

EXPAND YOUR INFLUENCE



THE ART OF DIGITAL & SOCIAL MEDIA
SUCCESS FOR BEAUTY PROFESSIONALS



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NOV 4-6, 2018
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Jerry Nettuno

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schedulicity

One of the first technology businesses in this industry

More than 8000 cities in US & Canada

100,000+ businesses predominately in the hair & beauty industry

Over 22 million consumers using Schedulicity

Around 100,000 appointments scheduled every 24 hours

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Why is technology important?

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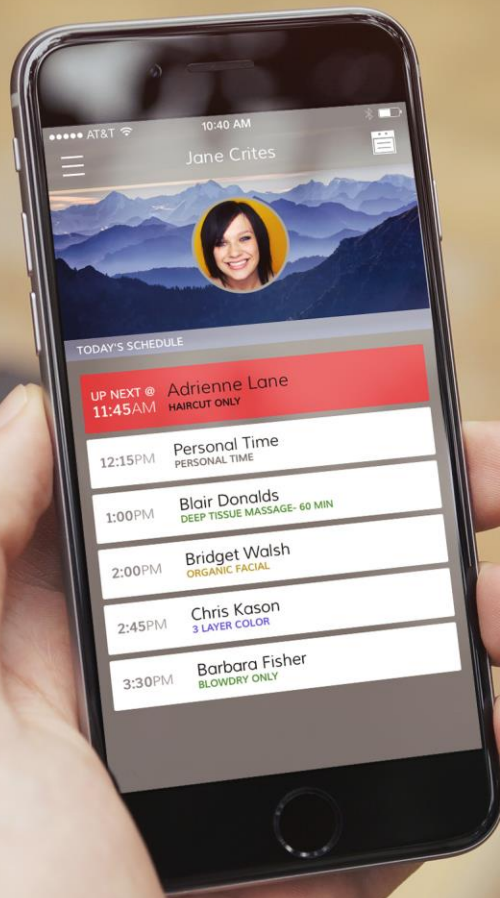
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Where was technology 10 years ago?

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Salons 10 years ago

Everything was analog & traditional

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Salons today

Tech can help many aspects of your salon



Booking. Payment Processing. Communications.

All online!

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Is too much technology a good thing?

How do you choose what's right for you?

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Technology can help you stand out

▣ Increase efficiency, revenue, and time management. ↗

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We see technology help salons

Book appointments within minutes

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Ditch the book!

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What are the trends of technology?

The Meeker Report

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The Meeker Report

U.S. adults spent 5.9 hours per day on digital media in 2017. 3.3 of those hours were spent on mobile.

The Meeker Report

People find services on social media.

FACEBOOK **78%**

PINTEREST **59%**

INSTAGRAM **59%**

TWITTER **34%**

How do these trends help your salon?

Technology brings your services to your clients

What's the key to technology?

Keep it simple

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Where is technology going?

Artificial Intelligence, Automated Marketing, Data Collection

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The most important thing?

Filling your chair

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Where is salon technology going?

Free advertising, social media, and marketing.

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Where can you start?
Don't let technology scare you.

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THANK YOU

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