

The 90-Day Salon Client Journey Map

In [episode 56](#) of Marketing 100 on [The Salon Business Show](#), salon marketing experts Kayle and John, joined by guest Daniela Woerner (CEO of Addo Aesthetics) explore why salon client retention matters more than new customers and share actionable strategies to keep clients coming back. This journey map is designed to help you implement the retention tactics discussed in the episode.

How to Use This Resource

This journey map outlines the critical touchpoints for new salon clients during their first 90 days. For each phase:

1. Review the suggested touchpoints and personalization strategies
2. Note your current practices in the "Our Salon's Approach" sections
3. Identify gaps and opportunities for enhancing your client experience
4. Implement new touchpoints systematically, measuring results as you go

Remember: Consistency is more important than quantity. Start by implementing a few touchpoints exceptionally well before adding more.

PHASE 1: PRE-BOOKING & FIRST APPOINTMENT

Initial Inquiry/Booking (Day 0)

Suggested Touchpoints:

- Immediate booking confirmation (email/text)
- Welcome message with what to expect
- Pre-appointment questionnaire
- Appointment reminder (24-48 hours before)

Personalization Opportunities:

- Include stylist photo and brief intro
- Ask about specific concerns/goals for their visit
- Offer parking/location tips specific to appointment time

Our Salon's Approach:

◆ First Visit (Day 1)

Suggested Touchpoints:

- Warm in-person welcome with refreshment offering
- Thorough consultation with detailed notes
- Service explanation during appointment
- Homecare recommendations
- Checkout with rebooking conversation

Personalization Opportunities:

- Note personal details in client profile (upcoming events, preferences, lifestyle)
- Take before/after photos (with permission)
- Handwritten product recommendations
- Introduce client to other team members

Our Salon's Approach:

PHASE 2: IMMEDIATE FOLLOW-UP (Days 1-7)

◆ 48-Hour Follow-Up (Days 1-2)

Suggested Touchpoints:

- Personal text/call from stylist checking satisfaction
- Social media follow and comment if client posted their results
- Handwritten thank-you note mailed
- Review request (timing based on read of client satisfaction)

Personalization Opportunities:

- Reference specific details from their service
- Include selfie taken with client (if appropriate)
- Mention their next appointment if already booked

Our Salon's Approach:

◆ One-Week Check-In (Day 7)

Suggested Touchpoints:

- Style maintenance check-in
- Educational content related to their service
- Product usage follow-up
- Second rebooking reminder if not already scheduled

Personalization Opportunities:

- Send specific styling tip based on what they mentioned was challenging
- Include video demonstration for their specific hair type/style
- Offer complimentary quick service (bang trim, neck cleanup) if appropriate

Our Salon's Approach:

PHASE 3: RELATIONSHIP BUILDING (Days 8-30)

◆ Educational Engagement (Days 14-21)

Suggested Touchpoints:

- Curated educational content based on their service
- Invitation to salon events/workshops
- Product replenishment reminder (if applicable)
- Social media engagement

Personalization Opportunities:

- Reference how specific products/techniques work for their unique needs
- Acknowledge seasonal changes affecting their hair/skin
- Connect content to any upcoming personal events they mentioned

Our Salon's Approach:

◆ Pre-Appointment Period (5-7 days before next visit)

Suggested Touchpoints:

- Excitement-building message about upcoming appointment
- Appointment confirmation
- Preparation tips for maximizing results
- Any new service/product recommendations

Personalization Opportunities:

- Reference previous service results
- Suggest seasonal updates or maintenance
- Mention any new techniques/products specific to their needs

Our Salon's Approach:

PHASE 4: SOLIDIFYING LOYALTY (Days 31-90)

◆ Second Appointment (Around Day 30-45)

Suggested Touchpoints:

- Enhanced consultation (building on previous notes)
- Before/after comparison discussion
- Loyalty program introduction (if not already)
- Long-term beauty plan conversation
- Referral program introduction

Personalization Opportunities:

- References to previous preferences/feedback
- Suggestions for trying complementary services
- Recognition of client milestone (2nd visit celebration)

Our Salon's Approach:

◆ Between Appointments (Days 45-75)

Suggested Touchpoints:

- Mid-cycle check-in
- Seasonal content/recommendations
- Client appreciation (no sales pitch)
- Social media engagement

Personalization Opportunities:

- Reference to specific events mentioned during last visit
- Seasonal adjustments to their routine
- Share content specifically relevant to their interests

Our Salon's Approach:

◆ 90-Day Milestone (Days 85-90)

Suggested Touchpoints:

- 90-day relationship milestone acknowledgment
- Feedback request with improvement focus
- Loyalty reward or appreciation gesture
- Advance booking for next 3-6 months

Personalization Opportunities:

- Mention specific positive changes in their hair/skin
- Reference their journey so far
- Provide personalized frequency recommendations

Our Salon's Approach:

CLIENT COMMUNICATION BEST PRACTICES

♦ Keys to Effective Communication:

1. **Be authentic** - Communications should sound like they come from a real person
2. **Stay consistent** - Create predictable touchpoints clients can count on
3. **Respect preferences** - Note and honor how clients prefer to be contacted
4. **Focus on value** - Every communication should provide something useful
5. **Balance automation and personal touch** - Use technology wisely but maintain humanity

♦ Red Flags That Hurt Retention:

- Generic "Dear Client" messages
 - No-reply email addresses
 - Inconsistent messaging across channels
 - Too-frequent communications with sales focus
 - Failing to acknowledge client feedback
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ACTION PLAN

Based on my review of this journey map, here are the 3 immediate actions I'll take to improve our salon's client retention:

1. _____
2. _____
3. _____

Start date: _____

First measurement date: _____

Created with insights from [TheSalonBusiness.com](https://thesalonbusiness.com) and [Spa Marketing Made Easy](#).

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Looking for more strategies and resources? Check out [Marketing 100](#), where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.