



Hair Loss Control Clinic

Marketing Tips For Valentine's Hair Loss Gifts!



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Valentine's Day is one of the most profitable times of the year for the beauty industry, when both men and women are looking for great gift ideas for loved ones. This is the perfect time for you to offer gift certificate and membership programs for your hair loss services, so begin now to plan your Valentine's marketing campaigns, advertising, signage and communications. A series of laser hair loss treatments or a professional product system kit is certainly not a traditional Valentine's gift, yet will yield healthy hair results after flowers have wilted and the chocolates are long gone!

Offer specials through the month of February on your laser hair loss kits and be sure to include laser treatments to ensure the best possible results. For those clients buying a clinical treatment for a loved one, be sure they understand that long term treatment is best. Suggest a minimum of three to six month programs to kick start the best results. Provide them with your educational materials so they fully understand the hair loss systems. Use strong visuals with photographs of models with beautiful hair, before and after photographs of clients to display your proven results, and written or visual testimonials of clients sharing their great hair loss stories.

You can have beautiful gift certificates created for your Valentine's campaign, or have elegant gift cards made in pre-determined denominations. You could also offer membership cards for your laser hair treatment club for a pre-assigned number of laser sessions. Create attractively packaged kits for your professional hair loss product systems so they can be conveniently given as Valentine's gifts. Display attractive signage with both male and female models in your business, to portray how your treatment programs will benefit many different types of hair loss. Make sure your advertisements, newsletters, email blasts, Facebook and Twitter postings, Goggle AdWords Campaigns and any client communications include your Valentine's Day promotions and lets clients know you have the perfect gift for their loved one!

Your business could even offer couples hair loss treatments with laser therapy sessions for two and special pricing for the purchase of two treatment sessions. Screen off a treatment area with two clinic lasers and make it cozy with flowers, chocolates and champagne! The sky is the limit for the creative ways to market your hair loss services; you could also offer "treatments for two" for friends who want to get laser therapy together. You could play half hour episodes of their favorite tv shows on a DVD player, or play a book on tape for weekly "book club" meetings. You could display an "Ask Cupid" wish list at your front desk with all your services and products listed. Clients simply check off what they would like their loved one to get them for Valentine's Day and then you mail it to their home or email it to their spouse.

Offering gift certificate and membership card programs for your hair loss services are things you should be promoting year round, as a unique and thoughtful gift for anyone desiring thicker, healthier hair. Yet occasions like Valentine's Day are the perfect time to show that healthy hair and the self confidence and well being it brings are actually quite romantic!

Taking Control Of Hair Loss. The Hair Loss Control Clinic remains a globally respected industry leader, providing the most effective products and services available for salons, spas, medical spas and hair replacement centers. For more information on HLCC, low level laser therapy systems, or the Scripts line of DHT inhibitor products, scalp hygiene and haircare maintenance products, call 877-HLCC-123 / 518-220-1500 or visit www.HLCC123.com.

