



TONING

IS THE NEW

TWEAKMENT



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 #SHADESEQ

GET SAVVY ON SOCIAL TO DRIVE YOUR BUSINESS 😊

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

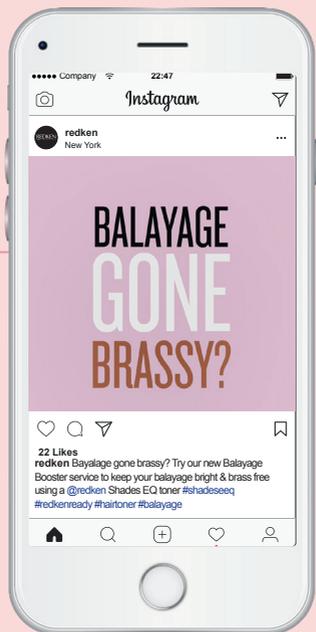
As a large color conversation takes place online, it's important to be heard. Social is the leveller and Redken's iconic Shades EQ Gloss and NEW Toning Tweakments Menu can give your salon a point of difference worth talking about.

YOUR TONING TWEAKMENTS CONTENT MENU

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

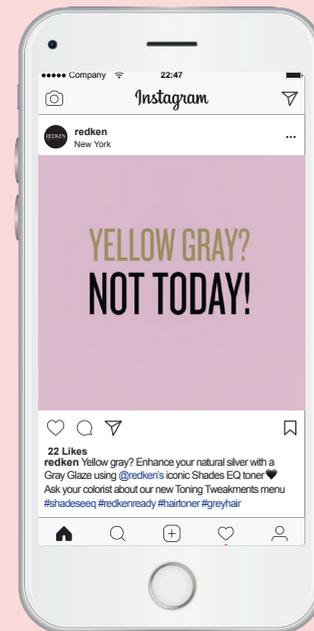
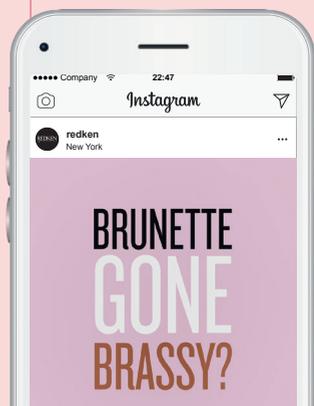
BALAYAGE BOOSTER

Bayalage gone brassy?
Try our new Balayage
Booster service to keep your
balayage bright & brass free
using a @redken Shades
EQ toner
**#shadeseeq #redkenready
#hairtoner #balayage**



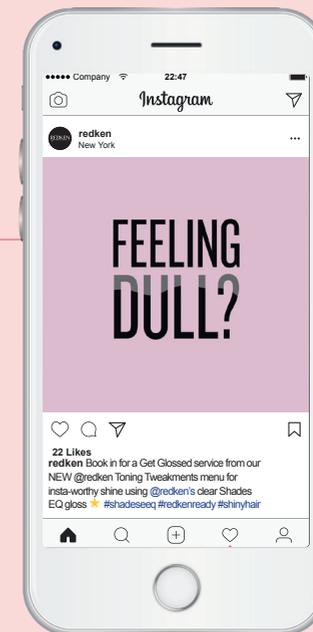
BRASS FREE BRUNETTE

Brunette gone brassy? Book
in for a Brass Free Brunette
Toning Tweakment using a
@redken Shades EQ toner.
Ask your colorist for more
information ♥
**#shadeseeq #redkenready
#hairtoner #brunettehair**



GRAY GLAZE

Yellow gray?
Enhance your
natural silver with a Gray
Glaze using @redken's iconic
Shades EQ toner ♥
Ask your colorist about
our new Toning
Tweakments menu
**#shadeseeq #redkenready
#hairtoner #greyhair**



GET GLOSSED

Book in for a Get Glossed
service from our NEW
@redken Toning
Tweakments menu for
insta-worthy shine using
@redken's clear Shades
EQ gloss ★
**#shadeseeq #redkenready
#shinyhair #hairgloss**

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

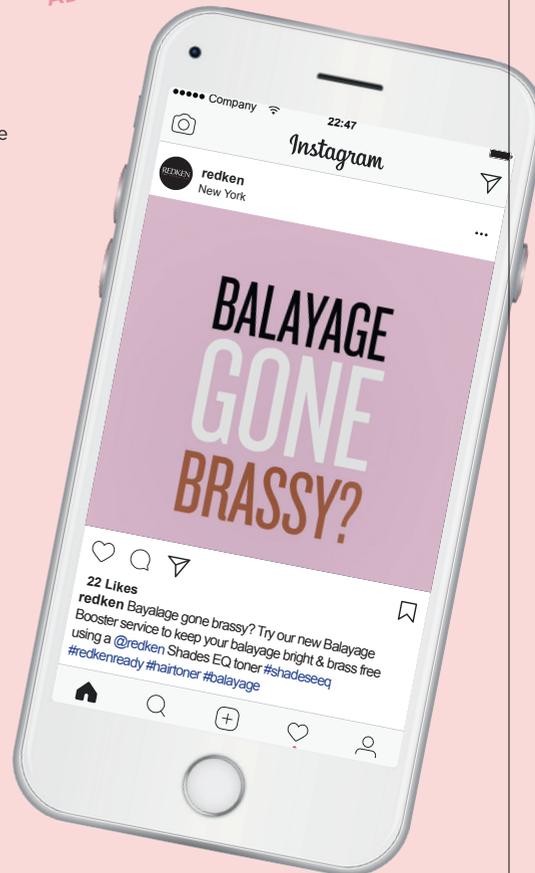
TOP TIPS TO GET YOUR SALON NOTICED BY NEW CONSUMERS

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

The Toning Tweakments 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!

HOW TO SET UP AN AD ON FACEBOOK

CHECK OUT WHAT YOUR AD COULD LOOK LIKE!



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 Toning Tweakments ad.

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

Upload the Toning Tweakments 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

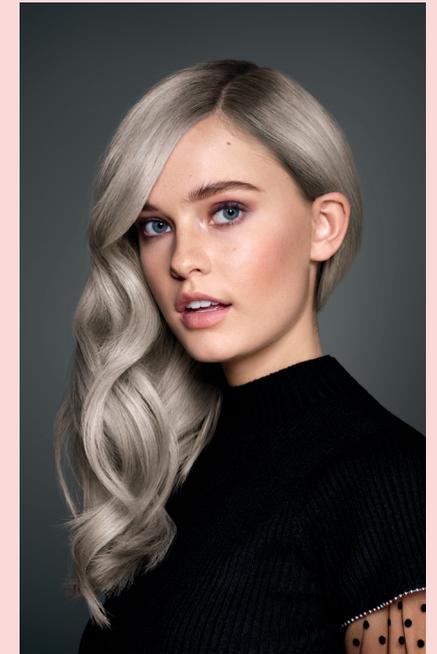
Use these stylish templates to transform your Instagram stories.

♥ 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.**

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