



SalonPak Interactive Web for Salons

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A Web site for your Salon should be more than an electronic advertisement. It needs to be a strategic marketing tool to help you retain repeat clients, attract new clients and maximize your income earning potential.

In today's fast pace world, you need to stand out from your competitors by offering an additional service value while also providing your unique expert quality service! This is a tall order for any business operation.

InterPak's **SalonPak** provides you the tools to turn your Web site into an interactive business tool, helping you to increase revenues while minimizing costs.

- FACT:** 68% of the USA households have researched hair, nail or related Spa information via the Internet.
- FACT:** Over 50% of those surveyed said that they have made appointments or purchases based upon the information they obtained on the Web.
- FACT:** By 2009 close to 70% of Independent American Hair, Nail and Spa Salons will have an interactive Web presence. 100% of franchise or 'store' Salons will have an online interactive presence by 2007!

FACT: Experienced Independent Stylists are more mobile today, and take 43% of their clients with them when they move to a new Salon.

PROBLEM: Your competition has begun to implement electronic-based marketing tools to keep and win new clients. These tools enable them to conduct One-On-One Marketing campaigns to maximize their advertising dollars and profitably grow their business.

Traditionally, there have been two obstacles for smaller independent Salons to compete in this realm:

1. The **cost** of **implementing** and **maintaining** an interactive Web.
2. The **ease-of-use** to realize a return on your investment.

These barriers have now been brought down to enable a Salon of any size and scope to economically implement and operate an interactive and pro-active online marketing Web site.

SOLUTION: SalonPak from interPak provides you the Web site, the system, the tools and **unlimited support**, for you to implement a totally proactive marketing Web site that meets the uniqueness of your business goals and objectives.

Additionally, interPak has made the cost affordable for any Salon of any size – about the cost for a one-year advertisement in your Yellow Pages!

SalonPak includes a Web browser-based Content Management System to enable you to maintain and manage your own Web site – providing an ongoing return on your initial investment.

Take the next step and find out how interPak can customize an interactive business tool for your Salon!

For more information and a free consultation, contact:



What Can SalonPak Do For You?

- Allow clients and guests to **register** their e-mail with your Web site
- Offer **Specials** and coupons to promote services or products
- Offer the latest information on **Tips & Trends** (Newsletter) to drive business
- Generate **e-mail notices** on demand to your guests & clients – news, promotions, etc.
- Promote your Salon's **Staff** credentials, expertise – build staff loyalty
- Provide the ability for anyone to submit a request for an **online appointment**
- Describe **Services** and costs, as well as optional **Products** available from your Salon
- Offer your expertise to questions generally asked by your clients in an **FAQ** area
- Contact information, locations and interactive **Directions** to your place(s) of business
- Plus much, much more!

“It's not your customers' job to remember you.

It's yours to make sure they never forget.”

Patricia Fripp

interPak
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