

# The Hand Method Marketing Scorecard for Beauty Salons

In [episode 51](#) of Marketing 100 on [The Salon Business Show](#), marketing experts John and Kayle reveal their brilliantly simple Hand Method for evaluating salon marketing campaigns.

This scorecard transforms their expert framework into actionable steps, helping you create campaigns that resonate with clients and deliver real results. Use it to rate your marketing ideas and ensure they have the key elements needed for success.

## Campaign Details

Campaign Name: \_\_\_\_\_

Start Date: \_\_\_\_\_

Target Outcome: \_\_\_\_\_

**Rate each element on a scale of 1-5 (1=needs work, 5=excellent)**

### 1. Simplicity (Little Finger)

- Can you explain the campaign in one sentence?
- Will clients immediately understand what's being offered?
- Is the call-to-action clear?
- Are there any unnecessary complications?

Score: \_\_\_/5

### 2. Connection (Ring Finger)

- Does it trigger an emotional response?
- Will it resonate with your target audience?
- Does it reflect your salon's values?
- Will clients feel personally addressed?

Score: \_\_\_/5

### 3. Iconic Potential (Middle Finger)

- Could this become a signature campaign?
- Is it memorable and unique?
- Does it stand out from competitor campaigns?
- Could it be repeated or built upon?

Score: \_\_\_/5

### 4. Amplification (Index Finger)

- Can it be promoted across multiple channels?

List where you'll promote:

- In salon: \_\_\_\_\_
- Social media: \_\_\_\_\_
- Email: \_\_\_\_\_
- Website: \_\_\_\_\_
- Other: \_\_\_\_\_

Score: \_\_\_/5

### 5. Distinctiveness (Thumb)

- Is it different from your usual promotions?
- Does it stand out from competitor offerings?
- Will it make people stop and take notice?
- Does it offer unique value?

Score: \_\_\_/5

## Brand Alignment (The Palm)

- Aligns with salon values
- Matches brand voice
- Supports long-term goals
- Maintains service standards

Total Score: \_\_\_/25

## Action Items

Based on lowest scores, what needs improvement?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Campaign Success Metrics

- New clients goal: \_\_\_\_\_
- Rebooking rate goal: \_\_\_\_\_
- Social media engagement goal: \_\_\_\_\_
- Revenue goal: \_\_\_\_\_

Notes & Ideas:

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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.