MARKETING GUIDE

Yes Weave

www.yesweave.com

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INTRODUCTION

You could be offering the best product or service in the world but unless you have customers, there is no way you can really call it a business. People open the best businesses anyone could imagine but fail to expose those businesses to the people who need it most. Unless you have customers, you don't have a business.

No customers mean no sales, and no sales means no money, meaning starting your business is just a waste of your own time. So focusing on getting customers is vital to every business.

One of the benefits of being a part of our distributor program means you don;t have to worry about this, because this e-book would expose you to our top 10 hot methods you can use to start getting customers easily and quickly to your hair business.

So how can you get customers to your hair business?

METHOD 1 – DIRECT SELLING



Direct selling involves selling to people face-to-face. A great way to show your products to your customers, friends & family directly is using your hair samples. The truth is a lot of people are not so good with going on the internet to buy products. They would rather go to a shop or buy the actual product and pay cash to you in person.

Selling directly to people also means they know who they are buying from and can trust that if there is any questions, they know they can contact you directly and easily to resolve their queries. And this also prevents any cases of people wanting their money back because they didn't get what they expected. As a distributor, you get 3 hair bundles which can be shown to your potential customers so they get to feel the bundles, and know exactly what they look like before they can order.

If you need to order some more samples, then you can visit; http://www.yesweave.com/index.php/product-category/order-samples/, show it to your customers, and if they are interested in your products, they pay you the money, you make money. If you already own your own hair business, then you could also use this method with your existing products and sell directly to your friends and family. Let them know about your business and spread the word as much as you can. Get some flyers printed and send to as many addresses as possible to advertise your business.

METHOD 2 – WEAR YOUR BRAND



The truth is; people are ten times likely to buy from you if you personally use the products you sell. After all why should I trust buying the product if I haven't even seen you use it before? This is the perfect and easiest way to expose your venture and make money.

So go install the bundles in your own head and use that as an avenue to advertise your hair boutique, when they start asking you where you bought the hair then you can use tell them you sell hair.

Here's how it works;

Friend: Oh I love your hair where did you get it?
You: Oh I sell hair and can get some for you if you want to buy and are interested.
Friend: You show them samples or refer them to your store or website, they purchase the hair and pay you instantly.

Remember these customers are most likely to come back over and over again. Imagine if 3 other friends fell in love with your hair, that's even more money in your pocket. The earning potentials are endless you just have to SELL YOURSELF!

METHOD 3 – FACEBOOK



If you are still on this planet, then we guess you would have heard about face book by now. In fact you probably already have a face book account. There are currently over 1.44 billion active users on face book. Now imagine how many of these users could be converted into customers for your business. To sell on face book, you will need to create a ‘’Business Page’’ with your business name on it.

PLEASE DO NOT sell directly through your personal page as not only does this look unprofessional, but it will make it difficult for your business to get any exposure from people who aren’t on your friends list.

Once your page is open, invite your friends/family to join and like your page in order to stay updated with your products, shop and make you money. You can advertise products on your page by posting a new image of a new product every day with a link to your website so that all your friends, family and fans can click to buy products from you. Or simply ask them to get in touch if interested. This is another great way to advertise your business.

We have attached a detailed **''facebook marketing guide''** as part of our marketing tools so go check it out and open a page for your hair business now.

METHOD 4 – INSTAGRAM



The truth is, most of you probably stumbled upon our website through Instagram. Like facebook, Instagram is an online service in video-sharing, photo-sharing and social networking that enables you to take pictures and videos and applying filters to them. You can edit the photos and basically speak to customers via images. This is a great way to market your hair business.

- So why not register an Instagram account at www.instagram.com for your business (preferably from your phone). You can download this from your App store or Play Store.
- Make sure your account is Public
- You can upload a picture of one of your hair products you are selling and remember to hash tag (#) in front of all the words in the description. e.g if you uploaded Brazilian hair, you can write a description like #brazilian#hair#for#sale.

This should start getting your picture some likes, some attention and eventually some sales.

We have attached an amazing **''Instagram Marketing''** e-book which you can find more detailed information on how to attract customers to your business easily using Instagram.

METHOD 5 – YOUTUBE

You tube is the largest video sharing site to date, with the most traffic and the highest amount of users on it making a lot of money. It is the definitive place for getting your videos published and marketed on. It is the second highest trafficked site globally and has an estimate of 60 million unique viewers per month worldwide. So imagine just how many people you could be getting a hold of?

Reading how something works is one thing but watching someone explain it to you is far more easier to understand and a lot more personal. Will you agree?

But how will you get customers on you tube might be your next question?

You can make videos talking about how amazing your hair is, the texture, quality, how to make hair wigs, how to take care of your hair etc.

If you are not a video person, the best way to market your hair business on youtube is find the ladies with beauty channels who do make-up tutorials, hair tutorials, etc. Remember to check that they have a huge list of subscribers, views and comments. Now contact them personally and see if you can send them a FREE bundle in exchange they can advertise your business to their millions and billions of followers and viewers.

Before you know it you would have sold a thousand times more than you invested to send out that free hair bundle. Other amazing ways to get customers using Youtube are using;

METHOD 6 – REFERRALS



Referrals are a great method of spreading the word by telling a friend to tell a friend. Let people know about your new business and let your friends tell others about your business. The good thing is, once people buy hair from you, their own friends will start asking where they bought it and they would most likely refer their friends to you and spread the word.

So start by asking your friends & family if they know anyone that needs their hair done or that needs some hair weave. Also use them as a measure to spread the word about your new hair business to their own friends.

The BEST way to get people talking about your services is to GIVE them value first. Here are a few ways to do that: Offer a first time customer discounts, reward those who send you referrals such as a discount on their next order when they refer a friend to you.

That is how you get word of mouth going and get the attention of potential clients. Thereafter, it's just a matter of building a friendly relationship (not hard selling) with the people you meet and/or already know. You'll be amazed at how easy it is and what great connections you'll make, along with the opportunities that will open up to bring you new clients!

METHOD 7 – OPEN A BLOG



Blogging is a very powerful yet under looked technique to get customers to your hair business. A blog is a bit like a website, but it’s a lot more personal and interactive than a website. It’s like a diary where you can post information on daily, weekly or monthly basis and people could visit your blog and leave comments.

Moreover, creating a blog and maintaining it does not require a fortune. Everybody now has a personal blog and it is all free of cost. Also, one does not need to be a computer engineer or a graphic or web designer in order to embellish their blog. People need to trust you, build a close relationship with you before they can trust any products you are convincing them to buy. That way you get to keep your visitors for a start, interact with them and build a close relationship with them.

Say for example for your hair business, you could open a blog that focuses on providing tips to people on how to style their hair, hair treatments, beauty tips, make-up tips, and other beauty information. Through your blog you can then have a link to your website where people can buy your hair products.

We have attached an amazing **''Blogging Marketing''** e-book which you can find more detailed information on how to attract customers to your business easily using Blogging.

METHOD 8 – SELL ON EBAY

Yes you heard right. Ebay is an amazing platform to get FREE customers to your business. Billions of people go on ebay every single day looking for specific products. And the good thing about ebay is, people go there to search for specific products.

So people viewing your products are there to buy hair products. And you didn't even have to spend sleepless nights promoting your product. Ebay is bringing these customers to you for FREE every second of the day. How amazing is that?

And you are not only getting **FREE** customers, but chances are they would definitely buy those products you are selling on ebay making you money.

So why not register your FREE account on www.ebay.com or www.ebay.co.uk and start listing some of your hair for sale. Now go GET you some FREE customers.

METHOD 9 – YOUR WEBSITE

Chances are, you found this e-book via our website. If we never had a website, there's no way you will be reading this guide right now. That's just an example of how powerful websites are and how many customers you could be loosing by not having a website.

Websites are becoming an essential part of any business today and your hair businesses is no different. Many consumers today use the Internet to search for information. They can access information about products and services from PCs and mobile devices when they need it. Having a website gives your hair business the online presence it needs to reach internet users.

Isn't it better sending people to purchase your hair from your website rather than asking them to contact you for details? With a website they can easily browse through what they want and pay you immediately.

Good thing as a Yes Weave Distributor, you should have your own website up and running by now.

Once you have your facebook, instagram, youtube, accounts up and running, you could very easily link your hair business website to these pages and your customers will be able to buy directly from your website and pay you easily.

You will also be able to attract customers worldwide and reach a wider client base who can buy and pay for their hair directly on your website.

METHOD 10 – BUSINESS CARDS



Having a business card is another great way of attracting customers to your business. Your business card will contain all your business information including your company name, address, website, email, phone number and all they need in-order to locate you. Business cards can also help to enhance the personal image of a businessperson. Production and printing costs of business cards are extremely low, but benefits are high, as they make a statement in the business world. As a result, the market value of business cards is high.

Your business card should represent the perfect image of your company; in fact, it is the one item that will be remembered on that first encounter! Having a design that does not reflect what you do, could have a negative impact on your business sales. With that in mind, we strongly believe that doing your own business card design is not the right way to go. Leave the designing to the professionals and use you time doing what you do best, selling your product or service!

A great place to get your business cards done cheaply and professionally is at www.vistaprint.co.uk. So get yourself a business card and distribute them to as many places and people as you possibly can.

CONCLUSION

What we strongly advise is that you spend some time each week using these marketing methods. Don't just read and forget about it. If you DO NOT apply what you have read, there's no way you will get customers.

Each of these marketing strategies have been tried, tested and can bring you millions of customers only if you apply them perfectly.

Remember some methods might bring in more customers quicker than others, so make sure you monitor where a majority of your customers are coming from and focus majority on those methods.

We wish you the best in your hair business adventure and do feel free to get in touch if you have any further questions.

We look forward to continuously working with you in building your hair busines.

Yes Weave
Email: support@yesweave.com
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