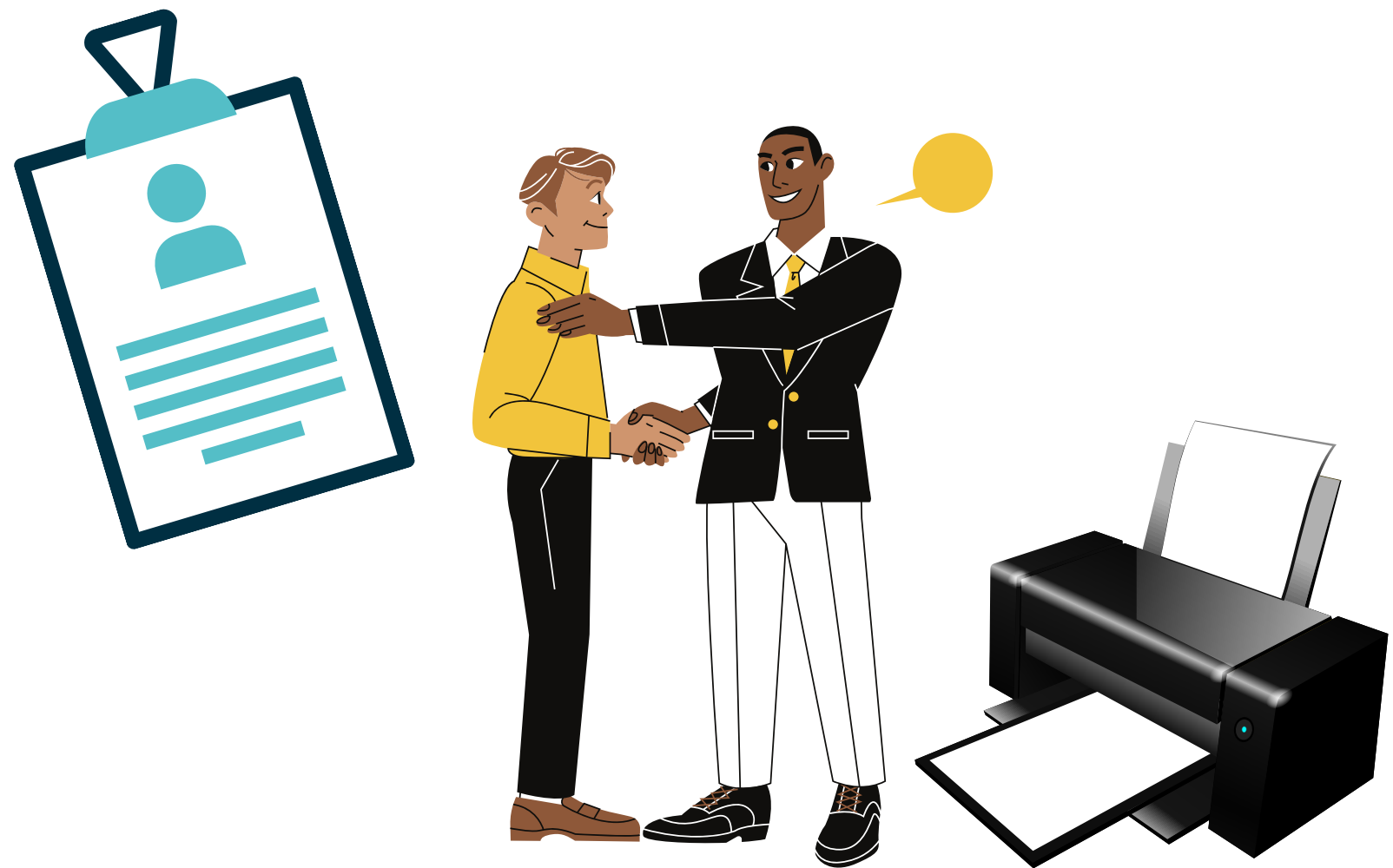
BUILD A RESUME

You've made it to the resume building section of this course! This section will help you develop key skills needed to create effective resumes. It's extremely important to reiterate upfront that we do not grade your resumes while you're here in school, nor do we offer opinions on what your resume should look like. Our job is to help teach you how to build useful resume components, then let you decide for yourself what your finished resume should be. The different assignments found here will help address the core topics.
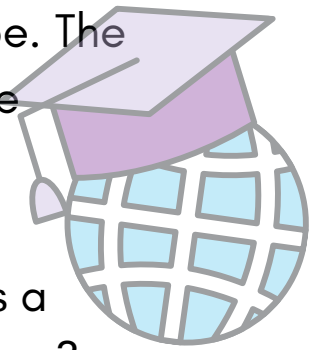
So first things first – are resumes still relevant? What makes a good resume? What should it include? Should I only have one? Read on to find out the answers!

Is a resume still relevant? Yes. The job application process may be slowly changing with how people communicate digitally, but attaching a resume to an email is still a very common business practice. Plus, as long as there is one person left on earth that prefers a good old-fashioned paper resume handed them personally, you need to be ready to accomodate that as well!
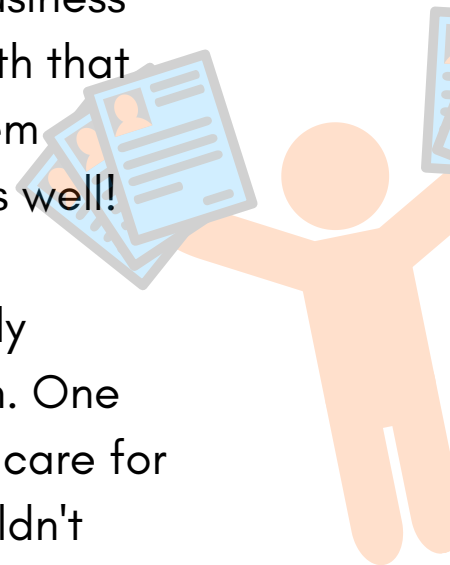
What makes a good resume? While it should be visually appealing, that isn't primarily what you need to focus on. One person may love your design elements, another may not care for it at all – and you can't control that. That's why you shouldn't focus too closely on the design of your resume. Instead, focus on what type of content your resume should include based on the job that you're applying for.

BUILD A RESUME

What should it include?

This shouldn't surprise you. First and foremost, proper spelling and grammar! One thing all resume experts agree on is that poor spelling/bad grammar will kill your resume faster than anything else you do. The rest is debtable by industry experts. So here is how we suggest your priortize content:

-*Your relevant job history* including clear explanations for any job history "gaps" (time where you may have been unemployed or self-employed

-*References:* It's especially helpful to include people you've worked "for" as compared to people you've worked "with". Both can be helpful though.

-*Education:* ALL TYPES! If you have a traditional degree to list, then certainly do so. Don't forget to include licensures, certificates, professional classes, and any other type relevant "learning experiences" you've enjoyed. How many you list is up to you, but including the various training you've enjoyed may have an impact on how you are viewed as a potential candidate. Use good judgement on what to include and what to omit.

-*A personalized profile section, introduction, and/or cover letter:* This is the one part of your resume that (in our opinion) should never be a "one size fits all" entry. These areas are the chances to show that you're sending an application specifically for this job and to this particular company.

BUILD A RESUME

Should I only have one?

You would benefit from having a few different versions ready to update and send. Why? Most of us have multiple interests when it comes to careers, even within the same fields for example. It's a best practice to have multiple versions of your resume templated. That way you'll have quick access to individual resumes that more fully address different career interests you have.

However, if you're the type of person who will research the company you're applying for and custom-tailor your resume to that business opportunity, you may find having one great template that you can quickly change/update works effectively for your needs.

Thank you for reading this advice section! Be sure to check out the other materials here regarding resume building.

RESUME STYLING TIPS

Now that we've covered what you should focus on in your resumes, let's get to the design elements!

Tip 1: How do you decide what to base your design elements on? These are subject to individual taste and preference, so while you might spend hours creating what you feel is a stunning and creative resume, the person you send it to might not care for it at all.
"*So how do I make good design choices?*"

Try visiting the website and main social platforms of the company you're applying for. What's the overall design style of their website? Modern and sleek with little color content? Traditional with fancy fonts? Bright colors, fun pictures, unusual fonts? While it's not an exact science, companies usually design their websites to meet the aesthetics they prefer for their brand. If you use the style you find on a company's website to tweak the resume you send them, it may be seen in a more favorable light.

Tip 2: Don't just focus on the design elements - check out the company's history too. Look at the language they use to describe parts of their business/services. You can glean a lot of helpful insight by paying attention to these details. *If you REALLY want the job, make your resume look and feel like it belongs with their company.*
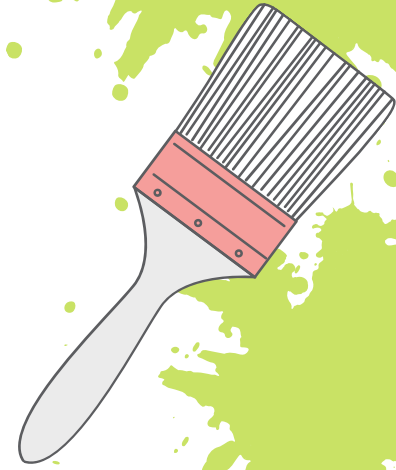
RESUME STYLING TIPS

Exercise 1: Using Apple's Pages App, create a new document and choose one resume templates. Take a few minutes to change all the contact verbiage on top to your information. You can leave the rest of the template "as is" for exercise #2.

Exercise 2: Using Tips 1 and 2, go to the website of a company you'd love to work for. Take time to absorb their brand aesthetic, their vibe, the verbiage they use on their site, the font style they choose, etc. Then use this research to start tweaking your resume from Exercise 1. It's very easy to change the font style on a resume to start with. From there, imagine how your resume may change based on the research you did.

Tip 3: Picture or no picture? This is a personal preference in our opinion. However consider the following: a great job comes up and dozens of people apply. Your resume is not only well put together and appropriately constructed for the company you're applying to, but it also includes a great picture of you. You're able to secure an interview along with 8 other applicants. A few days after the interviews are complete, the hiring manager now has to go through the finalists, and you're one of them. Instead of a few resumes with no picture and the hiring manager trying to remember people's faces, here is your with the perfect way to remind them who you were.

So is a picture of yourself necessary? That's up to you.
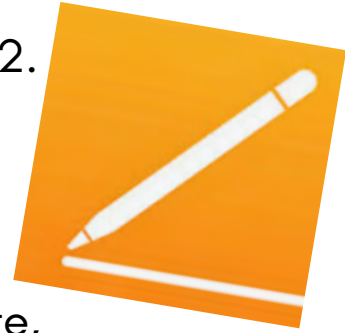
RESUME STYLING TIPS

Exercise 3: Using your resume from above, try inserting a picture of yourself somewhere on the document. You can place it at the top but we've seen some great examples where the picture is inserted elsewhere in the document.

Exercise 4: Now, get some feedback. Don't forget that resume visuals are very preference-based. With this in mind, find a few people in your life whose opinion you respect. Ask them to look over your practice resume. Tell them in advance that you're not looking for content feedback, but instead reactions to the overal visual appearance of your resume. Ask them to give their immediate first impressions of how it looks – cluttered? Boring? Exciting? Mediocre?

The reason we're showing it to 3 or more folks is to establish any recurring comments (both good and bad), as these are the most helpful types of feedback. Then use this feedback to determine any design changes you may consider making for future resumes.
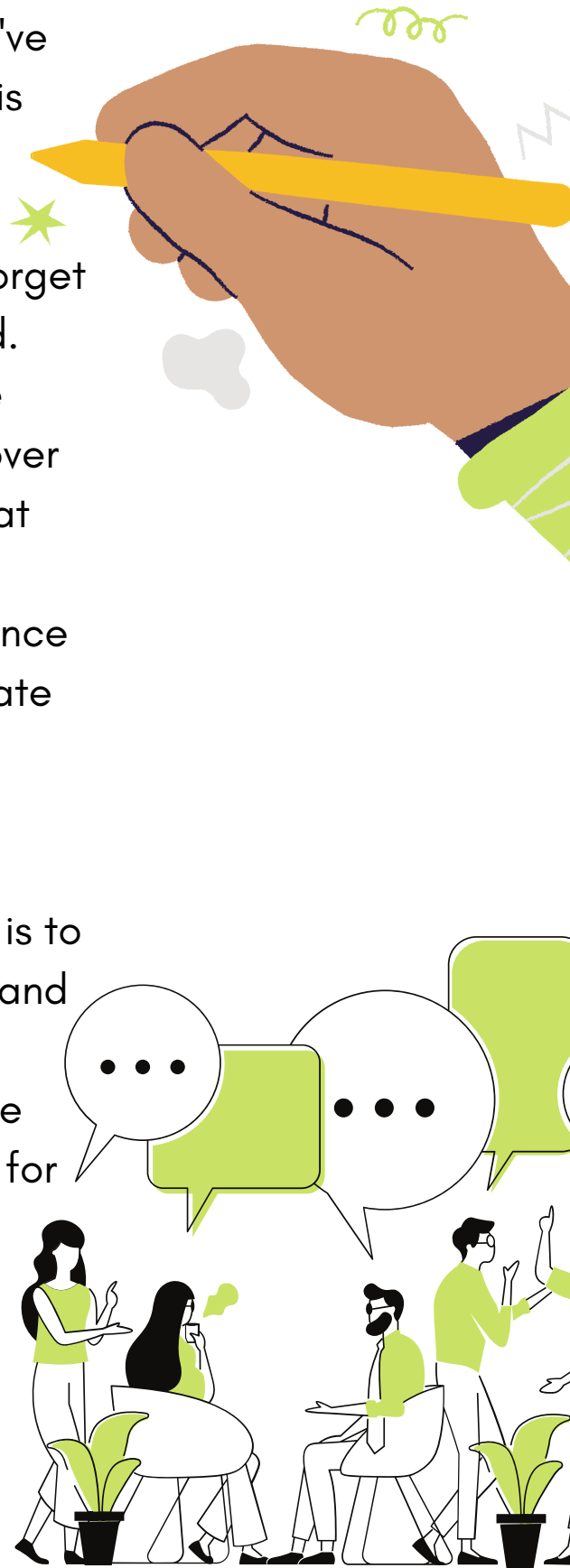
ADVANCED RESUME TIPS

For those of you who want to really level up your resumes, consider these the bonus tips to help you fine tune your efforts. These tasks will take extra time and effort to complete, but we believe will help you the most in the long run. Here's your advanced resume checklist:

✓ Take time to research and document your entire work history. Do it accurately. Work to gather/recall all the history details. Store this information for easy retrieval and updates. Going forward, update the history information immediately if you experience career changes. *Note: hiring managers appreciate job date details. If you can provide exact month/day/year start and end dates to your listed positions demonstrates great attention to detail.*

✓ Take the time to contact people you've worked for: owners, managers, and supervisors. Providing a list of referrals that only includes people you've worked with looks good...but can be considered suspicious to hiring managers. They want to speak to people you've worked *for*. **Your ability to provide one or more referrals from someone who has supervised your work can be an effective advantage over other applicants.**

✓ **Keep your resume creating skills current.** This may seem like a silly advanced tip, but the ability to access/open a resume template and construct a great resume very quickly can be the difference between securing an opportunity and losing it. This includes regularly using the skills we covered on Pages, Word, or other document creation services. A general unfamiliarity with editing tools like this can leave you with stretched out pictures and other strange looking resume mistakes.

ADVANCED RESUME TIPS

Online Application Tip:

We know that many jobs require using a company's online application process. This can be a frustrating process as it often limits how you can approach the materials you'd like to include. The upside of online application processes: every applicant is using the exact same tool to apply.

With this in mind, it's been our experience that most (if not all) online application processes allow the upload of documents to be included with the information you add to their online forms.
This is where having your deliverables ready to access can be helpful. For example: putting a series of 12 great photos into a collage template and saving it as a PDF to be uploaded into their system. In many cases, your actual resume can be uploaded as well (even though it may contain the same info you've entered into their online documents). It is the chance to show your creative resume building skills.

Finally, you'll need to enter all the information into their forms that your resume contains, many times in much great detail. This is where all of the above super tips will be an amazing asset to you!

RESUME EXAMPLES

MICHELLE PHAN

ABOUT ME

EDUCATION

EXPERIENCES

Company Name

Company Name

Company Name

SKILLS

ACHIEVEMENTS

HAIRDRESSER

NAME Surname

Key skills:

EDUCATION

WORK EXPERIENCE

REFERENCES

RESUME EXAMPLES

Remember, we're not here to tell you what's good or bad. We've included these resume examples because each one is different in its own unique way. They show some thought put into the process of their creation though, and that always stands out.

Enjoy these examples and see if it doesn't spark your own creativity!

WEBSITES & SOCIAL PLATFORMS
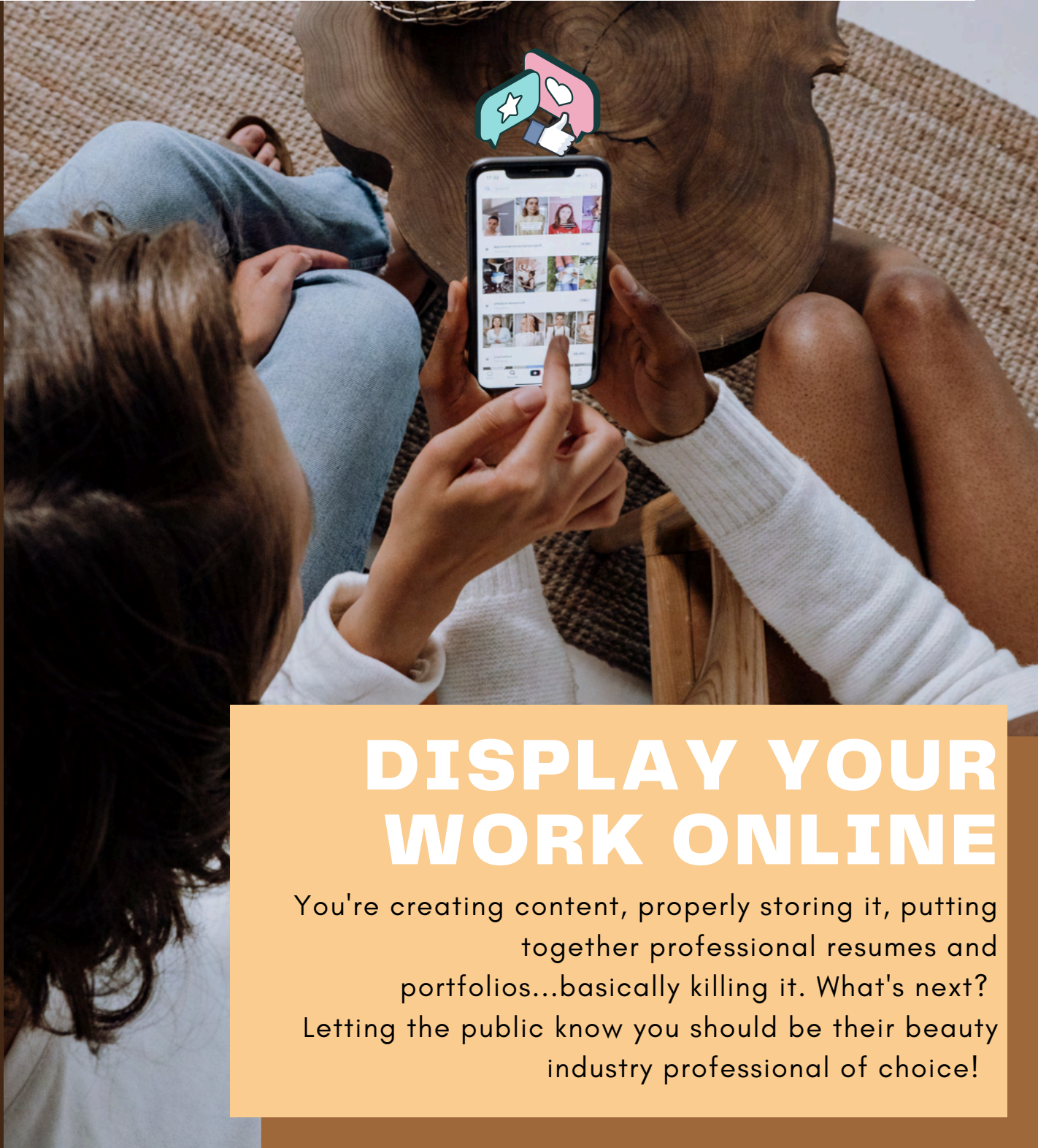
DISPLAY YOUR WORK ONLINE

You're creating content, properly storing it, putting together professional resumes and portfolios...basically killing it. What's next? Letting the public know you should be their beauty industry professional of choice!

WHY HAVE A WEBSITE?

Is having a website important? To be honest, based on industry trends and reporting, the traditional website is slowly losing traction as a necessary part of an effective marketing strategy. There's much more to the story though, so keep reading!

Today's consumer is very focused on getting quick results AND from the platforms they prefer to utilize. For example, in today's world social media platforms are becoming far more relevant for businesses to connect with potential customers and deliver the content that the consumer wants. Every year the percentage of people who search for and purchase goods/services using a mobile device grows significantly. 8 out of 10 people will search and shop online via a mobile device. *This is an important detail as it highlights the importance of developing really effective mobile tools as part of your marketing plan.*

The need, or lack thereof, of a website to conduct your business is tied far more to the goods/services you offer and the way you want to deliver them. It's not a surprise to anyone that *almost every company in the world still maintains a traditional website*. Regardless of how tech forward that company may be, they are still providing a website for the public to access/use.

WHY?

For every tech-forward shopper who doesn't need or care about a website to consume, there are still billions of online shoppers who like and appreciate a traditional website experience (mobile or desktop). It's a familiar environment for them – they understand how to navigate a website, menu, etc.

WHY HAVE A WEBSITE?

While trends may show that websites are slowly losing relevancy, it will be a long time before they are extinct. And until then, a website can be a great place to house all of your marketing "collection tools" in one place. You can have a sign up form for your email specials, a spot to connect all your social platforms, a place to host your newsletter/blog, etc. The possibilities are endless! *Websites only require a web address...they are not dependent on a consumer being "logged in" to any particular service where you are advertising.* Keep this in mind when making these decisions. It's important to remember how easy it is for most of the world to access a website with nothing more than a web address (your domain).

When using paid search services like Google Ads, you need to have somewhere to send your paid traffic results and a traditional webpage is a great landing area. With the advent of paid (monetized) online advertising, the reliance on organic search results is far less relevant than it used to be. That process is driven far more by paid search/display and video results now.

In the end: is a website still important? Yes, we believe it is. It should at least be one of the many online tools you use to build your brand if you can do so.

http://

WHERE TO HOST YOUR SITE

Where should you build your website? What if you're not a professional coder and don't know where to start? Don't worry! There are plenty of platforms that provide intuitive website building tools. Let's break down the top four:

Squarespace: perfect for image-conscious users, which is why this is the chosen platform for many businesses and users in creative industries. The site offers sleek, attractive designs that are a great jumping off point for users to display images and creative work. Squarespace is a popular option **for websites that are focused on high-quality images and a professional look.**

(only option that doesn't offer a free plan, starts at $12/annually)

Wix: A lot of smaller businesses us Wix and it's easy to see why. The system is set up in such a way that it functions well for people who want to do all of the work themselves and develop a site from one of the many deisngs offered. People who want to pick a website template and work within it are served well by Wix's many options, so it's **great for people who want an unfussy but professional web presence.**

(has a free option available, most basic option is $4.50/month)

Weebly: This is a popular option for people who need a web presence but aren't very tech savvy. While all four website builders cater to people with a basic level of computer knowledge, **Weebly is really set up to make things easy for people who find the idea of building a website daunting.**

(has a free option available, most basic option is $8/month)

Wordpress: All sorts of people use WordPress! However, it has a significant user base of people and businesses who want to create websites with a lot of scope. Due to a large number of plugins and customizable options, **WordPress is a popular option among people who want to create more impressive and comprehensive websites.**

(has a free option available, most basic option is $2.99/month)

WHAT ABOUT BLOGS?

So *what's the difference between a blog and a website?* To try and simplify it, typical websites are static in nature where content is organized in pages, and they are not updated frequently. Whereas a blog is dynamic, and it is usually updated more frequently. So while all blogs can be a website or part of a website, not all websites can be called blogs.
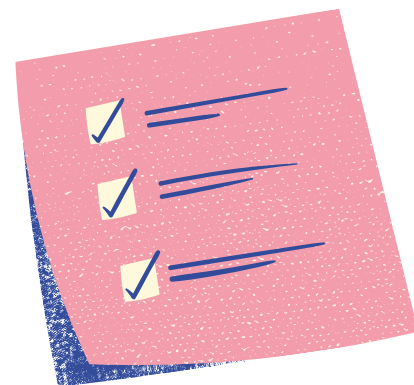
Do you need a blog? Like everything else, that's up to you. We think the answer is yes, and here's why: The majority of our online posts (Facebook, Instagram, etc), start with a story on our Campus Life Blog. That's where the "full story" lives and we're able to break it down into multiple bite sized pieces for the rest of our platforms. In looking at our website analytics, we know that people who come to our blog from a social platform teaser link almost always go to other areas of our website afterwards.
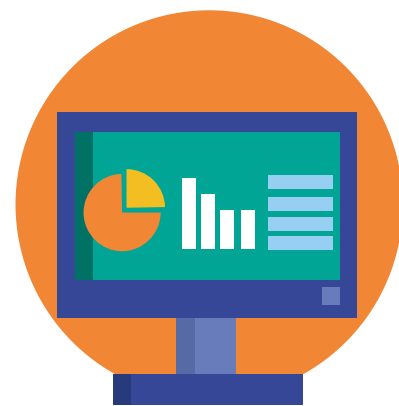
This accomplishes two very important goals for us. First, it gets a user into our website where hopefully they'll take other desired actions. Second, our website benefits from the organic web traffic of that user going to our site...which in turn helps our SEO ranking for that story and our website rankings in general. It's a win for both the reader and the school! We provide great stories with good information and they end up on our website.

WHAT ABOUT BLOGS?

So what do you write about? The possibilities are endless! In general terms, people become better informed consumers when you are able to share useful knowledge about things they are interested in. One of the best aspects of being part of the beauty industry is that we specialize in things that people of all ages tend to be interested in!

For us, we share our student's work and we share tips, tricks, and insider knowledge about all things health/beauty. For you? The sky's the limit! Pick interesting topics and share specialties, opinions, pictures, videos...anything to capture the attention of those around you. *Build a following of people who love your advice and opinions*!

How often should you post? Use your best judgement, but a "*quality over quantity*" mindset may be the best strategy. If you're going to use a tool, use it well! People tend to reference and follow blogs that are useful and well maintained.

A good blog can be a really solid anchor of your overall marketing plan! Same with a Podcast...
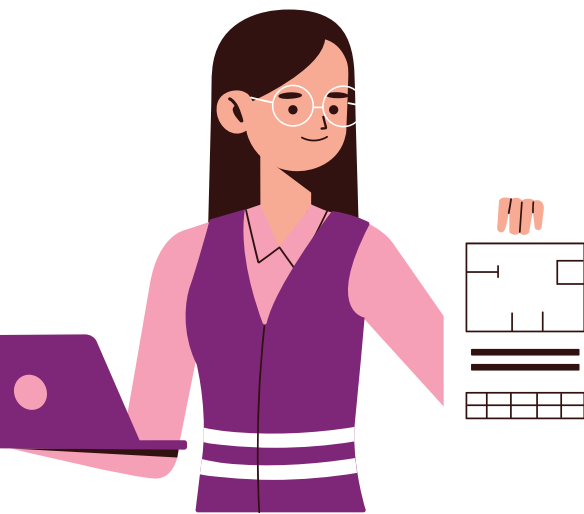
#HASHTAGS

What is a hashtag?

A word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. Used on social media sites such as Twitter and Instagram to help categorize and organize content.

Hashtags can be used (and are relevant) across a number of social media platforms these days! But it's truly a critical part of one of the largest social media platforms in the world – Instagram! Most of this information can be relayed to any use of your hashtag strategy, but most of our experience with these tips and tricks have been through Instagram.

It's important to learn how to use hashtags so that your posts are relevant to the other posts using that hashtag. Hashtags must be written as a single word, no spaces. That means if you're posting for Oliver Finley's social feed, #oliver finley won't work – and neither will #oliver #finley. It has to be #oliverfinley

It's also important to note that incorporating symbols will not work in hashtags – and #hashtaggingyourpostswithlongsenetencelikehashtags won't benefit your posts either. You want to be purposeful with the hashtags you use. Think of them as a gathering place for all the people who are interested in the same things you are posting about.
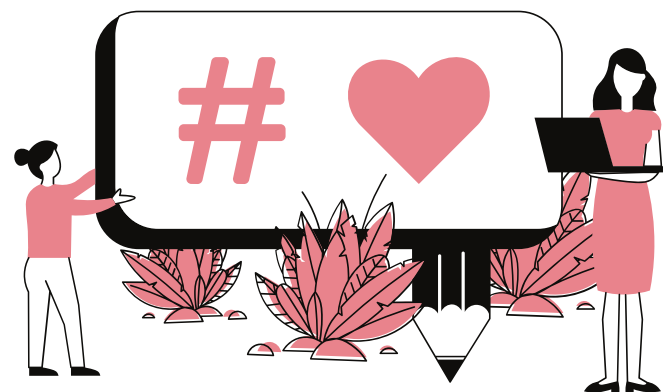
#HASHTAGS

Hashtag Tips & Tricks

Here are some basic pieces of advice that should help you start figuring out your hashtag strategy.

1. **Use hashtags that have less than 200K uses**. You can see this number when you search a hashtag.
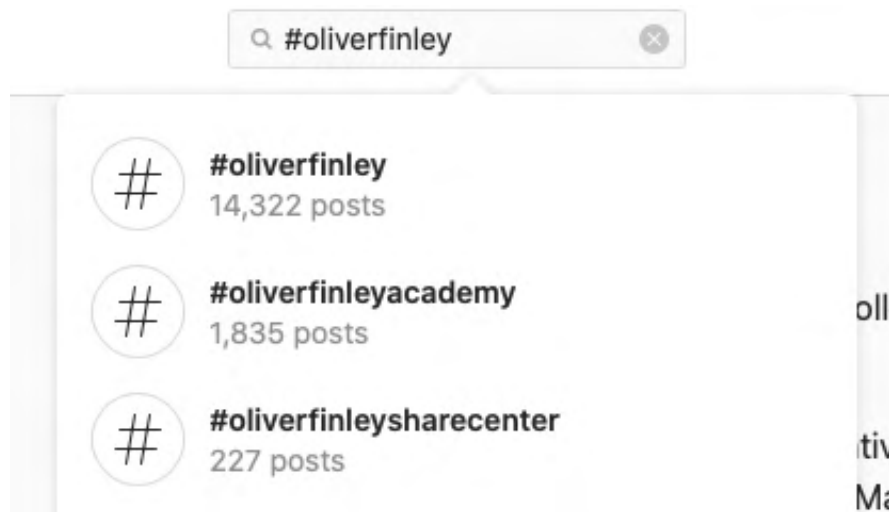
2. When building your hashtags, try and **source them from 3 different types: community** (your product/service, a niche in your industry, etc), **branded** (a hashtag that's unique to your company when using Instagram for business), **and location** (hashtags that will alert people in your area about what you do #boisehairstylist).

3. **Be strategic about what hashtags you use.** Don't use the most popular ones because your fresh post will most likely never be found through them. Instead, use smaller hashtags that are smaller, more niche, and have an engaged audience that's relevant to your industry.

Hashtag Tips & Tricks

4. **Research your audience.** Throwing random hashtags at the end of your caption won't help you grow or reach new people. Instead, reverse engineer the process and find out what your audience is already hashtagging and engaged with. Your hashtags should be relevant and contain keywords your audience is searching for!

5. **Research your competitors and industry leaders.** What are they using for their hashtags? Take notes! If they have the same target audience as you, it's best to see what they're doing that's working. Might as well learn from the best!

6. **Keep your hashtags organized.** Whether that be through posting apps such as Planoly or Later or even just keeping sections in your Notes app, it's best to start a collection under all the different topics you post about. Because you never want to get stuck copying and pasting the same 30 hashtags in the same order over and over - Instagram will mark this as spam-like behavior! Mix it up and take notes on what hashtags perform best.

It is important to note that if you have a personal profile that is set to private, any hashtags on your post will only appear to your current Instagram followers immediately. *If you're trying to grow and reach new people, it's typically best to make your business account public.*

SOCIAL MEDIA

Download TikTok and start posting regularly on Instagram – social media may be one of the best ways for you to market yourself and your services! Used properly, they provide excellent ROI. There is a large variety of advanced uses for each platform if you're willing to do the extra work/research to learn them.

Social platforms are constantly changing, so being aware of what those ongoing changes are and how to adjust to maximize results is crucial. Think of social platforms like tools in a tool belt. Learning the proper use of each individual tool will make your efforts to build something more effective!
In this section, we'll begin to identify how each platform can be used for fairly specific outcomes within your overall Marketing plans.

Having said this, we have two very important pieces of advice for you to consider:
1.   Don't discount the usefulness of particular platforms just because you personally don't like/use them! They are Marketing tools and they can help build your businesses if you look at them as business building tools first and foremost.

2. In our opinion, it is better to maintain less platforms and do them extremely well, as compared to maintaining many platforms in a mediocre fashion. Use as many as you want of course...but use them correctly and keep them fresh.

Commit to using the tools you know you will not only use the most, but use consistently and effectively. Budget your time to become an expert on each platform that you intend to utilize so you're not wasting time creating tools that won't work well for you!

Instagram

Instagram is a very visual platform. Being that it's a photo driven platform, it's the perfect option for those in the beauty industry to show off their skills! It also works perfectly as a living portfolio any potential employer can access and view.

So why Instagram?
• Networking
• #Hashtags
• Meta platforms Integrations
• Visually appealing

Stay in touch with your clients, peers, and other beauty industry professionals. Consider Tagging others. You can make a name for yourself in your community by using Instagram efficiently! Use brand specific hashtags (for example, ours is #oliverfinley) to build connections and support for others in the industry. You can follow hashtags too, helping you discover more likeminded people with similar interests (expanding your network)!

The more in-app tools you use by Instagram, the more their algorithm will favor you. So use stories, use location tags, quiz stickers, polls, Reels, everything they provide! You can engage your audience in more interactive ways while simultaneously building trust and confidence in your brand. Get creative and you'll be surprised by how many you might even inspire!

One of the largest tools on this app is paid advertising. Make sure to set up your account as a Business Profile so you can get access to this

Instagram

An important thing to make note of is that you will need to link your Business Account to a Facebook business page. Once you have that set up though, you will be able to create your ads and target audiences in the ads manager on Facebook! This grants you the ability to have that ad run on Instagram as well.

Having your Instagram account set ups as a Business Profile will give you added benefits of insights! With this tool you can see how your page and posts are performing, when your audience is most active, the best days and times to post, and more!
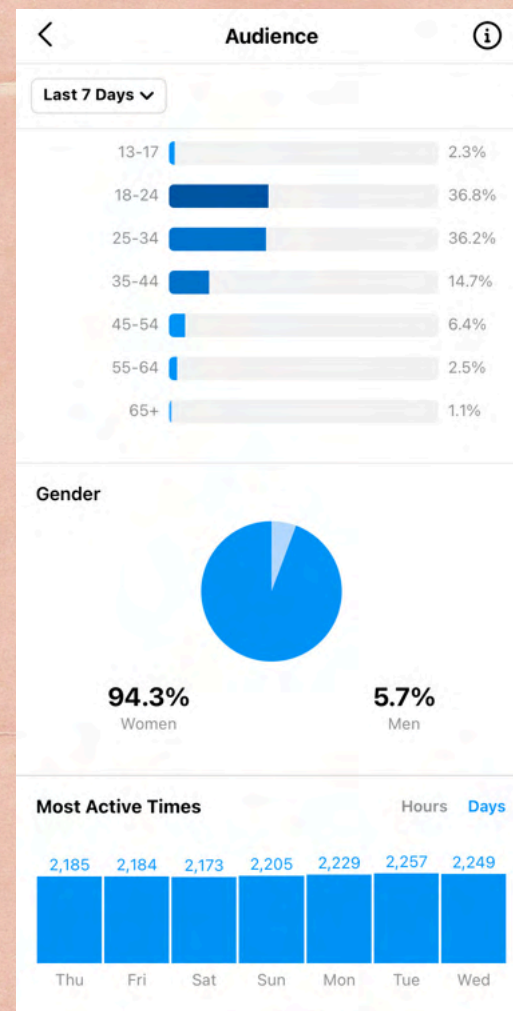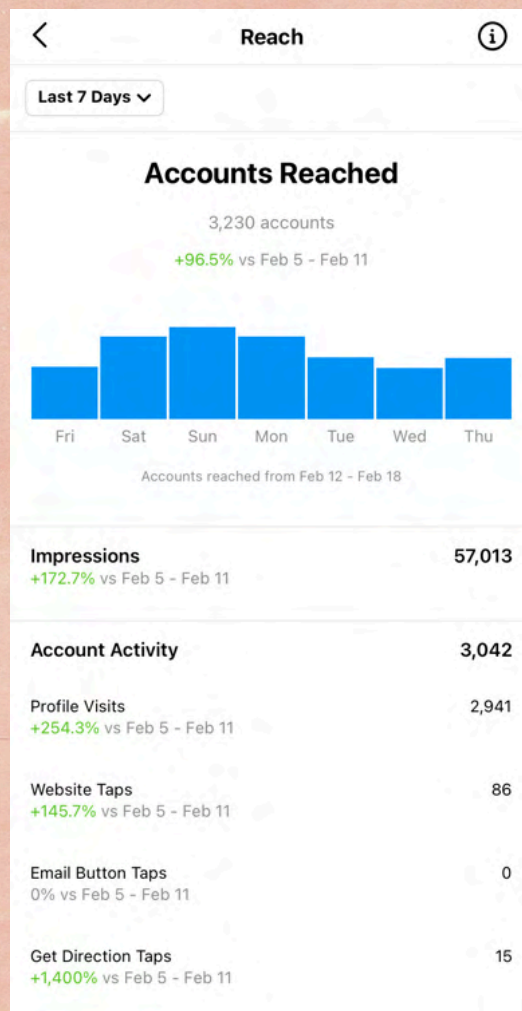
Instagram

How to increase your engagement on Instagram

Engagement is key on Instagram right now – the higher your engagement, the bigger your influence and impact! So work to increase those and you'll be far more likely to see success with your marketing on Instagram. (*Also please note that buying likes and followers will do nothing to increase this. You want to reach real people that will actually invest in YOU*).

1. Find your best time to post. This is how having access to Instagram analytics will come in handy. You can easily see what days of the week and even times during the day your audience is most active. Post then, and they'll be more likely to see your content!

2. Start conversations with Instagram stories stickers. These are great tools to encourage your followers to chat and share their opinions with you, which in turn, will help create a loyal following that feels connected to your brand! You can ask for feedback on what services they prefer, what their favorite products are, etc. with the Question Sticker. Use the Quiz Sticker to test your follower's knowledge while simultaneously teaching them some helpful advice. The Countdown Sticker is perfect for creating interest about upcoming events (when you move to a new salon, start offering new services, etc).

3. Regularly test and analyze new content types. Testing out new forms of content can feel scary, but trust us – trial and error are key to being ahead of the curve and having a stronger strategy. Mix it up and see what your followers react and engage most with. Memes? Infographics? Selfie-style videos? Do they prefer stories, Reels, or IGTV?

Instagram

4. Create "savable" content for your feed. One of the best ways to improve your engagement is creating content that your audience can't help but save! So focus on creating helpful posts that they'll want to revisit later (tips and tricks as a beauty industry professional will really set you apart and build that trust between you and your followers!).

5. Write longer captions. We know, we know. It's not easy and it's not always natural for all of us. But guess what? What we do is fascinating to others. The beauty industry is filled with niche knowledge that not everyone has access to, so by using as much of the 2,200 character limit on captions, you can start to share bits and pieces that will grab interest and let others know they can trust you to know your stuff.
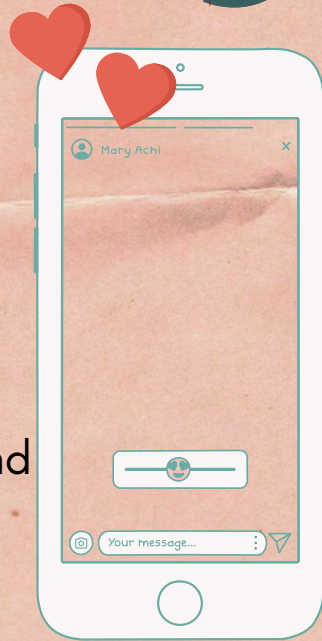
6. Pay close attention to your Tags & hashtags. Track what posts did well with what batch of hashtags you used and the others you've tagged, switch it up (Instagram marks it as spammy behavior if you copy and paste the same hashtags every single time), experiment, and try to use hashtags that have less than 200K posts under them...it'll be more likely your post will show up for others with less competition!

7. Create more video content. Video is taking over every platform, so it's best to get comfortable with it now. Make short form instructional videos on how to do a certain hairstyle, a step-by-step tutorial on facials, etc. The possibilities are endless!

facebook

Is Facebook still a relevant social media platform?

Is it still relevant? YES
Even if you personally do not use Facebook, some of your potential clientele are accessing it daily!

Facebook is a great platform to begin a Business Page. Be sure to separate your business and personal persona. With Facebook, the profile that you login to on a regular basis (your personal profile) is what you will use to admin your business page – that is the ONLY way in which the two are connected.

Why Facebook?
• Paid advertising
• Tag others for increased exposure and professional connections
• Great hub for sharing content that directs your audience to another site
• Links to your professional Instagram Business Profile, website or other.

A business page offers a number tools! For OFA, we make the most of our Facebook page by using paid ads. We are able to target an audience of our choosing by narrowing down the specific audience we want seeing our paid post. Everything from location, age, even their interests are all details we can tweak to handpick our demographic. We use Call to Action buttons to encourage specific actions, and anything that will ultimately guide them to another information source (ex: website). We can align our links to our specific business goals. As a result of using all these tools on our Facebook page, we are able to access insights, which are the analytics that let us know how each post is performing, and make more informed marketing decisions.

Pinterest

It's more than just recipes and crafts

Pinterest is a great platform this visual industry. People that tend to use this site are those looking for ideas, inspiration, or tips and tricks for how to do something. What better place to look fora new hairstyle, color, learn a new makeup technique, etc than here!? This site allows you to beautifully organize your content based on topics through boards.

Why Pinterest?
• Visual platform
• Access to target a specific interest
• Direct potential clients back to a webpage
• Business account allows you to promote pins

Pinterest presents itself as a very beneficial business tool for a salon and spa environment – we like to call it our lookbook. It's a rarity anymore to find stacks of hairstyling magazines in the salon waiting room. More often than not, most people are finding their inspiration for their new look somewhere on the internet.

Having an active Pinterest page creates a steady, up to date, lookbook of photos available for clients to browse. They can pull it up prior to their appointment or during to find inspiration from boards like "Short Haircuts", "Balayage", "Nail Art", etc – allowing them to browse images to help their decision making process. Even better is the ability to upload and pin original work, so not only do we re-pin popular styles, but we upload student work, because it's coming straight from the salon and spa classroom!

A powerful video platform

YouTube is a product of Google. It offers many beneficial tools when it comes to building your brand using a YouTube channel. One of those is keyword interaction through Google! This integration between platforms can be a great asset as you grow your online presence. In this industry, tutorials and how-to videos are extremely valuable tools to utilize. Most audiences across the web engage very well with video. Create and share valuable video content that is relevant to what your ideal customer is searching for and take your branding even further.

Why YouTube
- Google integration
- Second largest Search engine in the world!
- A great platform for all your videos in one place
- Integrate ads and links to direct your video viewers to another page

With features such as playlists, captions, keyword tags, and YouTube Cards, the opportunities from using this site is powerful. Because you can use Google Ads as a platform for driving ads, YouTube is a fantastic way to drive business – the keyword interaction through YouTube is a great benefit! There are endless business uses through this platform.
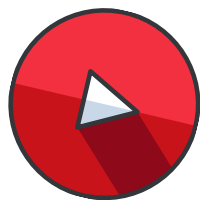
THREADS AND X

Threads and X are both good platforms for connecting with your customers! You can communnicate with them and listen to what they are saying. The best way to describe these platforms is "conversational". You can build a pretty decent community on either by networking with other companies, professionals and creatives using the platforms to increase business awareness.

Why Threads or X?
• Hashtags
• Conversational and rapid response
• Paid advertising
• Networking

How can you use these platforms as business tools?

Let's say you're in the Salon. You have a last minute opening. The quick and responsive nature can be perfect opportunities to shoot out a message regarding this. You could offer it to the first person who re-posts! It's a great way to keep your audience engaged and aware that they could potentially claim a last minute opening.
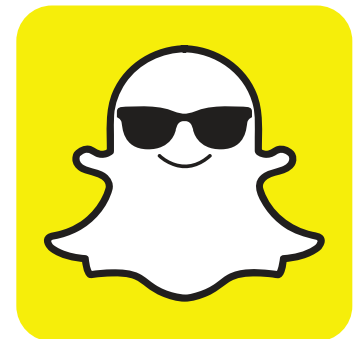
snapchat

How do you use this app for business?

Snapchat is one of those apps that tends to attract a very specific audience. This is a great option if you know that you already use it regularly and that your audience is actively using it. Snapchat also has advertising features available, which can up your clientele and business presence. You can create custom filters for your brand to help you gain for followers based on your location! With a more playful take on traditional advertising, Snapchat can be a great option if you want a youthful clientele.
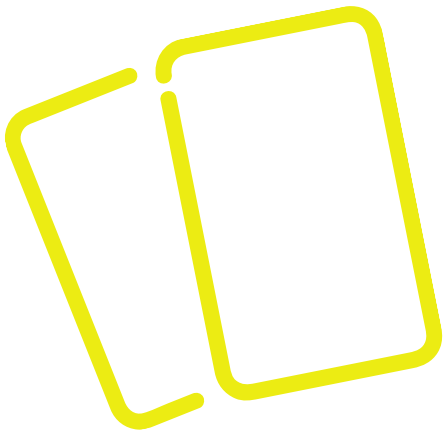
Why Snapchat?
• Specific user audience
• Location based filters/ads
• Branded filters
• Snapcodes
• Fun + engaging

If you want to connect with people under the age of 35, Snapchat is the right place to be. Also, more than 1/3 of Snapchat users can't be found on Instagram, so this may be your only way to reach that demographic. This is a place to show off your more playful side, with the Snapchat persona being all about keeping it casual and fun. Outline your objectives, determine what your brand tone and look will be, and start snapping!

TikTok

If you've been avoiding downloading TikTok, it might be best to buckle up and hop on the trend. It's proving to be a powerful tool for marketing (along with being a fun, less curated style that's super effective!) and shows no sign of slowing down.

So what if you can't dance? Do you need to be a video expert? No and no. Anyone can use TikTok successfully. You just have to find your niche and grow from there! From educational videos to beauty transitions, there are so many ways to use TikTok for your business.

Why TikTok?
- creative content
- fun + engaging
- duet, stitch, and join challenges (or start one
- young demographic

Like any other social platform, the best way to learn how to use T to experiment! The more you use it, the more familiar you'll become with the type of challenges that go viral, the sounds you can create original content with, and more. While most other social platforms present a very curated, professional feel, TikTok is where brands can play. You don't have to make every frame perfect – in fact, the more relatable and realistic your content is, the more likely it will go viral.

Google

By: James Lancaster | james@oliverfinley.com

Google...a vast topic.

This could've easily been a novel as there is so much I can share with you about working with Google. However I do my best to touch on the basics here and we can answer your individual questions if you want more information/insight.

There is sound logic in utilizing the services of one of the biggest online companies in the world. As we've mentioned before, they offer a stability and longevity to their core services that makes them a fairly safe partner for online marketing. Consider this: Google operates and controls the world's largest search engine...no one else even comes close. Bing, Yahoo, and Badui combined can't touch Google's size and audience percentage (at time of publication 2021, **Google accounts for 76% and 86% of desktop and mobile search traffic, respectively**). Now throw in YouTube (second largest search engine) with other influencers, and you have a marketing machine that dominates just about everything else out there.

Please keep in mind that this section focuses primarily on Google tools that excel because of their search engine dominance.
Let's get started with a basic overview of a couple Google tools we use here at the school.

Google

Google Ads: This service will take a great deal of commitment. It will require your time and a monetary budget (you choose the amount though). However, if you want my opinion on the service, it is quite frankly the most powerful marketing tool I've ever used, period.

Remember the phone book? People used it to find services, products, other people, etc. You would look up the topic you needed and filter through the ads. Businesses that chose to spend more money in yellow page ads could buy a bugger ad than their competitors. It didn't matter if they were the best business in their category or not – only that they chose to spend the most money.

With the slow death of the phone book, online search engines have become the new place to find businesses, services, etc. And because Google gets the lion's share of that search business everyday, it makes Google Ads a valuable resource for businesses.

A brief description on how Google Ads works:
After opening your Ads account, you establish a daily budget, a geographical region and you begin creating campaigns that allow you to appear in searches that people make using Google. They also have display ads (those little ads that you come across while you're on the web), retargeting services (so you can reconnect with folks who have visited your website), and other goodies that we won't be covering here.

Google

Here's a very basic scenario of what a person could do using Ads:

Imagine you're a color specialist here in Boise. You're really good, but not too many people know about you, so you're tempted to try discounts to attract new customers.

Now imagine you decide to spend $500 in one month to add 25 new permanent clients using NO discounts.

You can do that through Ads campaigns. Establish a geographic territory (where your paid ads will show up) using a 5 mile ring around the salon you work at. Choose your keywords (the terms you imagine people use when looking for a new colorist), and add those keywords to your campaign. Your $500 month long budget will give you roughly $17/day for Google to consume.

Now within your geographic region, when someone enters one of your keywords (or phrases), your ad pops up on the first page of their search results. You can tailor what your ad says and make sure it fits your voice and the type of clientele you want to attract.

I've only scratched the surface on Google Ads here...but hopefully this mini tutorial was helpful in at least piquing your interest. Many businesses use Google Ads to make competitor campaigns. This type of campaign could potentially target the name of a well known local salon for example, that you know many folks will search for by name. When their search results populate, your business name/ad will appear for people to consider instead!

(Please note that the scenarios related above are completely dependent on your strength of developing strong Ads campaigns AND having a budget for it).

Google

Google for Business: *Simply the most powerful free Marketing tool a business can utilize currently.* This refers to the Google business listing that shows up when you Google a business by name. If you're working at a Salon and leasing a chair, you can establish a Google business page (there are verification steps that take place requiring a physical address). A Google business listing can show the hours you're available, an overview of what you provide, brands you carry/use, photos, specials, and small banner ads – all FREE.

YouTube: As viewers, most of us use YouTube a lot! As a business, you can monetize your own videos (if applicable) and you can pay to have banner ads show up during other people's videos (you can specify the categories to a small degree but it's not an exact science unfortunately). You can also pay to run those full sized commercials that often start at the beginning of other people's videos (you've seen them). This is another very large topic and I won't go into detail here because of the depth of information involved. YouTube can be a very powerful growth tool for you. Video viewing has exploded in the last 5 years and is only getting bigger with every passing day.

As I mentioned at the beginning of this section, you are more than welcome to email me with any questions you may have.

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HELPFUL RESOURCES

We've compiled this Marketing Course with as much relevant and useful content concerning the ways you can market yourself. However, here are some external sources we've found are worth exploring as possibilities for your continued growth in Marketing.

Social Media Examiner: *www.socialmediaexaminer.com* | A media company that publishes helpful articles and videos for how business people can use social media.

Social Media Today: *www.socialmediatoday.com* | A roundup of the latest news, trends, and tips in social media

Later Media Blog: *www.later.com/blog* | The perfect resource for all things Instagram marketing strategy, tips, tools, and guides!

Modern Salon: *www.modernsalon.com* | Get all the beauty industry updates, videos, and webinars.

PLANOLY Blog: *www.blog.planoly.com* | Another great resource for tutorials, webinars, and helpful articles on all the ongoing updates in the social media world
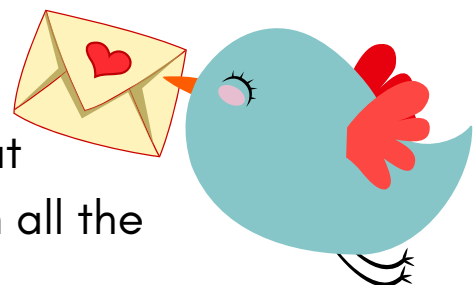
We would suggest you check each source out, sign up for their email lists, and start absorbing as much information as possible. The more familiar you get with marketing on social media, the easier and more instinctive it gets!

NETWORKING

A topic that in many ways, encompasses everything we've covered in this Marketing Course. What we want to address here is gold old-fashioned "face-to-face" networking. As the world becomes more digitally connected, we often forget how valuable it is to associate with those around us in person.

Just think, 70 years ago face to face would've been the main source for building your brand. And we believe this form of networking is still the most powerful tools you have, especially when used correctly.

And today's successful entrepreneurs know this! That's why networking events exist (yes, even in Boise). Just to give you a head start on where to look for them, some popular hosts and groups in the area include: Community Over Competition, She Networks Boise, and Idaho Women's Business Center.

Networking online is fantastic – but there is something really unique and powerful about talking to someone in person. They get to see you, hear your voice, and feel your energy. It can be the difference between someone deciding to invest in you or not.

Take the time to network with people everyday when the opportunity arises. Don't let shyness get in your way. Speak up and let people know who you are, what you do, and what you want professionally. Remember: You are making an impression all the time with everyone you come in contact with. Make sure it's a good one!