

THE BLOW DRY WITH BENEFITS



SOCIAL & DIGITAL PLAYBOOK

YOUR DEFINITIVE SOCIAL PLAYBOOK TO
HELP YOU WIN NEW CLIENTS AND GROW
YOUR BUSINESS WITH SHADES EQ

REDKEN
5TH AVENUE NYC

@REDKEN #GLOSSLIKEABOSS #SHADESEQ

GET SAVVY ON SOCIAL TO DRIVE YOUR BUSINESS 🥰

ARE YOU MISSING OUT? BE A PART OF THE CONVERSATION ONLINE

As a large color conversation takes place online, it's important to be heard. Social is the leveller and Redken's iconic Shades EQ Gloss and NEW Blow Dry with Benefits Menu can give your salon a point of difference worth talking about.

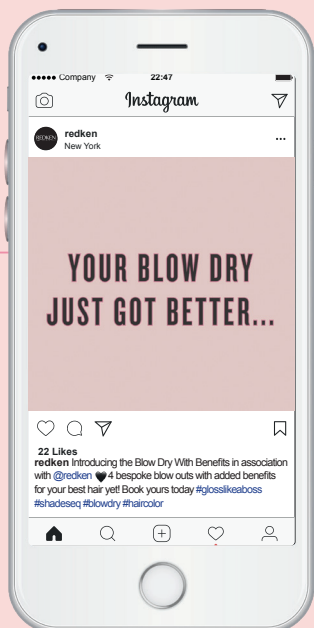
YOUR BLOW DRY WITH BENEFITS CONTENT MENU

BOOST AWARENESS OF SHADES EQ IN YOUR SALON WITH THESE SUGGESTED SOCIAL POSTS

BLOW DRY WITH BENEFITS

Introducing the Blow Dry With Benefits in association with @redken ❤️ 4 bespoke blow outs with added benefits for your best hair yet! Book yours today.

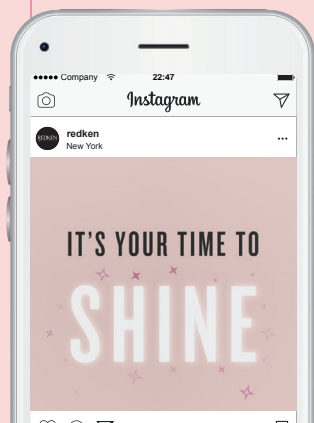
**#glosslikeaboss #shadeseq
#blowdry #haircolor**

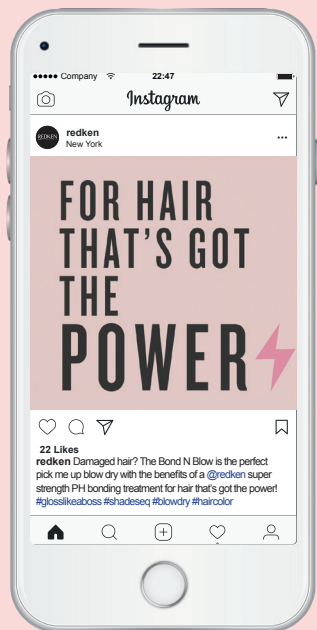


WANT BOSS LIKE CONFIDENCE?

Book in for a Gloss like a Boss for the ultimate boardroom blow out boosted with a @redken shades EQ gloss for a blow that glows!

**#glosslikeaboss #shadeseq
#blowdry #haircolor**





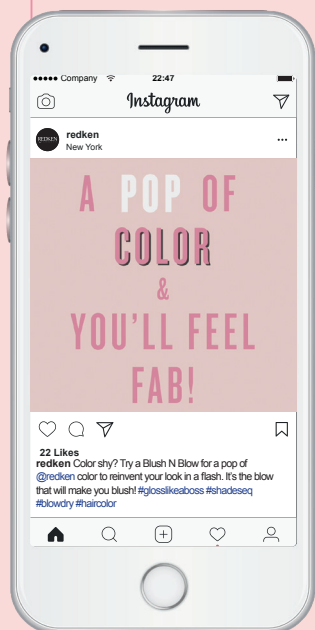
DAMAGED HAIR?

The Bond N Blow is the perfect pick me up blow dry with the benefits of a @redken super strength PH bonding treatment for hair that's got the power! **#glosslikeaboss #shadeseq #blowdry #haircolor**

COLOR SHY?

Try a Blush N Blow for a pop of @redken color to reinvent your look in a flash. It's the blow that will make you blush!

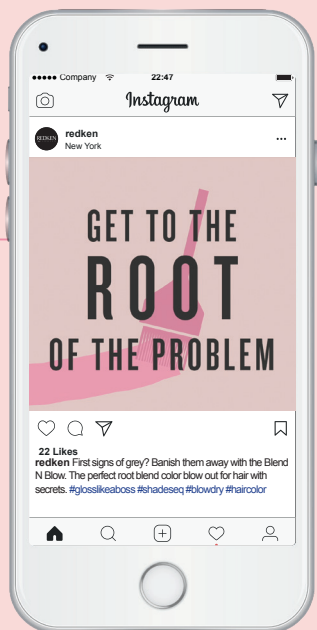
#glosslikeaboss #shadeseq #blowdry #haircolor



FIRST SIGNS OF GREY?

Banish them away with the Blend N Blow. The perfect root blend color blow out for hair with secrets.

#glosslikeaboss #shadeseq #blowdry #haircolor



HAIRDRESSERS ARE THE #1 SOURCE OF INSPIRATION
FOR WOMEN CHANGING THEIR HAIR COLOR*

*COLORANTS U&A 2018, 2CV, WOMEN 18+

STAND OUT FROM THE CROWD

TOP TIPS TO GET YOUR SALON NOTICED BY NEW CONSUMERS

Did you know you can target potential new clients on Instagram and Facebook through sponsored posts and ads?

The Blow Dry with Benefits Menu is the perfect service to try and help recruit new consumers to your salon. Check out the steps below to get you started.

HOW TO SET UP AN AD ON INSTAGRAM

CHECK OUT WHAT YOUR AD COULD LOOK LIKE!

1 CREATE A BUSINESS PAGE

You must have a Facebook Page to run ads and create a free business profile on Instagram.

If you don't have one yet, we recommend setting one up or converting from a personal page.

2 SET UP YOUR AD FOR INSTAGRAM

Select your ad objective we recommend selecting from brand awareness, reach or traffic.

Target an audience within your local area, selecting a profile of the type of client you want to recruit. Select ad format as 'Video' within Ads Manager.

Alternatively, after uploading a Blow Dry with Benefits post select and tap Promote.

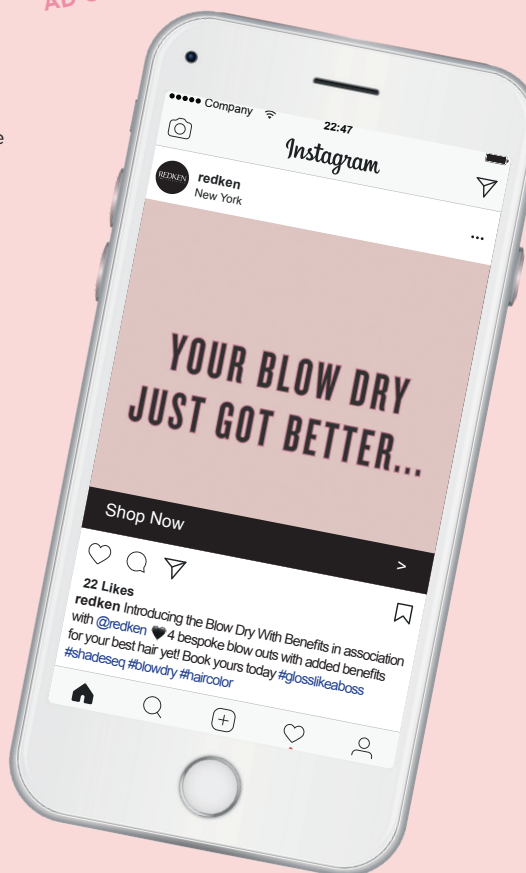
3 DETERMINE YOUR BUDGET FOR THE AD

Decide how long your ad will run for and what budget you're comfortable with spending.

4 PUBLISH YOUR INSTAGRAM AD

Now that your ads are ready to go, click publish. You'll receive a notification when your ads have been approved and are ready to run.

Get #redkenready to watch your new followers and clients roll in!



CHECK OUT WHAT YOUR
AD COULD LOOK LIKE!

HOW TO SET UP AN AD ON FACEBOOK

1 CREATE A BUSINESS PAGE

You must have a Facebook Page to run ads. If you don't have one yet, we recommend setting one up for your salon.

2 SET UP YOUR AD FOR FACEBOOK

Go to Ad Manager within your Facebook page
- www.facebook.com/adsmanager

Click on 'Create' and select from
'Guided Creation' or 'Quick Creation'.
We recommended selecting 'Guided Creation'.

Select your campaign objective from brand awareness, reach or traffic.

Enter the name for your Ad then create an audience for your campaign. We recommend choosing your audience based on the demographic profile of your salon ie age, gender. We recommend selecting your local area of your salon to create a more targeted ad.

HOT TIP: Save this audience for future ads to save you time!

Select your Ad Placements - we recommend select 'Automatic Placements'. This will allow Facebook to position your ads where they will perform best.

3 DETERMINE YOUR BUDGET FOR THE AD

Decide how long your ad will run for and what budget you're comfortable with spending.

4 PUBLISH YOUR FACEBOOK AD

Select your Ad Format as video for the Blow Dry with Benefits ad.

HOT TIP: You can also select Carousel, Single image or Collection depending on what imagery you want to promote.

Upload the Blow Dry with Benefits Video of your choice.

Add the text you would like to display. We recommend using the copy supplied in the Social Playbook.

Preview your ad and select confirm if you are happy to proceed with the campaign.





TAKE YOUR SALON'S SOCIAL NETWORK TO THE NEXT LEVEL

TOP TIPS TO CREATE GREAT CONTENT

♡ LOOK FOR A CLEAN BACKDROP

Don't shoot against a messy background as it distracts from the hair.

♡ LIGHTNING IS KEY!

Make sure you have great natural lighting or use a ring light.

♡ HIGH QUALITY IMAGES

Make sure your images are high quality and not blurry or pixelated.

♡ CLIENTS LOVE TO SEE COLOUR WORK

Show off transformation with before & after shots. These posts have the highest engagement rates.

♡ NO FILTERS OR EFFECTS

♡ DON'T FORGET THE FINISHING TOUCH

Beautiful colour can be overshadowed by poor styling!

APPS TO HELP YOU CREATE THE PERFECT POST

♥ HYPERLAPSE

Great for long videos or transformation posts.

♥ UNFOLD

Use these stylish templates to transform your Instagram stories.

♥ LATER

Schedule your Instagram posts and stay on top of posting even when you are short on time!

♥ HASHTAGGER

Help your following by using the right hashtags with the help of this app.



WHAT ARE HASHTAGS & WHY SHOULD YOU USE THEM?

#Hashtags are used on social networks to identify messages and content on a specific topic. They will help you get found by your target audience, while they are researching new looks and salons.

Join the Redken conversation with our tags #redkenready #glosslikeaboss #shadeseq

HOT TIPS FOR HASHTAGS:

♥ NO SPACES

♥ NO PUNCTUATION!

♥ NO SPECIAL CHARACTERS

♥ 2-4 HASHTAGS IS ALL YOU NEED

♥ SEARCH FOR RELEVANT #'S USING THE SEARCH BAR & CONSIDER RELATED #'S

♥ CHECK A NEW # BEFORE USING IT

♥ USE #'S IN STORIES AS WELL AS POSTS

**BE DIFFERENT.
BE REDKEN.**

REDKEN
5 T H A V E N U E N Y C

@REDKEN #GLOSSLIKEABOSS #SHADESEQ