

MEET THE WINNERS

Meet the first four winners of the BABTAC & CIBTAC 2016 awards – the therapist and the salon who both took home two awards and the winners of the best social media and marketing strategy awards...

Gold Award and Beauty Therapist 2016

DIANA JENNER, ORCHIDS RETREAT, LYMINGTON

Diana admits that she's still waiting for her double win to sink in, even though she's received 'countless' gifts, praise and encouraging words from clients, industry professionals and the community.

Her aunt, who ran two successful salons near London, has always been Diana's role model and when Diana was aged nine and living in the United States she began to experiment with skincare, make-up and hair removal.

She says her love of the beauty industry has grown ever

since. 'I started by using the full range of the fruit smelling Freeman skincare range, and then tried out any products recommended in the teen magazines. Avon was popular and I was given a bag of sample cosmetic items that I used to copy the model's makeup so my Mom wouldn't notice. As I got older I graduated onto more advanced products.

'In high school I used to change my nail polish daily to match my outfit and when I graduated I said to my Dad that I wanted to go into the beauty industry. His reply was "get a proper education and you can do what you like", so I went to university, working in nail salons and hotel spas while studying.

'When I moved to England I immediately booked onto a Beauty Therapy course and have continued my education and passion over the past 13 years. Beauty is an industry that is constantly evolving, but the personal touch that therapists create in each treatment is priceless. I adore my clients



and look forward to each appointment with them; it's like reading the next chapter in their life's book.'

Diana's work isn't confined to providing treatments. She strongly believes in giving back to society and helping others, and has raised money for charity since she was at elementary school.

'Raising money for charity is a great way to give back locally, nationally and internationally,' she says. 'I love to travel and have rollerbladed the Berlin Marathon raising money for Breast Cancer, ran the 2016 Paris Marathon for Look Good Feel Better and am running

CRYOETHETICS

the New York Marathon in September for Team for Kids.'

At the time of writing, Diana was working on her next five-year plan for Orchids Retreat and is hoping to share her experience with others through consulting, creating new levels of standards and publishing international seasonal beauty advice to support the fashion industry. She is also involved with Dermalogica's FITE (Financial Independence Through Entrepreneurship) campaign.

DIANA'S TOP TIP

I have a motto that was shared by my best friend Monica Moradkhan that I live by – DOT: Desire, Opportunity and Timing. You need the Desire to do something, the Opportunity to be able to perform or develop and the right Timing to be able to achieve it. If your DOT is in alignment you can achieve any goal!

Large Salon 2016 and Best Website

BEAUTY AT THE BAY, COLCHESTER



Marie Yexley proves that hurdles can be catalysts for success. When her ambition of being a journalist didn't work out, her sister suggested beauty as an alternative. Marie's first salon was in the basement of her family home in East Bay, Colchester, but the grade II listing meant she was unable to use signage.

'From the very first day of studying beauty I knew I'd found my calling,' says Marie, 'and not being able to advertise my presence in my first premises meant

I knew I had to make the experience exceptional so clients rebooked and sent their friends.

'This led me to develop my unique style of treatments and services and later to me developing my ongoing internal team training programme, affectionately called Bay Bootcamp, so that as the business got bigger I did not lose that unique, personal touch that made Beauty at the Bay what it was. I started with just one employee and it's grown naturally to a 13-strong team. My first employee is now my salon manager.'

Marie's business aim is to continue growing and developing – she's always on the lookout for exceptional people to join the team and adding new 'bits' to the salon, the latest being the Bay Bar, a self-service non-alcoholic drinks bar, which clients can use during their visit.

The continuous development principle also applies to the website, which is designed and run by Green Square. 'As they have grown and the design and print industry has changed and developed, they have encouraged us to think out of the box in terms of what our website offers,' Marie explains.

'In fact, the day after we won the awards MD Steve Green rang to say "well done" and in the next breath told me he thinks it's time for a fresh new look – like me he never stops and I love his passion for his industry!'

For Marie it's the empowering nature of beauty that she finds so inspiring. 'I love how the industry is always changing and giving us therapists something new to get our teeth into,' she says. 'I also love the people it's enabled me to meet along the way, particularly

MARIE'S TOP TIPS

- 1 Never lose your passion. It's what started you on the journey in the first instance and it will make your business a success
- 2 A great team doesn't happen by chance. It starts with careful selection, intensive training and continued investment and motivation
- 3 Treat the competition around you with respect but channel your energy into your business and developing your USP. Never fear competition – there's room for us all to make it.

my team. Every one of them works hard to be the best – the awards wouldn't have been possible without them.

'The reaction to us winning the two awards has been phenomenal. Our clients flooded our social media to congratulate us and tell us how proud they are of us.'



Best Social Media

BELLO THE SALON, SOUTHAMPTON



look good feel better
SUPPORTING WOMEN WITH CANCER

Hollie Houston trained as an accountant with Ernst and Young, spending eight years in the industry before pregnancy made her re-think her career.

'I always had a passion for beauty' she says. 'I decided to do an acrylic extensions course and that's how my beauty journey started.'

'Over the past five years I have continually re-invested to bring new services to my treatment list. It's been an amazing roller coaster journey – having the business and two children has pushed me to my limits and every day is a challenge but I wouldn't change it for the world.'

'My passion is brows using permanent make-up. Making ladies who have lost their hair due to chemotherapy or alopecia feel confident and beautiful again is the best feeling in the world. If I didn't have to make a living, I'd do it for free.'

Social media is Hollie's number one marketing strategy. Facebook is the cornerstone with content repeated across Instagram, Twitter, Snapchat, Youtube and Google Plus. Hollie has found that Twitter gains international coverage while Facebook and Instagram are more local.

Hollie uses a group and business page on Facebook,

HOLLIE'S TOP TIPS FOR USING SOCIAL MEDIA IN THE BEAUTY INDUSTRY

1 Use a selection of media such as videos and photos of your staff working. People like to see the personality of the salon, what makes you different to the rest! Stand out! Be unique!

2 Competitions are an amazing way to gain likes, followers and people to share your page. Giving away a freebie

costs us next to nothing but we will gain so much coverage as people always love a freebie. It's easy and it's fun!

3 Timing is crucial when it comes to social media. It doesn't matter how amazing your post is, if it's the wrong time of the day then no one will see it. Best times are: 9am, 12pm and 7pm.

as well as occasional posts on her profile, to reach a wider audience. The Bello The Salon group now has more than 3,500 members and people get an automatic notification when a post is added.

She says: 'When we connect with friends on Facebook we ask them to like our page and invite them to the group. It's a very clever way of expanding the network of followers.'

Posts include pictures of treatments, introductory and seasonal offers, client reviews and client posts. Bello The Salon always does offers for Christmas, New Year, Valentines, Mothers' Day, Easter and Halloween.

Twitter success has been via Vicky Patterson from *Geordie Shore* and *I'm a Celebrity Get Me Out of Here*. Hollie says: 'We first met Vicky in 2013 when she was in Southampton for a photoshoot and Bello The Salon was asked to give her some treatments. In what was a fantastic surprise, she tweeted about us to her huge number of followers, which made us more recognisable.'

'Vicky comes to see us every time she's in Southampton and continues to give us coverage, which makes a lot of people think that if we're good enough for her we must be good enough for them.'





Best Marketing Strategy

OMG HAIR AND BEAUTY, SWINDON

For sisters Vanda and Becky Tanner having their own salon was a natural progression of their shared interest in making people feel good. Becky has been a hairdresser for 26 years while Vanda undertook a sports massage course 15 years ago and loved it so much that she ventured further into the world of health and beauty and has been doing more and more courses each year.

Vanda says: 'Nowadays the beauty industry is fast-paced, which constantly challenges us as the providers. There are always new techniques, products and trends to keep

on top of and it's very creative. Every client has their own needs so no two hours are the same in the salon!'

Eight years after founding their salon, the sisters now lead a nine-strong team of stylists and therapists, who all have their own passions for carrying out particular treatments.

A well-thought out and implemented marketing strategy is vital for any growing business and OMG Hair and Beauty uses a variety of techniques ranging from social media and word of mouth to written literature, visual and radio.

They measure all of their key campaigns to find out whether they worked and whether they could be improved. Measurement ranges from increased trade to increased views on Facebook. Vanda says: 'We're always trying new things and not everything works, although the activity that surprised us

the most was the success of advertising on pizza boxes!'

For many businesses in the beauty industry marketing is an additional activity to be done in quiet periods or for an hour or two a week. Vanda and Becky view marketing as a daily activity that is part of what their business sets out to achieve.

VANDA AND BECKY'S TOP MARKETING TIPS

1. Think about the result you want, then build your activity to achieve that result.
2. Understand your demographics and your clients; generic marketing is not always that successful but if it's

customised and personalised to your clients, it has a better chance of working.

3. Spending a huge budget does not always mean the best returns. Try to be clever with your marketing expenditure.