



  
**WELLA**  
PROFESSIONALS



**EI** SAY  
**MI** BUSINESS  
SPEAK  
EIMI







# BUSINESS GUIDE CONTENT

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# EIMI AND ME

EIMI wants to turn heads and drive your styling business just as much as you do: So, inside you'll find advice on how to create an eye-catching retail area to boost take home sales. Expert tips for networking the news via social media platforms, and in-depth tutoring on how to create and host an unforgettable VIP EIMI Styling event in your salon.



# EIMI







# BRAND ME





# NEW EIMI: THE FIRST WORD IN STYLING

New EIMI is the new voice with which you can express your styling skills and each client's individuality. With EIMI you can truly be yourself, say what you say and shout it out: interpreting the latest global trends, setting new accents of style and originality. EIMI moulds and empowers, shapes and inspires, allowing you to celebrate clients for who they are and everything they want to be: **In a word, Individuality.**



# EIMI





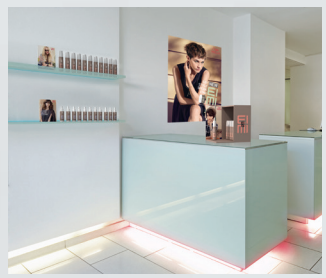


TAKE ME HOME



# EXCITE CLIENTS WITH EIMI'S PREMIUM IN-SALON MATERIALS

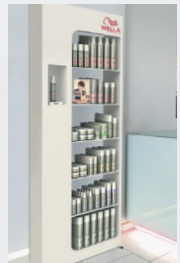
RECEPTION DESK



STYLIST STATION



RETAIL AREA



WINDOW DISPLAY



WAITING AREA





# EIMI'S WINDOW ON THE WORLD

Your window plays a fundamental role in the success of your salon because it is the primary element to communicate the shop's image and attract new customers.

EIMI materials that will instantly create buzz:  
Large posters, on screen videos, displays with products.



# EIMI SETS YOU UP WITH A WINNING WINDOW

LESS IS MORE: Do not clutter the space with too many elements.

WINDOWS ARE EQUITY-DRIVERS: There should be no promotional message and no GWPs in windows.





# EIMI RETAIL AREA

**AN EIMI RETAIL AREA WILL DRIVE TAKE HOME SALES.**

A clearly defined EIMI retail area, placed strategically close to the window or waiting area, will excite curiosity and encourage clients to browse.



## SALON MARKETING PLATFORM

**CLICK BUTTON BELOW**

to get to the Salon Marketing Platform where you can personalize your marketing tools.

**USE ME:**  
To share EIMI's exciting new looks with your clients.



**USE ME:**  
To consult clients on EIMI products and tips for their home styling regimen.



# 6 TIPS FROM EIMI TO INCREASE TAKE HOME SALES



**1** Connect with your clients via **Social Networks** and communicate news and promotions in the salon.

Create **promotions** and clearly communicate them to your clients. Do not forget to cross **promote services** and products and vice versa.



**2**



**3** Create a **visible, attractive** and easy to **shop retail area** where clients are most exposed to their favorite products.

**Consultation is key** for success. Understand your clients needs and wants and encourage them to **express their individuality**.

**4**

**5** **Explain to your clients** what products are used and how they can also **recreate their look** at home.

**Distribute samples** to your clients and encourage them to **try new products**.

**6**

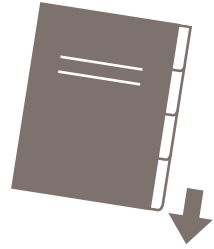


**CREATE AN  
UNFORGETTABLE  
VIP EIMI EVENT**





# EIMI EVENT



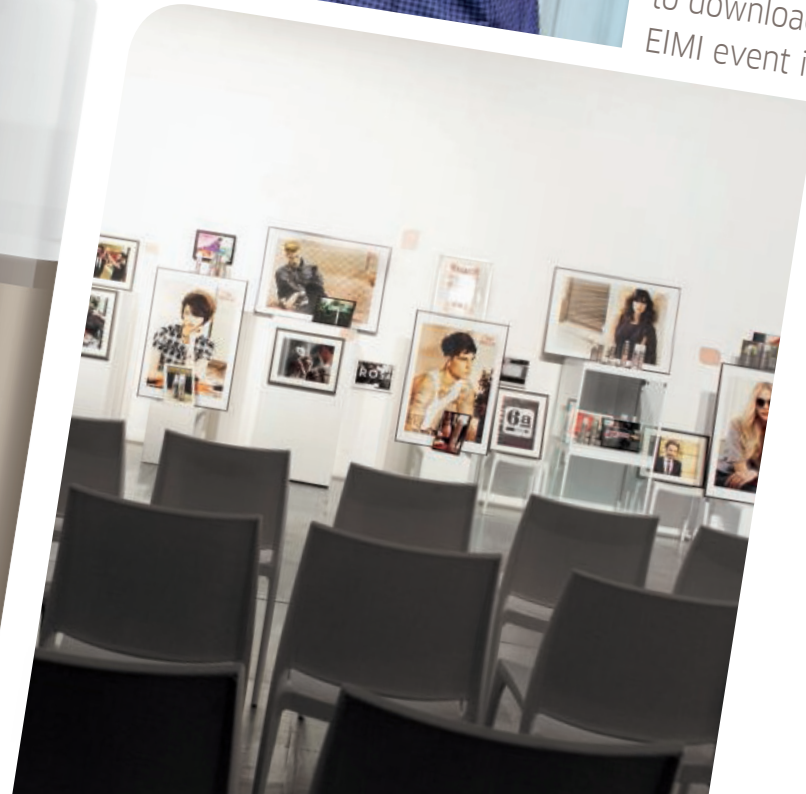
## EVENT GUIDE

**CLICK BUTTON BELOW**  
to discover exactly how to hold a VIP EIMI  
Styling event in your salon. Find out which  
clients to invite, how best to contact them  
and how to structure the evening.



## EVENT INVITATION CARD

**CLICK BUTTON BELOW**  
to download your VIP  
EIMI event invitation cards.







**DIGITIZE  
ME**



## GO DIGITAL WITH EIMI

Using social media to drive business is key in today's world. In addition to being registered with Google Maps and the **WELLA.COM** Salon Finder, consider using these 8 easy strategies and sample posts as inspiration for building business across your networks.



**1** **Announce the new EIMI range**  
 "This just in at (Salon Name): the new EIMI products! Drop by to try them out with your stylist. Can't wait to see you!"

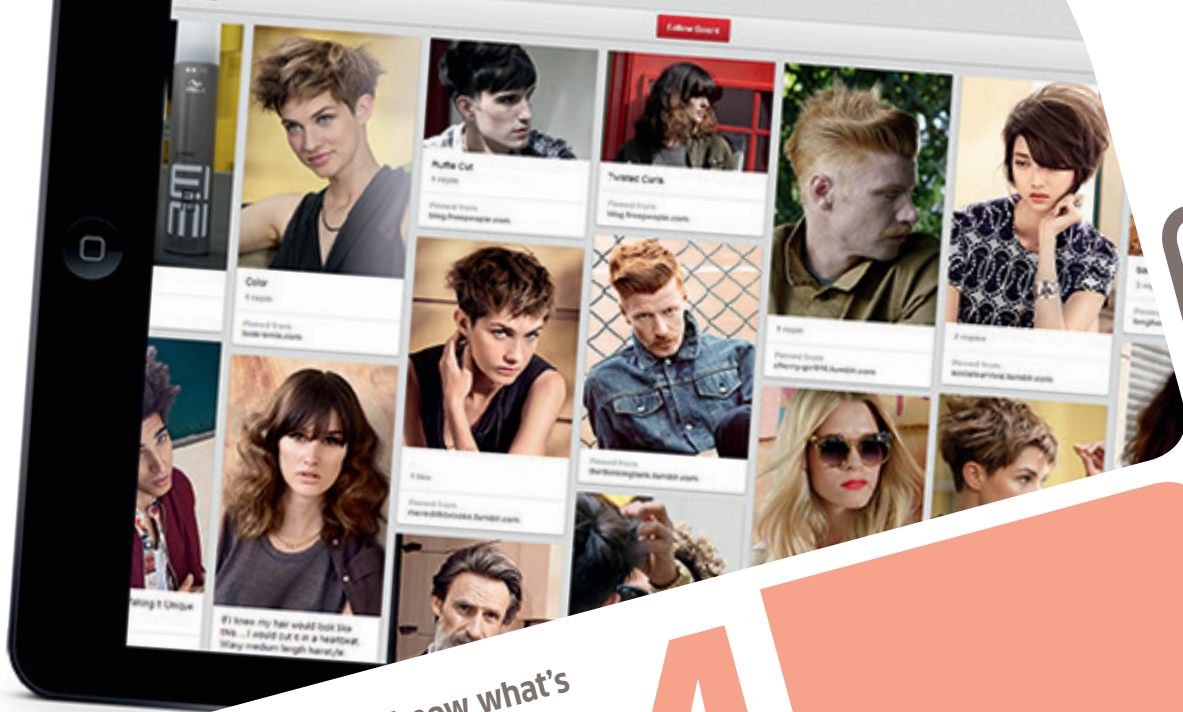
**2** **Drive business in-salon with deals and offers**

"This week only! 20% off! Print this voucher or present it on your smartphone to receive your favorite EIMI products at a reduced price." "#FabFriday: Start the weekend right with a glass of champagne at (Name of Salon)"

**3** **Announce in-salon events**

"Need a special look for a special event in your life? Join us for (Name of Event) and try out a new style you can later do at home."





# @ SOCIAL MEDIA GUIDE

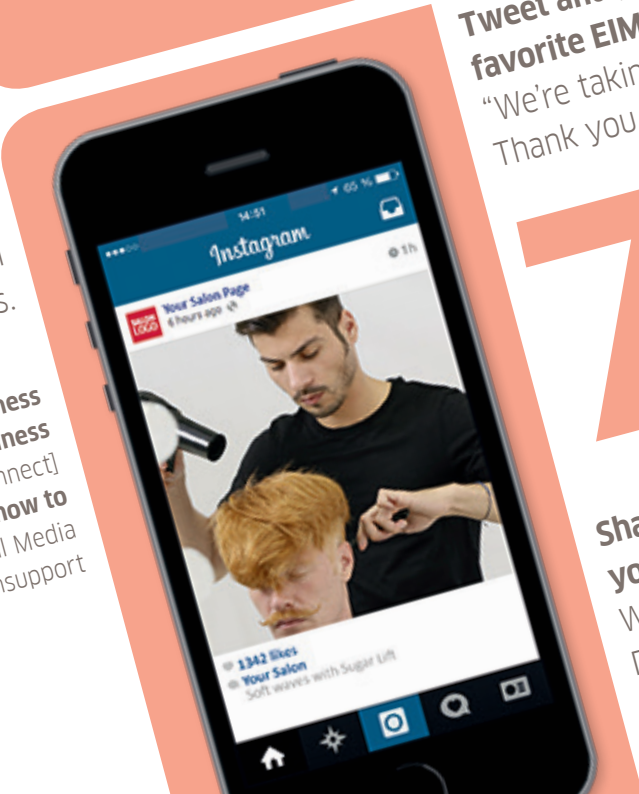
Click Button below  
to get to the Social Media Guide

**Show that you know what's on-trend and encourage fans to buy the product in salon to buy the product in salon**  
"Get your styling cheat sheet! Check out our styling how-to and get this season's looks using EIMI. #SPEAKEIMI"



**Share your work to show-off EIMI results**  
Post an album with all of your EIMI signature looks and mention which EIMI products you used in the captions.

**OPTIONAL: Find out how to boost your business using Facebook Ads for Business**  
[<https://www.facebook.com/business/connect>]  
**TIP: New to social media? Need a refresher on how to manage your pages?** Check out our full Social Media Guide with tips and hints [wella.com/salonsupport](http://wella.com/salonsupport)



**Showcase final looks and making-of photos using EIMI to inspire your audience**  
"Fantastic before/after by (Name), our head stylist!"  
**Share photos of your salon and your stylists working with EIMI**  
We #SPEAKEIMI at (Salon Name).  
Do you?





# EIMI EDUCATION





