

# CAMPAIGN OVERVIEW

RELEVANT FOR POSTING IN MAY 2022

## SALON SCALE GIVES YOU MORE COMING SOON... PARTS EXPANSION

### PROBLEM & SOLUTION:

#### PROBLEM

The cost of goods problem within our industry doesn't just exist in color, it exists in the entire backbar. The reason why we do not know how to price, how to tax, or how to order is because we have never had the help to do so. By expanding into Extensions and Supplies, we are now able to give salon owners the exact cost to do business and allow them to understand what is happening. "We are the fastest growing cost of goods software in the industry- let's embrace it and help the industry do the same"

#### SOLUTION

SalonScale is releasing MORE parts into the app. This enables stylists and salon owners to have a better gague of ALL of their essential back bar products needed. What's included?

- Bowls
- Foils
- Combs/Brushes
- + Add your own custom products

### ROLE OUT PLAN & THEMES

#### MAY 9TH

AD LAUNCH | FOCUS: Add additional supplies to your SS App Soon

- Supplies expansion in App is coming + ability for stylists to accurately track their supplies usage for color bowls, foils, combs & more.
- Coming Soon - Add Extensions to your SalonScale app

### POSTING IDEAS:

- What will adding additional products/parts to your app mean for your business? Will it make it more efficient?
- Quick Facts on Extensions:
  - Extensions are a pricey item, ranging from \$20 to as much as \$3000 for the product cost. The average cost to customers for non-permanent hair extensions (halos or clip-ins) is between \$200-\$500 and professional permanent extensions typically range between \$600 - \$3000. These are huge numbers in your business & need to be accounted for
- Talk about COGS, business operations and various expenses that salons encounter
  - "Knowing the Cost of Doing Business"
  - "Why you're not turning a profit" - There is a black-hole in your color bar
- Key Words
  - Back Bar
  - Cover the costs on your Back Bar Essentials
  - Track more with SalonScale
  - Parts
  - Cover your Parts

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### POSTING IDEAS:

- Importance on ensuring that your pricing model is actually generating profits for Salons, not making their accounts empty
- Talk about how there isn't time to be guessing that your current pricing model actually covers your expenses - if you don't know your numbers, how can you plan for growth

### CAMPAIGN CONTENT PREVIEW

#### AD COPY EXAMPLE

##### PREVIEW AD VIDEOS HERE

*[supplies name/ extensions]* is coming to SalonScale! Your reusable goods are impacting your business more than you think.

Know the exact cost of doing, so you can see more profit in real-time!

**Headline:** Be the First to Know

**Button:** Start Now // Learn More

#### AD CREATIVE EXAMPLE

ALL

GLOVES

BOWLS

EXTENSIONS

FOILS



#### CAMPAIGN LANDING PAGE

[VIEW LANDING PAGE HERE](#)