



WESS FREE SALON MARKETING LOYALTY CHECKLIST



Salon Loyalty Checklist

A simple post-visit system to turn first-time clients into loyal regulars

Use this checklist **after every first-time client visit**. Consistency matters more than complexity.

1. Immediately After the Visit (Same Day)

- Confirm client contact details are saved correctly
- Note the service(s) they did (be specific)
- Note any preferences, concerns, or reactions (skin sensitivity, style preference, budget comfort)

2. 24-Hour Follow-Up (No Selling)

- Send a short thank-you message
- Ask if they were happy with the service
- Invite feedback without pressure

Example message:

“Thank you for visiting us yesterday! We hope you enjoyed your treatment. Let us know if you have any questions or feedback 😊”

3. Smart Revisit Recommendation (Within 2–3 Days)

- Suggest the ideal return timeframe based on their service
- Recommend a next-step treatment (optional, not pushy)

Example:

“For best results, most clients return in 4–6 weeks. We’ll be happy to plan your next visit when you’re ready.”

4. Social Touchpoints (Ongoing)

- Ensure they follow your salon on Instagram / Facebook
- Post Stories consistently (real treatments, behind-the-scenes, tips)
- Respond to reactions or comments when appropriate
- Avoid hard selling in DMs

Goal: Stay visible without being annoying.

5. Gentle Reminder (2–4 Weeks Later)

- Check last visit date
- Send a friendly reminder (not a discount blast)

Example:

“Hi! Just checking in—hope your skin is doing well after your last visit. Let us know if you’d like to plan your next session.”

6. First Repeat Visit = Loyalty Moment

- Acknowledge that they came back
- Thank them personally (in person or message)
- Optional: small perk (priority booking, sample, add-on)

7. Review & Referral (After Trust Is Built)

- Ask for a review only after a positive experience
- Encourage word-of-mouth naturally

Example:

“If you enjoyed your visits, we’d really appreciate a review—it helps small businesses like ours a lot.”

Reminder

Loyalty isn’t built with discounts.

It’s built with **timing, relevance, and consistency**.

Use this checklist for every first-time client—and repeat clients will follow naturally.

Want to know more
about WESS?

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