

Blog Section													
Keyword	How to make your salon more profitable												
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Meta Description	AI apps are the secret weapon that most hairdressers aren't using to make their salons more profitable. Here are 3 ways to use AI to give you the edge												
Headline	3 Ways to make your hair salon more profitable using AI												
Intro/ Lead	<p>Have you seen all the hype about AI, but aren't sure how to turn it into profits for your hairdressing business? You aren't the only one. With 100s of new AI apps constantly popping up promising you the world. It's hard to know where to start especially if you aren't tech savvy.</p> <p>The good news is that most salons haven't adopted this technology yet, so if you can it will give you a huge competitive edge.</p> <p>In this article we're going to show you 3 simple ways to use AI to make your salon more profitable and give you recommendations about which tools you can use.</p>												
Main Body section 1	<div><h3>1. Create your own AI Customer Service Team</h3><p>As a small business owner you're most likely working on your own or with a small team. This makes providing great customer service challenging due to having to balance that with other business tasks.</p><p>This is where AI chatbots shine. They can be trained to answer common customer queries and basic tasks such as cancellations and rescheduling.</p><p>Further automations could be put in place such as sending 24 hour appointment confirmations, reminding customers to leave reviews, dealing with complaints or scheduling follow up appointments when it's time to get customers hair redone and more.</p><p><b>List of recommended customer service chatbots and how easy they are to use in your business</b></p><table><tr><td>Name</td><td>Price (Pro version)</td><td>Learning curve</td></tr><tr><td>Freshworks Chatbot</td><td>£55 a month</td><td>Medium</td></tr><tr><td>Go High Level Chatbot</td><td>Included in \$97 a month tier</td><td>Medium</td></tr><tr><td>Tisume Chatbot</td><td>Included in £50 a month tier</td><td>Easy</td></tr></table></div>	Name	Price (Pro version)	Learning curve	Freshworks Chatbot	£55 a month	Medium	Go High Level Chatbot	Included in \$97 a month tier	Medium	Tisume Chatbot	Included in £50 a month tier	Easy
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	<p>Using tools that provide this service, saves you the cost of having to outsource these tasks and can provide a better work life balance for you.</p> <p>Improved customer service also doubles up as marketing. Customer satisfaction boosts your brand and increases the chances of receiving referrals and positive reviews that can be shown on your Google Business Profile.</p> <p>If you need help setting up these automations and chatbots, Tisume provides free training and set up to anyone who signs up to their scheduling platform.</p>															
Main Body section 2	<h2>2. Improve your social media presence.</h2> <p>In 2024 having a social media presence is essential for any small hairdressing business. It's one of the best free sources for inbound customers. The problem is that it can be difficult to keep up with social media trends and come up with fresh content while trying to run your business.</p> <p>This is where AI tools can do the heavy lifting. Tools such as ChatGPT can be used to help identify who your top competitors are and their most successful social media posts This can be used to provide inspiration for your content.</p> <p>AI tools can also be used to significantly reduce the time taken for the production of content. Tools like Canva AI can edit videos for you. For example it can stitch together a bunch of B-roll of you styling your customers hair, so all you have to do is provide a voice over.</p> <p><b><u>List of recommended video generation AI tools and how easy they are to use in your business</u></b></p> <table><tr><td>Name</td><td>Price (Pro version)</td><td>Learning curve</td></tr><tr><td>Canva AI</td><td>From £13 a month</td><td>Easy</td></tr><tr><td>Descript</td><td>From \$24 a month</td><td>Medium</td></tr><tr><td>Deepbrain IO</td><td>From \$89 a month</td><td>Difficult</td></tr></table> <p>Tools such as Canva.AI and Midjourney can be used to create image content for platforms like Instagram and Pinterest in seconds.</p> <p><b><u>List of recommended image generation AI tools and how easy they are to use in your business</u></b></p> <table><tr><td>Name</td><td>Price (Pro version)</td><td>Learning Curve</td></tr></table>	Name	Price (Pro version)	Learning curve	Canva AI	From £13 a month	Easy	Descript	From \$24 a month	Medium	Deepbrain IO	From \$89 a month	Difficult	Name	Price (Pro version)	Learning Curve
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	Photoshop AI	From £27.99 a month	Medium
	Midjourney	From \$30 a month	Medium
	<p>Marketing is the lifeblood for any small business as it provides a constant flow of customers.</p> <p>Artificial Intelligence makes it easier than ever for small teams to fulfill the marketing needs required to thrive today.</p> <p>However, if you still want to reduce the workload of marketing for your business. Then platforms such as Tisume provide simple solutions that bring customers to you.</p>		
Main Body section 3	<h3>3. Virtual Beauty Consultation</h3> <p>AI technology has created new opportunities for hairdressers to attract customers. Providing virtual beauty consultations with Tisume's 'Try it on AI' tool is one of them. This tool allows customers to preview what their future hairstyle would look like before the appointment.</p> <p>Being ahead of the curve with innovative tools like this is a good way to stand out in a crowded market. It also converts more customers who visit your website.</p> <p>A tool like this provides a ton of content that can be used for marketing. For example you could make TikTok videos of a customer previewing their hairstyle with the 'Try it on' tool, then transition to a clip of the customer with the actual hairstyle.</p>		
Conclusion	<h3>The Bottom Line</h3> <p>In this article we only touched the tip of the iceberg of how AI can improve your salon's profits. What's important is to not feel overwhelmed by all these options or be too trigger happy and implement all of them into your business at once.</p> <p>What we recommend is for you to pick 1 solution that covers tasks that take up a lot of your time. If you get positive results from that solution, then consider introducing another one.</p>		
CTA	<p>If you need assistance by experts who are experienced in implementing AI solutions into hairdressing businesses like yours, then you can <a href="#">contact a member of our team here</a>.</p>		