



Phorest

# Social Media Guidebook

Learn from Top Salons Turning Curious Followers Into Loyal Clients

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# 1

## Mastering the Art of Social Media Marketing for Salon & Spa Businesses

# Mastering the Art of Social Media Marketing for Salon & Spa Businesses

In an increasingly digital world, social media holds endless possibilities for all kinds of businesses. From catching up with friends to shopping, scrolling, learning, reading, and relaxing, there is very little that social media doesn't do.

And with 59% of the world's population using social media for an average of 2 hours and 31 minutes each day, having a social media presence for your salon or spa business means that you're opening your business up to a massive pool of potential clients. But with so many different social platforms and an ever-changing digital landscape, it can be difficult to know where to start. That's why we're here to help.

In this ebook, you will learn:

- The importance of establishing a social media presence for your salon or spa business
- How to create a social media strategy that works for you
- The type of content that keeps followers engaged and your appointment book full
- The many different ways that you can use social media to smash your business goals
- How to measure success in a way that is relevant to you

Ready for some insider tips?



# Identifying Opportunity & Establishing Your Social Media Goals

When establishing a social media strategy for your salon or spa, your goals will be entirely unique to your business. With so much scope and opportunity in the social landscape, identifying the things you want to achieve and clearly defining what success means to you is essential.

## For salons and spas, social media can help you:

- Build a strong brand & boost your online visibility
- Advertise your services and showcase what makes you different
- Attract new clients and keep existing ones engaged
- Grow your business and diversify revenue opportunities
- Find new talent and recruit new employees

While many salon businesses will choose to focus on just one or two of these benefits, some may attempt to achieve a little bit of everything.

## Before deciding what's best for you, it can be helpful to define your capabilities and be realistic about...

- How much time can you realistically spend on social media each week?
- Do you want to keep things in-house or outsource to an agency?
- How often would you like to post online?
- Do you want your socials to be your main online presence, or would you prefer to direct clients to a website or online booking page?

“ Before you jump into social media for your salon or spa, know what you want to achieve. Do you want more people to recognise your brand? Do you want to make more money? Whatever your goal is, figuring it out first will help you create a social media plan that actually works for your business. ”



-Eilish Boyle  
Global Social Media Strategy  
Manager, Phorest





# What Kind of Content Should I Be Posting on Socials?

While there aren't many hard rules related to posting content, there are some general guidelines and standards that should be followed. **No matter what channels you're posting on, consider the following;**

## Consistency is key

Whether you choose to post something every day or multiple times a week, creating a schedule and sticking to it is important to keep your account visible and engaging. Similarly, keeping your content consistent in terms of brand, design, and tone, helps support your branding and visibility overall. Posting regularly could help the algorithm favour your content, meaning you could appear more often in your followers' timelines/feeds. This increased visibility can encourage more engagement and followers, which ultimately results in greater online brand visibility.

## Post varied content

Nobody wants to follow a business using social media as an online advertisement platform. Make your social profiles an extension of your brand and fill them with images, videos, stories, highlight reels, and more that cover every aspect of your business, from before and after pics to "behind the scenes" videos, team member introductions, salon tours, and more. Before publishing content, ask yourself; "does this post bring value to the people that will see it?" If the answer is yes, go ahead and press the "post" button!

## Allow your personality to shine through

Social media is one of the few channels that allows businesses to showcase their brand's true personality. Whether you market yourself as a fun and funky hair salon that bursts with energy, or a tranquil spa that serves as an escape from reality, make sure this rings through in your posts! Choose the images, music, colours, and language in your posts carefully, and use them to your advantage to help your business's unique personality shine through.

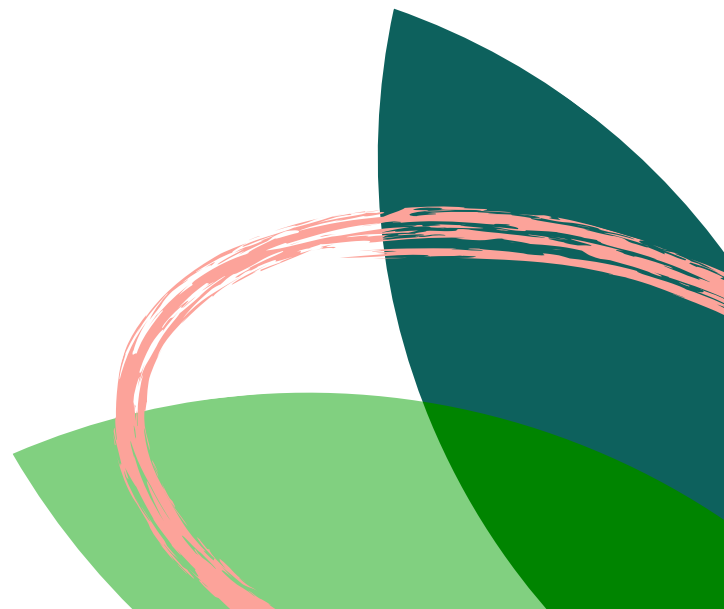
## Your brand should be instantly recognisable

Following on from our previous point, everything you post on social media, from visual content to captions, should be branded to your business. This doesn't just mean adding a watermark to the bottom of photographs. It means creating a brand playbook and ensuring all captions written, colours used, and content posted match this. In an endless feed of content, your followers should be able to recognise your posts immediately,

before they even see your handle. Limiting who can post on your professional social media accounts to one or two people, and ensuring they're following guidelines, can help the upkeep of this.

## Understand your channels

The world of social media is constantly evolving, but one thing that stays constant is that different channels have different content guidelines and appeal to different people. Facebook, for example, tends to attract an older audience and focuses primarily on written content, while Millennials and Gen Zers largely use TikTok which prioritises video and audio content. When you have a basic understanding of each platform, you can define their pros and cons, and which one/ones will suit your business best.







“  
When you post,  
you’re trying to have  
someone know, even  
without looking at  
the title on top of  
the post, that it’s  
from you. A lot  
of that has to do  
with branding...  
When I look at  
your page, I want  
to know what it  
feels like to walk  
into your company”



-Sophia Hilton,  
Founder & CEO of Not Another  
Salon & Not Another Academy



# 2

## Social Media Channels; Pros & Cons of Each for Salons

# Social Media Channels; A Short Overview

## Instagram

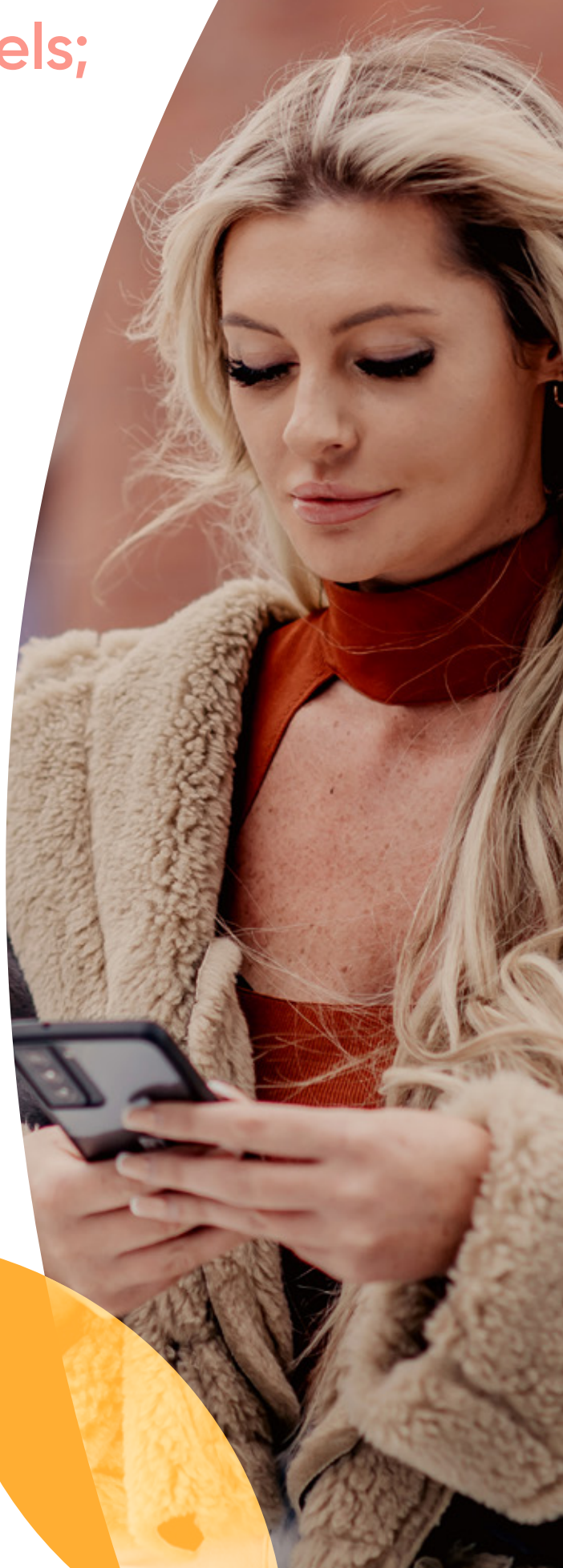
A picture and video-sharing app that features both static content and short-form, temporary content that disappears after 24 hours.

### Pros: ✓

- Focus on images & videos is great for showcasing creative industries like salons & spas
- User base of 2.35b people
- Powerful advertising capabilities & detailed business account tools

### Cons: ✗

- Large user base means the market can feel saturated
- Can be time-consuming to post content & engage with followers



## TikTok

A video-sharing app known for its tendency to make content go viral. Users can choose to view either of two feeds; one of videos made by accounts they follow, and the other curated by an algorithm curated to suit their interests.

### Pros ✓

- Potential for virality makes it a great brand awareness tool
- Focus on short-form video & casual style means content can be shot and uploaded quickly
- Large user base gives the potential for impressive view counts & engagement rates

### Cons ✗

- Global reach makes it almost impossible to target local audiences
- User Interest-based algorithm means it's difficult to know what content will perform well

## Facebook

A social networking website where people can create personal profiles, share photos, videos, and messages with friends and family, as well as engage with business profiles.

### Pros ✓

- Emphasis on local community makes it easy to reach ideal client base
- Powerful advertising capabilities & detailed business account tools
- Groups make community-building and communicating with followers quick and easy

### Cons ✗

- Falling in popularity compared to other social media sites
- Not as visual as other social media sites; disadvantage to salons & spas who want to share their work



## YouTube

A video-sharing platform offering videos ranging from a few seconds to hours long. Users can watch suggested videos compiled by an algorithm or subscribe to their favourite channels and be notified when these creators upload.



### Pros ✓

- Videos are highly visual & have the ability to contain lots of information, making them a great marketing tool for salon and spa businesses
- Once a YouTube channel reaches a certain number of views and subscribers, it is automatically monetised
- YouTube is the second-largest search engine in the world, meaning users are more likely to find a salon or spa's content through YouTube searches than other social media platforms.

### Cons ✗

- Long-form, high-resolution video content, which is popular on YouTube, is very time-consuming to create and requires some technical expertise and equipment
- Unlike other social media platforms, where local targeting is easy to achieve, YouTube's algorithms are designed to share content with the widest possible audience, which may not always align with a salon or spa's target demographic.

## Twitter

A social media platform where users can write, share, and like short messages, called "tweets," with a network of followers in real time.

### Pros ✓

- Real-time nature of tweets allows businesses to communicate updates with their followers immediately
- Use of hashtags and retweets can help businesses reach a wider audience, potentially leading to new customers.
- Popularity with business professionals makes it a valuable tool for connecting with others in the industry

### Cons ✗

- Limited word count makes it challenging to share detailed information about promotions, services, or other updates
- Limited targeting and geographical functionalities

## LinkedIn

A social media platform primarily used for professional networking and career development, with users posting, sharing, and reacting to written content, images, and short videos. It also offers CV-building features, online courses, and job posting capabilities.

### Pros ✓

- The salon industry is relatively underrepresented on LinkedIn, meaning it is a less saturated market than other social media platforms
- Advanced job posting & recruitment functionalities could make recruitment easier
- Ability to establish business relationships and brand awareness in a B2B environment

### Cons ✗

- Corporate focus means that salon professionals and ideal followers may not be active on the site
- Not as much opportunity to share visuals as other social media sites



As with everything, you will understand your business' unique needs, and know what the best social media platform, or platforms, are for you.

Once you've chosen the platform/s you want to use, and what you want to achieve, it's time to start posting in a way that lets you smash those goals.





# 3

Case Study: Using  
Social Media to  
Build a Brand &  
Engage a Following

# Using Social Media to Build a Brand & Engage a Following

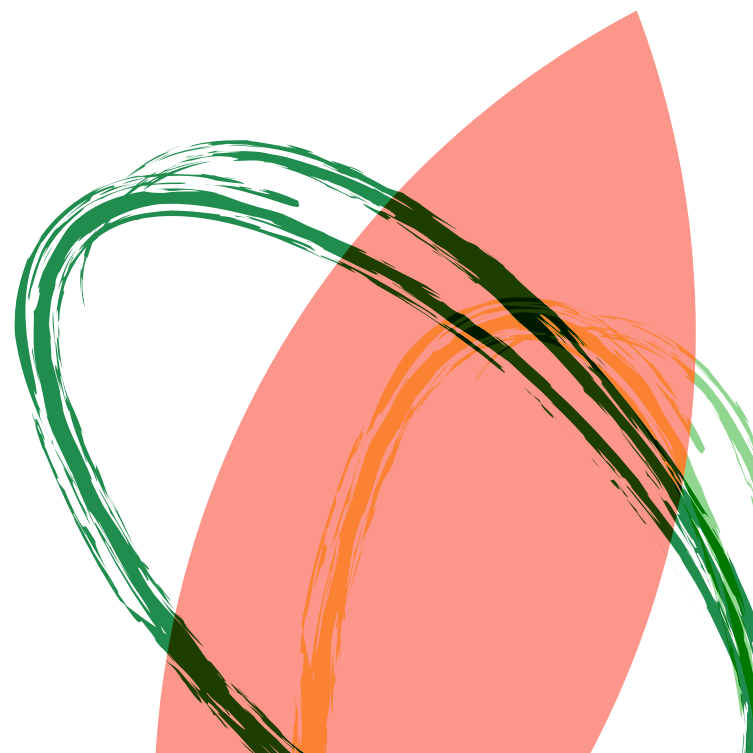
One of the greatest benefits of social media for any salon or spa business is that it can be an effective brand-building platform; which is a must if you want to be successful online. Without a strong brand, followers simply won't be interested.

Social media is your business's virtual shopfront when building your online brand. In today's digital-first world, this could be the thing that the majority of your future clients see first and may be the very thing that persuades them to book their first appointment. When cultivating your salon or spa's online brand, staying consistent and creating content that followers can instantly recognize as yours is important.

**Here are a few of our top tips:**

## **Stay Consistent:**

Consistency is vital when posting to social media; from the colours you use in the background of your images to the number of times you post each week and the information you share across channels. As well as creating a feeling of "togetherness" and professionalism on your profile, social media algorithms often reward consistency, meaning your content will be pushed out to a wider audience.



## Keep Social Posts Positive & Engaging:

Creating interesting posts that ask your followers to engage, such as ones that include questions, polls, opinion outreaches, etc, have a number of benefits. Firstly, engaging posts will help your followers feel more involved in your online community. Secondly, when followers actively engage with posts by liking, commenting, and sharing your engagement rates will increase, resulting in your profile being shown to more people and, in time, helping you build a larger following.

## Let Your Personality Shine Through:

Social media is one of very few professional platforms where businesses are encouraged to have some fun and let their unique personalities shine through. Build a brand that stays true to your business by creating posts that give some genuine insights into the day-to-day running of your business in a casual and “unfiltered” manner. Getting your team involved, injecting some humour, and not being afraid to show imperfection is key here.

## Engage with Similar Online Communities:

Social media is called that for a reason; it’s a platform that allows you to connect with like-minded individuals and build a community online. Use your business profile to join and create groups, reply to messages, engage with similar creators, and get involved with industry-related discussions. This helps you establish yourself as an industry leader, while online communities can open your business up to a plethora of opportunities in the form of business partnerships, brand collaborations, and potential new clients.





## Don't Be Afraid to Embrace New Trends

Social media is one of the first places that you will notice the trends that quickly grow into cultural phenomena. From the latest hit songs to the newest fashion, style, and beauty trends, following trend-forward leaders in your industry can help you keep your brand trendy, current, and innovative. When new styles, techniques, products, and treatments become available, embrace them! Your ability to think ahead and stay relevant could be the thing that attracts countless new followers and clients.



# Case Study: House of Quirk, Northwich, UK

House of Quirk is a unisex hair salon that uses its social media profiles to advertise its services and so much more. Alongside high quality photographs of clients' haircuts, colours, and styling services, House of Quirk advertises in-salon music listening evenings, weekly drink deals, and important salon milestones and celebrations.



"Social media is such a powerful and important tool for us here at HQ. The way the world has grown and changed throughout the years has impacted the way that we connect with our audience. Instagram & Facebook are a great way for clients to keep up to date with what we are doing, before their appointment, after their appointment, and more importantly, that gap between... We feel strongly about being a part of the community. Supporting local independent businesses, helping local charities' voices where possible, and keeping everyone in the 'know'."



-Rae, Co-Owner, House of Quirk





By using Instagram in such a varied and personal manner, the salon helps curate a community feel, showing that the business is about much more than just the services they offer. This is the basis of good brand-building.

Help yourself understand your brand by asking yourself the following questions...

- ✓ What are my brand values?
- ✓ What is my why; the reason for everything I do?
- ✓ What colours represent my brand?
- ✓ What kind of personality does my brand have?
- ✓ What is my USP; the thing that makes me different from everyone else?
- ✓ Who is my ideal client & how do I communicate with them?



# 4

Case Study: Using  
Social Media to  
Advertise Your  
Services &  
Generate Revenue

# Using Social Media to Advertise Your Services & Generate Revenue

After building a strong online brand and amassing some followers, social media can become a fantastic advertisement tool. The visual nature of many social platforms can really highlight the quality of your salon or spa services, instantly drawing people in and enticing new clients into your business.

Similarly, social media allows businesses to quickly communicate information to a broad audience, making it a great digital marketing tool. From new product launches to pricing updates, changing opening hours, staff member announcements, and more, posting news on socials is a quick, easy, and free way to get your message across.

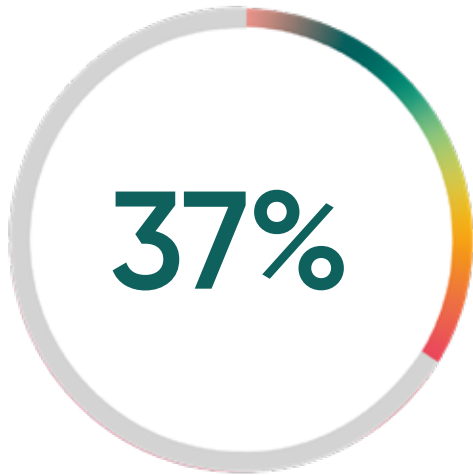
Plus, these regular insights into the running of your business help followers feel more connected to you and part of your community; keeping your brand front-of-mind next time they want to book a hair or beauty appointment.



## When using social media to advertise your business...

- Use high-quality, eye-catching images and videos to instantly catch the attention of your viewers.
- Stick to brand guidelines in all content you post, from the colours you use to the tone of voice you use to write your captions.
- Use hashtags related to your business to attract the attention of wider audiences- looking at the “explore” or “for you pages” on the social platform of your choice can indicate what hashtags are trending for particular topics.
- Include clear “call to action” buttons that instruct viewers what to do next; ie a “book now” button linking to your online booking platform can work well alongside a client’s before and after pictures.
- Publish reviews across all social media platforms. Using a review management tool, such as Phorest’s Online Reputation manager, can help you request, publish, and reply to reviews across all of your social platforms.
- Consider whether partnering with a local influencer would benefit your business. Influencer marketing may not work for every salon, but it can attract new clients and help build your online brand visibility rather quickly.

# Your Online Reputation Counts!



**37% of people say they're influenced by social media & online reviews when trying to find a new hair salon.**



"Instagram is a great place to let people see how much goes in to learning hairdressing skills, and what it really looks like. The Stories tool is incredible for giving people the 'fly on the wall' view' and we get regular reaction notifications and feedback from clients talking to us at their appointments about how well they're doing, and how they have seen them grow through watching their journey - This is all down to us being able to show this through Instagram!"



**-Rae, Co-Owner,  
House of Quirk Salon**

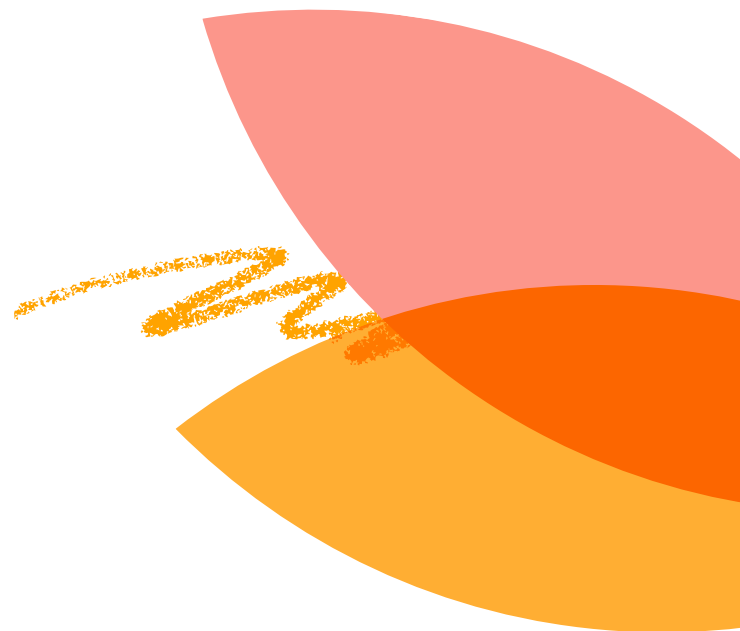
**Top Tip:** While social media can be a great tool to help you advertise your business and attract a loyal customer base, you shouldn't use it for this alone. People don't want to follow social media profiles that feel like constant advertisements! Be subtle when posting; posts that showcase personality and authenticity can often be the most successful.

## Building New Revenue Streams Via Socials

Social media has the potential to unlock various new revenue streams for salons and spas, particularly through online booking and online store integrations.

Platforms like Instagram and Facebook allow users to integrate a range of online tools, including your Phorest online booking and online store, directly into your bio and posts. Doing this encourages clients to book and buy as soon as they see one of your posts, allowing you to capitalise on impulse shoppers while giving your clients a quick, easy, and convenient shopping/booking experience.

Similarly, by integrating your online store with social media, you can sell to customers far beyond your physical location's reach, increasing both sales and online visibility for future brand and revenue growth. By leveraging the power of social media to streamline booking and sales processes, you can maximise revenue potential and expand your customer base.





# Social Media Ads; Are They Worth It?

On most social media platforms, paid ads can help you target specific demographics and interests, increase visibility, and track campaign performance so that you can tweak future campaigns for optimal success. Additionally, social media advertising is relatively cost-effective compared to traditional advertising methods, making it perfect for businesses with smaller budgets.

Despite the advantages, however, there are also some drawbacks to social media advertising for salons and spas, such as the need for ongoing monitoring and edits to ensure campaigns are effective, as well as the difficulty in seeing specific success metrics such as bookings made by clients who have seen the ads. For salons and spas, where clients purchase an in-salon experience rather than a physical product, specific campaign success can be a little murky.

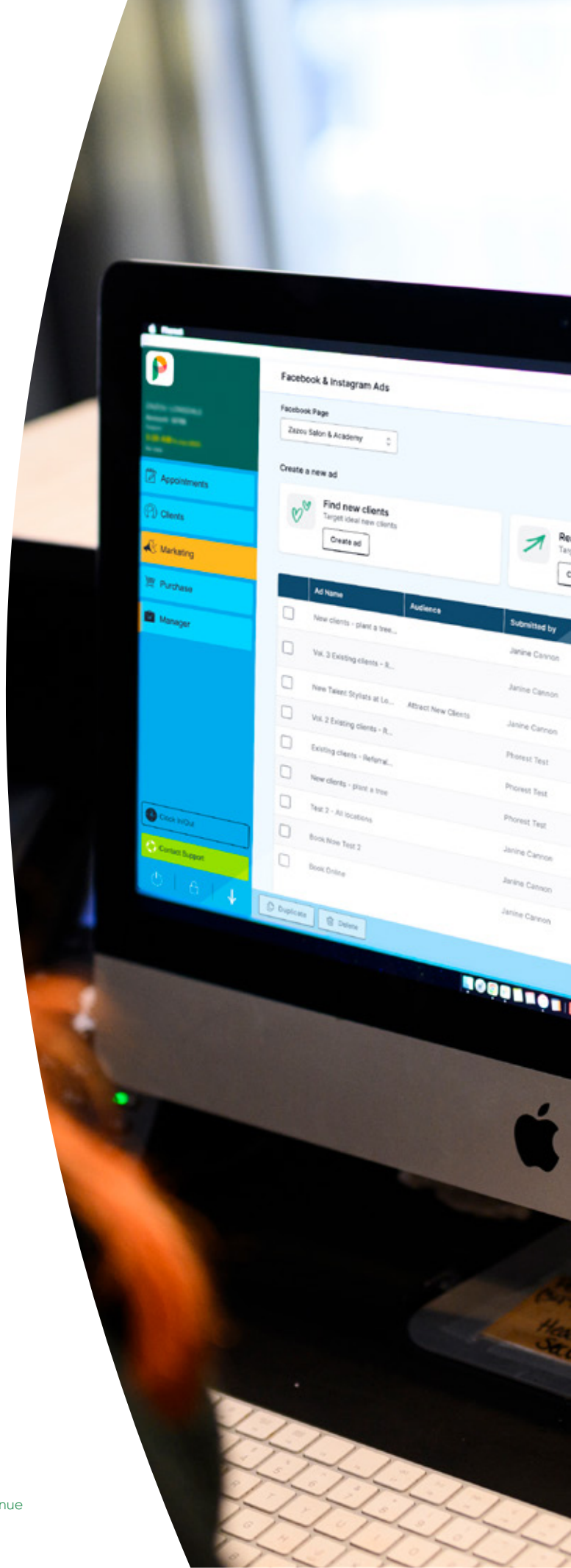


# That's Why Phorest Launched Ads Manager

Phorest's Ads Manager is the first ads management tool of its kind, designed specifically for the salon and spa industry. Integrated fully with your Phorest Salon Software, **Ads Manager allows you to run paid ads to:**

- Discover new clients that fit the same demographic as your top clients
- Target existing clients
- Re-engage lost clients

After creating your ad and setting a daily budget, Phorest's team of experts will ensure your ad is shown to the right audience, at the right time, with all bookings made by clients who see your ad recorded within Phorest system, meaning you can track success right to the register. **It's simple, successful advertising- as it should be.**



“ Phorest takes away a lot of the guesswork that can feel overwhelming if you are unfamiliar with the Meta Business Suite. The support team has been very responsive and has helped me understand the metrics, what budget we should try, for how long, and with setting up the ads. Now we can better determine what our ROI is for our online marketing campaigns. I honestly think this is such a game changer for the salon industry ”



**Janine**, Brand & Business  
Development Lead, Zazou  
Salon & Academy

## Whether you use Phorest's Ads Manager or other ads management tools, here are some best practices...

- Clearly define your target audience and tailor your ad messaging and visuals to suit this demographic.
- Use eye-catching, high-quality visuals, images or videos to showcase your services and products clearly and professionally.
- Include a clear call-to-action in your ad that encourage users to take action, such as booking an appointment, purchasing a product, or visiting your website.
- Use targeting options to reach your ideal audience, such as location, interests, ages, and other demographics (Phorest will do this for you in Ads Manager)
- Continuously evaluate and test your ads, adjusting as necessary to ensure you're reaching your goals. (Phorest will do this for you in Ads Manager)

**Top Tip:** Most social media platforms have dedicated ad management tools that will allow you to tweak ads based on a number of factors. If you're not comfortable setting up and running paid ads yourself, why not invest in team training for interested staff members, or outsource to a dedicated social media agency?



# 5

## Case Study: Using Social Media for Recruitment

# Using Social Media for Recruitment

Social media is now an effective and low-cost resource for recruiting, especially in creative industries. Many salon professionals showcase the majority of their work on video and image-based social sites such as TikTok and Instagram, which is why it makes sense to also recruit on these platforms.

By using socials to drive recruitment, you have a better chance of attracting the attention of social media-savvy professionals, and can also view their portfolio of work before you get in touch; managing expectations and speeding up the hiring process. Recruiting on social media is especially helpful for salons that want to attract newly qualified industry professionals or younger workers, as this is where they tend to spend their time online.





“ How do you create a salon experience that people want to be a part of? Stop selling [on social media]... do the right stuff so that people want to buy you instead! You will get the right people for your salon when you use your Instagram as your shop window... communicate what you stand for. ”



-Hairdressing master salon coach, and owner of HALO academy, **Dennis Van Lierop**



## Tips on using social media for recruitment:

### Create job listings that highlight your salon's culture, values, and work environment.

Potential employees will be more likely to apply to work in salons or spas whose brand aligns with their own personal values.

### Engage enthusiastically with potential candidates.

Respond promptly to inquiries to build a positive relationship with applicants. Consider using direct messaging to schedule interviews and provide additional information, or set up an automated message directing people to the best email/phone to get in touch with you.



### Use relevant hashtags to increase the visibility of your job postings to potential candidates.

Hashtags like #salonjobs, #hiringbeauticians, and #hairstylistjobs are commonly used in the industry and will be seen by professionals who are actively searching for jobs via social.

### Share your job listings across social media communities,

especially in relevant industry groups. By doing so, you can attract a larger pool of talent who are actively engaged in the industry.

### Encourage your team to share your posts,

as they are likely to have many relevant connections. By asking them to share your post, and offering incentives for successful referrals, you can open your search to a whole new pool of talented applicants.

# Case Study: Studio Wish Salon Spa, Ohio, USA

Established in 2001 and offering everything from hair extensions and colour services to makeup and nails, Studio Wish Salon Spa in Ohio has embraced social media as a helpful recruiting tool for the business. Studio Wish advertises job postings across their Instagram to an audience of over 3,000 followers via regular posts and a link in their bio. The salon spa also embeds the application process into their website; where applicants can view the salon's artists, ethos, and reviews before submitting their CV.

## The benefits of doing this include:

- Lower recruitment costs
- Highly visible & shareable job listings
- The opportunity to garner candidate referrals from followers & fellow industry professionals
- The opportunity to attract candidates whose values are aligned with the values of the business
- The opportunity to attract candidates who spend a lot of time on social media; most likely younger, newly qualified professionals or those who are tech-savvy





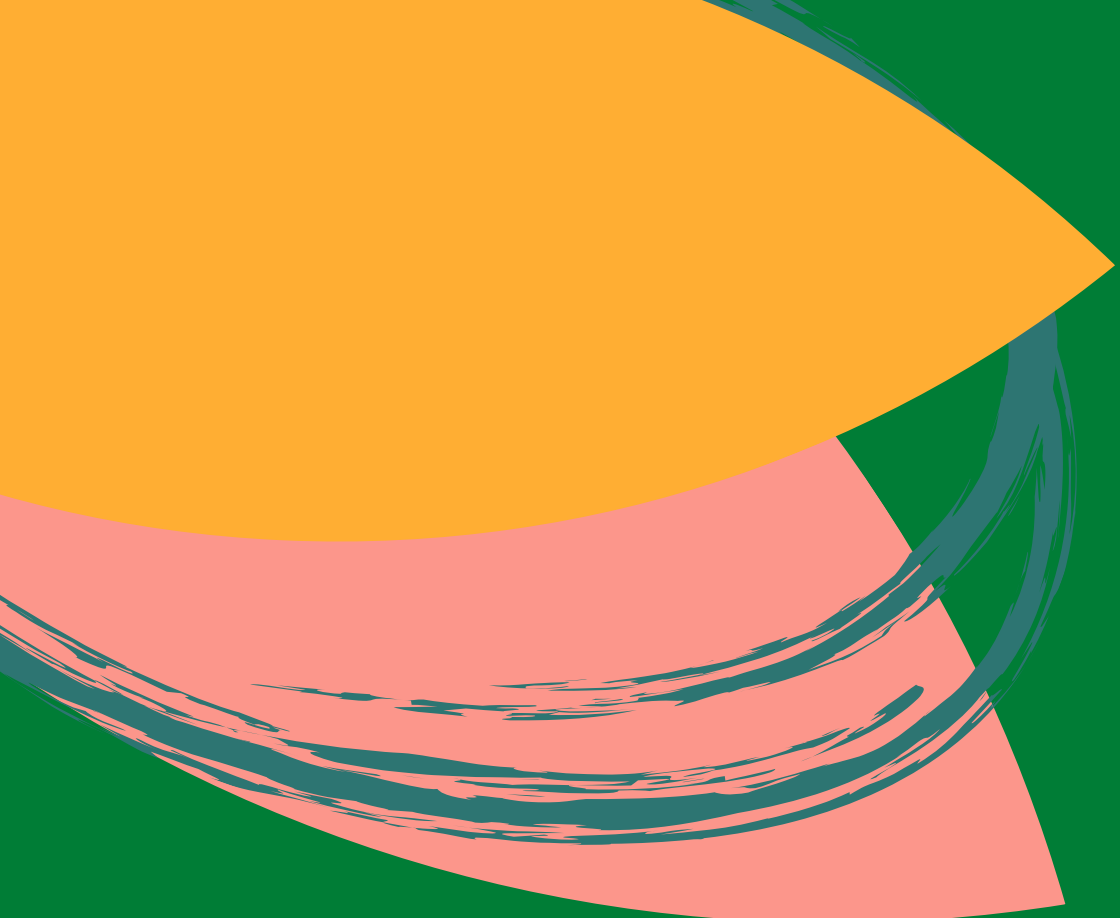
On using social media for recruitment,  
**Rowena**, owner of Studio Wish Salon  
Spa says;

“

Recruiting on social has been beneficial in the fact that we show our team values through our posts. We believe this will then attract potential team members that connect or feel a connection to what they see... I do all our marketing with our values incorporated in the post somehow. Either a word, a feeling, a visual of fun... the way I know it's working is reading our reviews and seeing our actual values mentioned by our clients' words! ”







# 6

## How To Measure Social Media Success?



# How To Measure Social Media Success?

Measuring social media success for salons and spas can be a little tricky, as there are countless metrics available to track, but not all of them convert to revenue generated or new clients attracted. Oftentimes, the social media payoff for businesses comes in the form of followers, increased brand awareness, and online visibility—which are difficult to measure in financial terms.

**That being said, here are some guidelines:**

## **Learn how to use Social Analytics Tools:**

Most social media platforms offer built-in analytics tools that can help you track your performance, showing metrics like impressions, reach, and engagement. Alternatively, using a tool such as Google Analytics, or outsourcing this to an agency can help you understand the success of your social strategy.

## **Define your goals:**

Before you start measuring your social media success, it's helpful to consider what exact goals you're hoping to achieve. These could range from increased bookings via the link in your social media bio to increased engagement rates on your latest posts.

## **Monitor your competitors and keep an eye on industry trends:**

Being aware of how your competitors are performing on social media as well as what kind of trends and innovations are popular in the industry, can give you insights into what's working and what's not. While we don't recommend directly copying anyone, taking inspiration from successful competitors and industry leaders may help boost your visibility, followers, and engagement.

### Track relevant metrics:

You'll want to track different metrics depending on your goals. For example, if your goal is to increase bookings, you should track the number of appointments the clients book through social media. To boost engagement, you'll want to track likes, comments, and shares.

### Flexibility is essential in social media marketing;

based on your metrics, data, and competitor analysis, it's important to be flexible and adjust your social media strategy as needed. If you're not seeing the results you want, try something new. One unsuccessful campaign or post does not mean that you're an unsuccessful business.



**Top Tip:** Companies like Hubspot, LinkedIn, Meta, and Google have many free courses on social media analytics that are perfect for beginners, with the option to take on more advanced courses after you pass. You've got this!



# 7

## Social Media as an Essential Tool for Salon & Spa Businesses

# Social Media as an Essential Tool for Salon & Spa Businesses

Social media is an essential business management tool to expand your reach, grow your brand, connect with clients, and attract new visitors to your salon or spa. While this ebook has explored the benefits of using social media to grow your business, it's important to understand that social media, in its nature, is ever-evolving, and what worked yesterday may not work tomorrow. The standard of "best practices" is always changing, which is why keeping up to date with emerging trends is essential. Be flexible and willing to pivot your approach at a moment's notice when implementing a social strategy. Taking this approach will better equip you with an online presence that will last in the long-run; one that prioritises creativity, adaptability, and consistency alongside accurate metrics-tracking, trend awareness, and personality. With the right approach, your social media accounts can be a powerful solution in helping your salon or spa business grow to new heights.





8

# Glossary



# Glossary

## Hashtag

A word or phrase preceded by the “#” symbol used to categorize posts and make them more discoverable.

## Follow

To subscribe to a user’s account to see their updates in your feed.

## Like

To express your approval or enjoyment of a post by clicking on the “like” button.

## Tag

To mention someone in a post by adding the “@” symbol followed by their username.

## DM (Direct message)

A private message sent between two users on the social media platform.

## Share

To repost someone else’s post on your own profile or to send it to someone else.

## Timeline/feed

The stream of posts that appear on your homepage, showcasing updates from accounts you follow.

## Platform

Another name for a social media website and/or app

## Profile

Your personal page on the social media platform where you can share information about yourself and your interests.

## Comment

To leave a written response to a post.

## Influencer

A user who has a significant following and can influence their audience’s opinion or behaviour. Often promotes products/services for a fee and/or free products.

## Algorithm

The system used by the social media platform to determine what content appears on a user's feed and in what order.

## Viral

When a post or piece of content spreads rapidly and widely across the internet, garnering an unexpectedly large amount of engagement.

## Analytics

The data and metrics that show how well your posts are performing, such as likes, shares, and engagement.

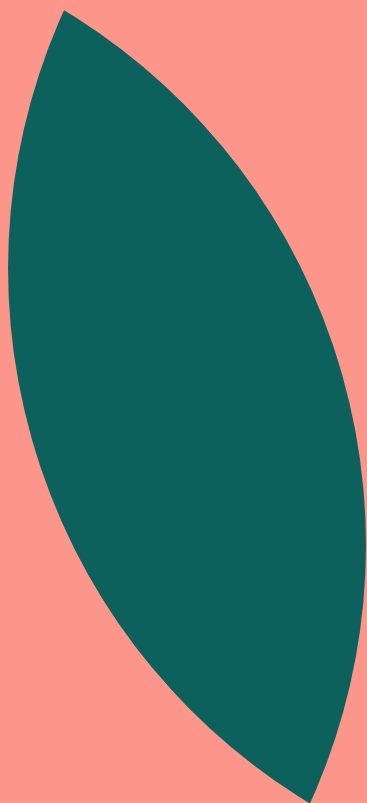
## Engagement

The interactions and responses your posts receive, such as likes, comments, and shares.

## Trending

Refers to topics or hashtags that are currently popular and receiving a lot of attention on the platform.





9

Learn More

# Phorest; Born On The Salon Floor, Bred To Help You Thrive

**Phorest Salon Software was born on the salon floor and bred to help owners and their teams thrive.**

Founded by CEO Ronan Perceval in Dublin, Ireland, in 2003, Phorest has earned recognition as one of the fastest-growing technology companies in the hair and beauty industry and is honoured among the Deloitte Fast 50. Phorest serves nearly 10,000 businesses globally and over 160,000 beauty professionals across 10 regions.

For nearly two decades, Phorest has supported and enabled salons, spas, and clinics to manage, market, and grow their businesses. The company collaborates with real hair and beauty teams every day to build technology solutions that will make an impact.

Phorest employs 300 people in offices located in Ireland, the UK, Finland, Germany, Australia, the UAE, Canada, and the US. Its Board of Directors includes significant industry players and independent directors Paolo Braguzzi, former CEO of Davines Group, and Janna Ronert, Founder and former CEO of Image Skincare. In 2022, Barry Mulligan, a partner in [Tribal.vc] (<http://tribal.vc/>), joined the board. Mulligan has been an active investor in young, dynamic tech companies in Ireland since 2010 and was one of the first investors in Phorest Salon Software.

The growing Board of Directors includes individuals with diverse experience, including Olivia Leonard, Director of Instagram EMEA (Chair); Jonathan Klahr, Growth Equity Investor at SGE; and Colin Day, Founder and former CEO at iCIMS.



## Resources:

Phorest Consumer Insights Survey 2022

## Contributors:

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