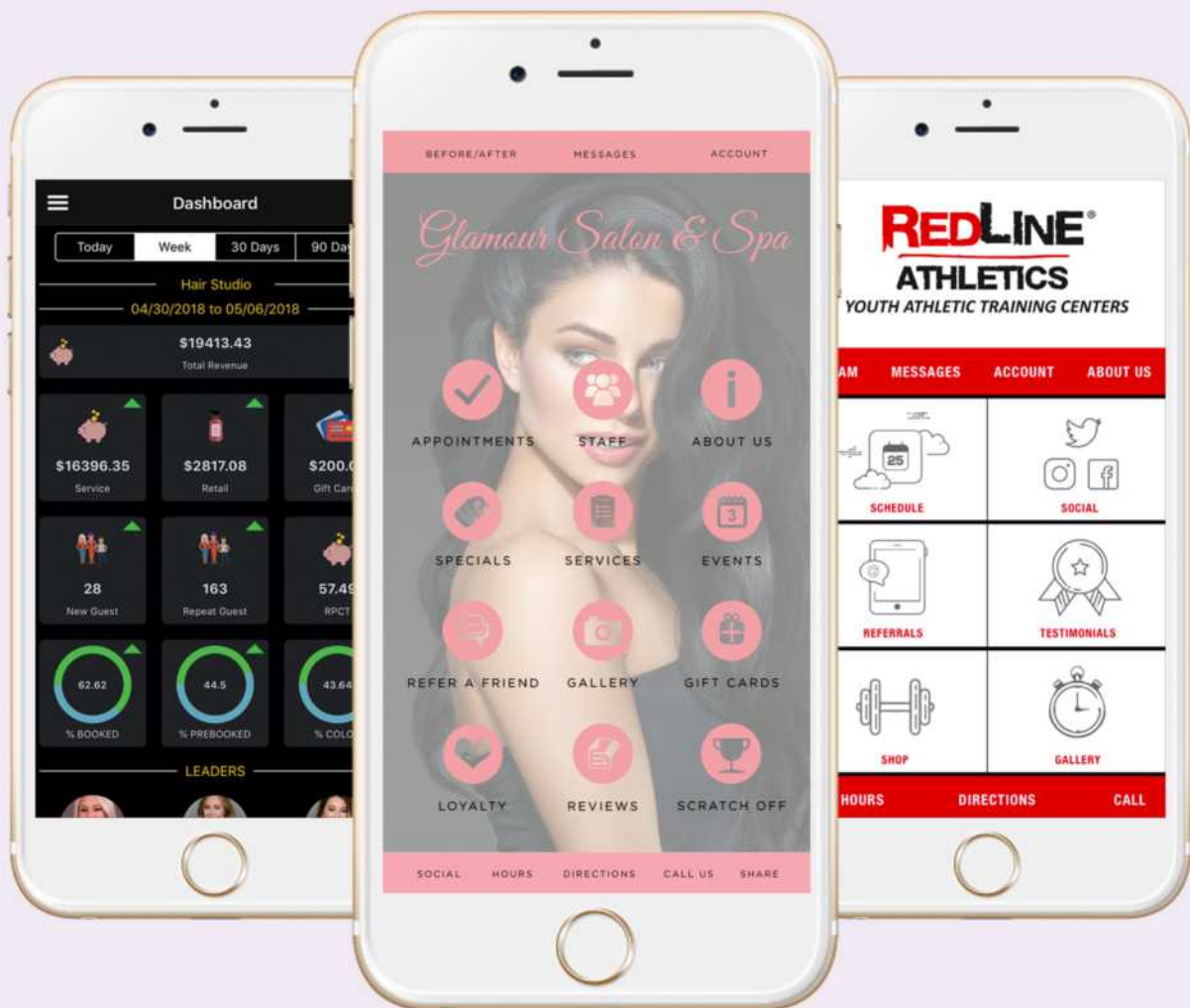


# INTEGRATED, BRANDED MOBILE APPS, CONFIRMATIONS, & DIGITAL MARKETING

for Salons & Spas



SalonClouds+

[www.saloncloudsplus.com](http://www.saloncloudsplus.com)

856 351 5033

## WE BELIEVE IN TECHNOLOGY THAT WORKS FOR YOU.

SALONCLOUDS+ PROVIDES YOUR SALON, SPA, YOGA STUDIO AND SPORTS CLUB.

With the best technology possible to keep your business running smoothly. We keep up with the latest trends and provide mobile-friendly solutions to every problem your business faces from custom reporting to check-in kiosk.

- |                         |                                  |
|-------------------------|----------------------------------|
| Client App              | Intake Forms                     |
| Employee App            | SEO (search engine optimization) |
| Confirmations/Reminders | PPC (pay per click)              |
| Email Marketing         | Google Merchant Center           |
| Check-In Kiosk          | <i>and more!</i>                 |
| Beacons                 |                                  |
| Websites                |                                  |
| E-Commerce Store        |                                  |
| Graphic Design          |                                  |



# CHECK OUT OUR TESTIMONIALS

In the two years since I met this group from Salon Clouds Plus.... my fear of technology has changed. How we interact with our team and our guests have changed. We have a Client App that gives us the ability to connect with our Guests efficiently and effectively. Our Team App is like having our business on our phones. Stylists can have all they need to grow each day with their reports, and I can communicate to them through the App. In this ever changing world of communication and marketing, Salon Clouds Plus will keep us and our Salon Company moving in the right direction. I can't say enough about these people!



Jane, Hair Gallery at the Mill



My company, The Ultimate Barber, has been with SalonClouds+ since November 2017. We were looking for a company to create an app that was customizable for our barbershop. SalonClouds+ was the perfect fit! The technology SalonClouds+ provides for us, places us head over heels above the rest within our industry. We were just voted "2018 Best Barbershop" for our area.

John, The Ultimate Barber

When it comes to 'can we do this or have that,' my experience with POS software companies has always been.. 'it is what it is.' However, with SalonClouds+, if you need a tweak or if even a step further a total customization, they 100% make it work for your company, and that is hard to come by. When we used the online booking platform through our POS, our online booking rates were 25-30% consistently in 2016 and 2017. With SCP and their client facing app, we finished 2018 with 44% online booking. This is a testament to their ease of use and ability to sync with most POS systems. Their email marketing is just as intuitive and customizable (segmenting) as other competitors, at a fraction of the cost. With our 3 corporate salons and more on the way through franchising, the effectiveness of the marketing and price point compared to the 'big players' is second to none.



Frank, Ten Friends Blow Dry & Style House



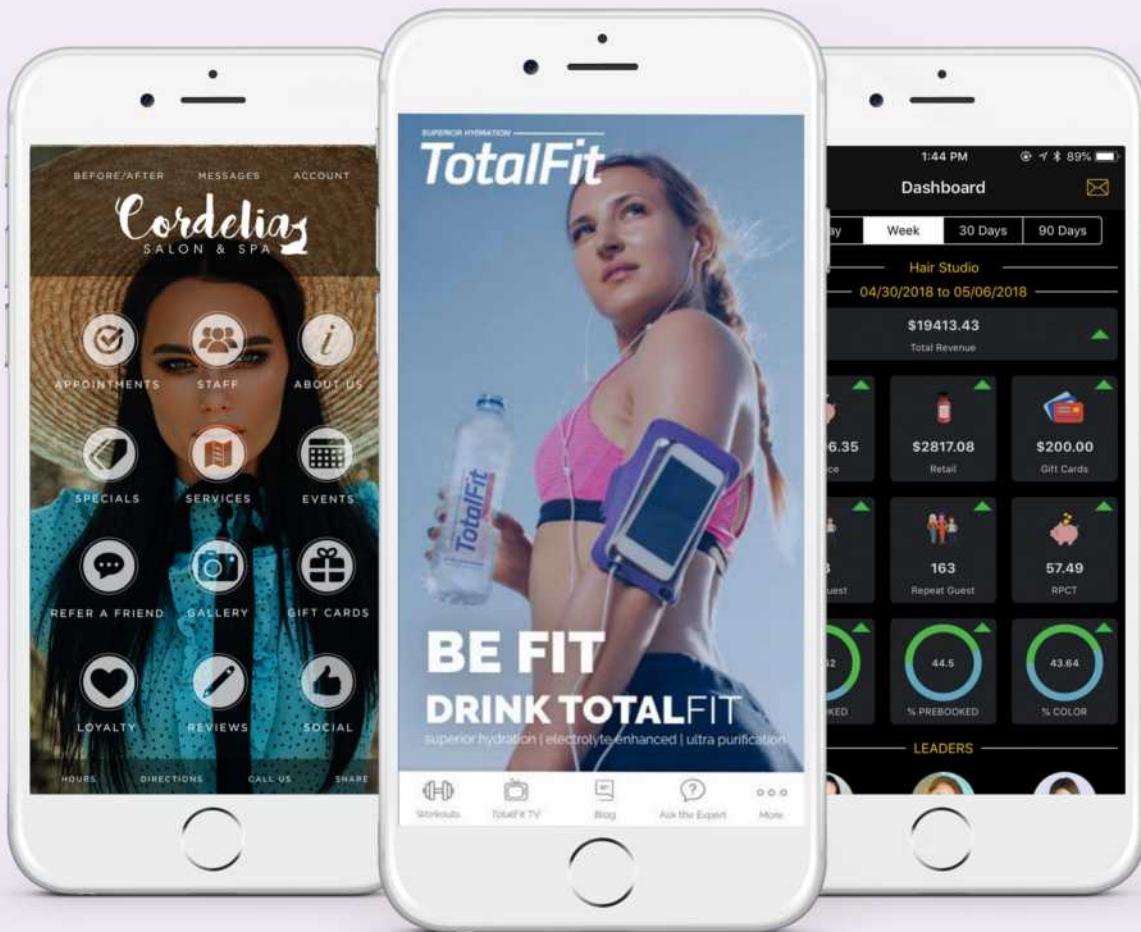
WebAppClouds takes your ideas and makes them a reality. They have a dedicated team that works with you to develop exactly what your business needs. Apps, website, digital marketing - they do it all and more. I would recommend WebAppClouds time and time again, and I have! They listen to what you want and need, and then work to make sure what they deliver is even better than you imagined. If you're looking to get your business into the digital world, WebAppClouds is the team to do it.

Coby, Redline Athletics

## MOBILE APPS

Client APP

Staff APP



-  Push Notifications
-  Reviews
-  Appointments
-  Notes
-  Online Booking
-  Services
-  Total Revenue
-  Chat
-  E-Gift Cards
-  Specials
-  Staff Reports
-  Book Now

and more!

## WEBSITES

WE BUILD STUNNING WEBSITES with e-commerce capabilities. Our customized solution gives you a website that matches your brand perfectly.

- |            |              |          |                      |         |
|------------|--------------|----------|----------------------|---------|
| About Us   | Gift Cards   | Blog     | Events               | Booking |
| Staff/Team | Careers/Jobs | Gallery  | Shop/Products        |         |
| Services   | Contact Us   | Specials | Reviews/Testimonials |         |

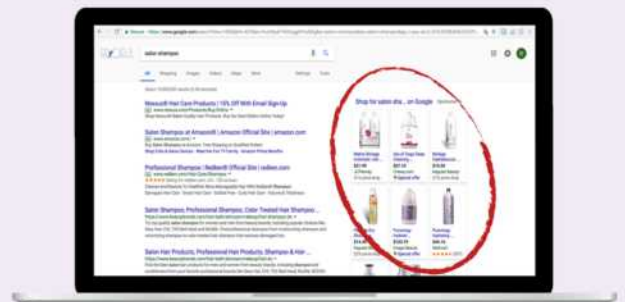


E-Commerce

Google Merchant Center



Sell your retail products online or through your mobile app with a professional ecommerce store.



Selling retail on Google!



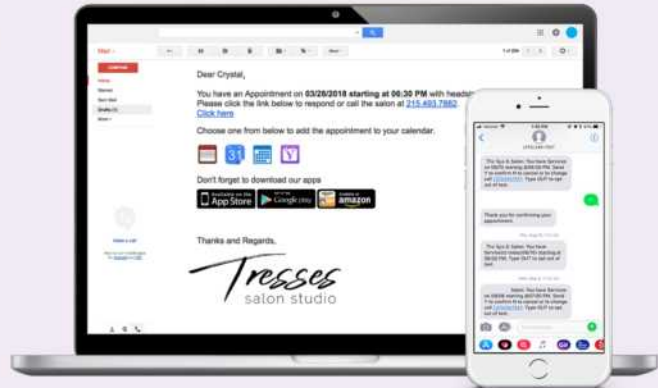
## MORE OF WHAT WE OFFER

### Confirmations & Reminders

INTEGRATES with your Point of Sale & Scheduling Software

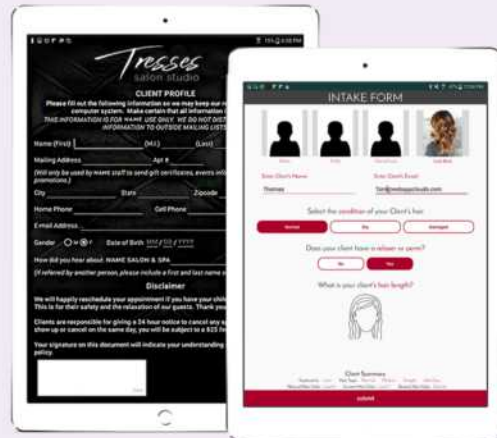
- Email Confirmations
- Text Confirmations
- Same Day Text Reminders
- Push Notifications

and more!



### Intake Forms

SALONCLOUDS+ BUILDS DIGITAL INTAKE FORMS for salons and spas. We convert your paper intake forms and code them for use on an iPad or tablet, allowing you to go paperless.



### iBeacons

AN INTELLIGENT TINY DEVICE that helps sell retail and services in your salon or spa. The iBeacon has a range of up to 300 ft.



Place your iBeacon in your retail area.



When your customers that have your mobile app are in the lobby, the iBeacon will trigger a notification for an in app promo.



When the notification is selected, a promo pops up.

## Search Engine Optimization

SEO IS THE PROCESS OF AFFECTING the visibility of a website or a webpage in a search engine's unpaid results.

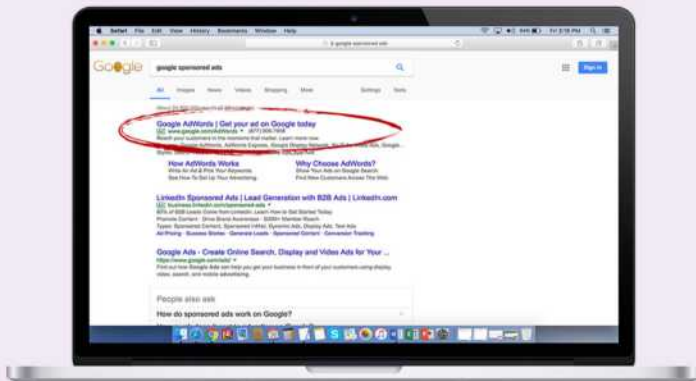
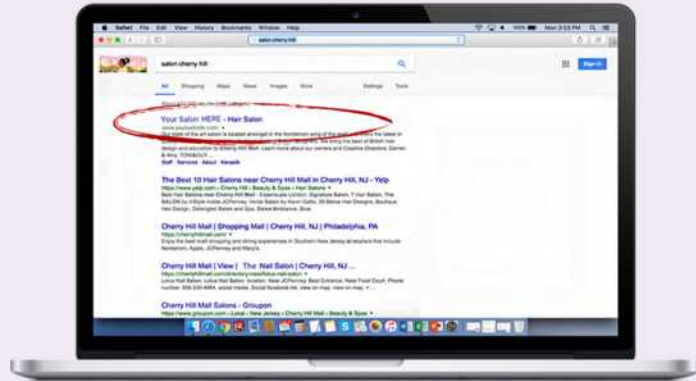
Better Content

Keywords

Higher Visibility

Blogs (2 per month)

Reports/Analytics



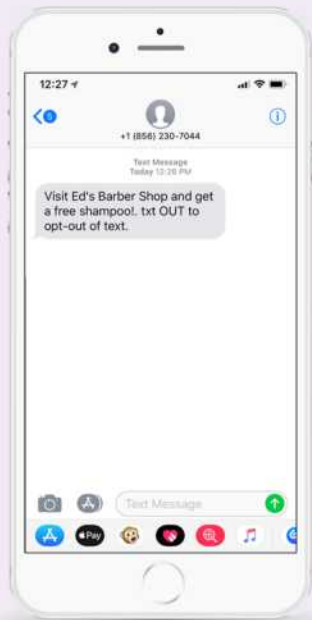
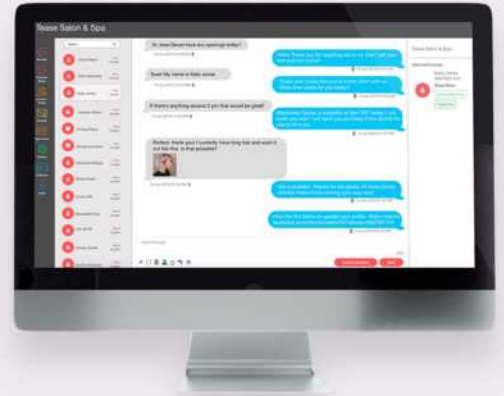
## Pay Per Click

INTERNET MARKETING ON GOOGLE that promotes your company in the "sponsored ads" section. An advertiser pays a fee each time one of their ads is clicked. The advertiser will set a budget that they want to pay per click (PPC). Targeted campaigns, re-target marketing, keywords, analysis and more.

# SMS & TEXT MARKETING

## Snap Texting System

**TEXT MESSAGE & SNAP TEXTING FEATURE** is a complete system that allows you to send coupons, special deals, current events, and other information automatically to your customers through your Dashboard, making it a convenient way to reach your market and grow your audience. Add this feature to any APP package.

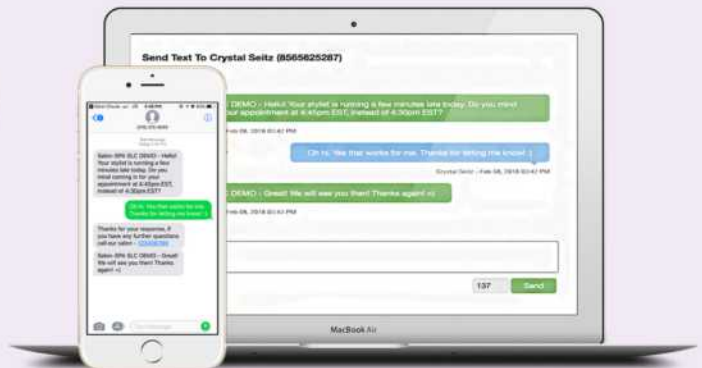


## Group Text Marketing

**GROUP TEXTING FEATURE** allows you to send coupons, special deals, current events, and other information automatically to your customers through your Dashboard, making it a convenient way to reach your market and grow your audience. Add this feature to any APP package.

## Individual Two-Way Texting

**TEXT YOUR CLIENTS INDIVIDUALLY** and get notifications when they respond to your message. Add this feature to any APP package. Contact our sales team for more information to get started now.





# EDUCATION

## Webinars, In-House Training, and Seminars

SALONCLOUDS+ WAS DEVELOPED TO ASSIST in growth within your salon and spa business. The more you know, the more you grow! This is why we created the new SalonClouds+ Education Program to provide the most innovative solutions. The program will include monthly educational webinars, weekly training sessions, newsletters, and blogs.

Our webinars will provide the highest quality step-by-step education lessons for business and marketing solutions. This is perfect for owners, general managers, front desk personnel, and marketing consultants.

We also provide free educational videos on our website. Please take advantage of this great opportunity to learn from business and marketing professionals from the salon and spa industry to pursue life-long learning.



## PACKAGES

Green, Yellow, Blue

- Client App
- Staff App
- Email Marketing
- Text Confirmations
- Push Notifications
- Web Design
- iBeacons
- SEO (search engine optimization)

**THE GREEN PACKAGE** \$200/month  
\$1250 setup fee

**THE YELLOW PACKAGE** \$300/month  
\$3500 setup fee

**THE BLUE PACKAGE** \$700/month  
\$3500 setup fee



## Meet THE DIGITAL MARKETING PACKAGE

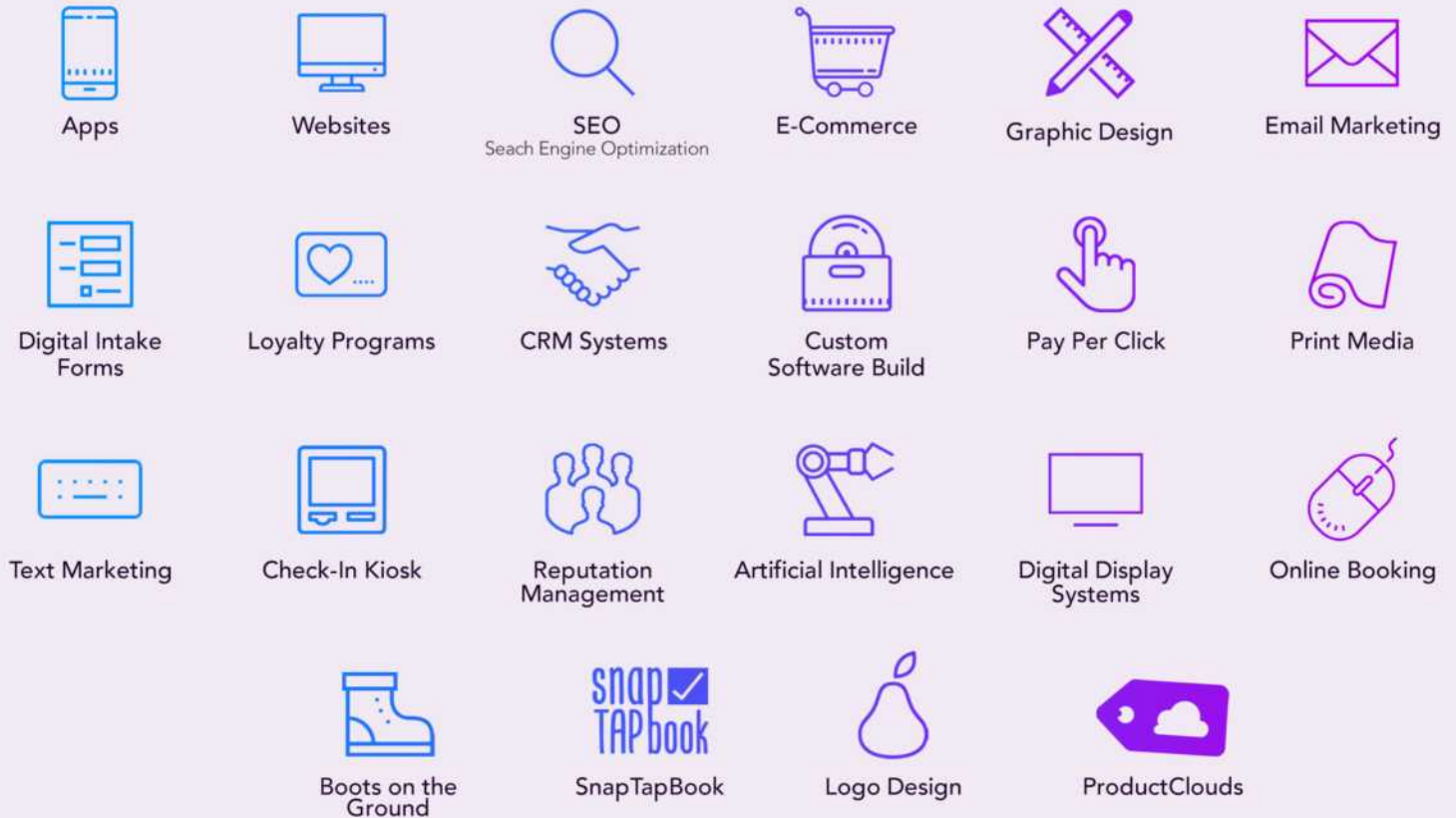
**\$1000/month**

If you have an app and/or website, those monthly fees will be included in the Digital Marketing Package's monthly fees.

\*Set up fee not included.

- SEO (search engine optimization)
  - Google AdWords
  - PPC
- SNAP (Two Way Texting & Group Texting)
  - 1 Email Marketing Campaign  
Includes 1 custom design each month and SalonClouds+ distributes the e-blast to your business email list
- Website and App Hosting Fees
- Dedicated Account Manager

## OUR COMPLETE LIST



## Add-Ons

- 
**CHECK-IN KIOSK**  
 SET UP FEE \$1000 MONTHLY \$100
- 
**BEACONS**  
 SET UP FEE \$50 MONTHLY \$15 (each)
- 
**FACEBOOK APPOINTMENT BOT**  
 SET UP FEE \$150 MONTHLY \$30
- 
**WEBSITES**  
 SET UP FEE \$2500 MONTHLY \$100  
 Development, hosting and website design
- 
**E-COMMERCE STORE**  
 SET UP FEE \$1250 MONTHLY \$150 (App & Website)  
 SET UP FEE \$750 MONTHLY \$50 (App Only)  
 Our e-commerce store can be added to any package!
- 
**SEO**  
 MONTHLY \$450\*  
 Search Engine Optimization
- 
**PAY PER CLICK**  
 MONTHLY \$600\*  
 Google Budget Not Included
- 
**GROUP TEXTING**  
 MONTHLY \$80  
 (for 3,000 text messages)
- 
**TWO-WAY INDIVIDUAL TEXTING**  
 MONTHLY \$30
- 
**BOOTS ON THE GROUND**  
 MONTHLY \$80
- 
**GOOGLE MERCHANT CENTER**  
 MONTHLY \$250
- 
**EDUCATION**  
 ON-SITE \$100/hour VIRTUAL \$50/hour  
 Salon/Spa covers travel and accommodations depending on location.  
 Call us for a quote!
- 
**INTAKE FORMS**  
 SET UP FEE \$1250 MONTHLY \$150\* (5 Templates)
- 
**LOGO DESIGN**  
 \$175
- 
**PRODUCT CLOUDS**  
 SET UP FEE \$1500 PER USER \$29.95  
 \*for multiple users, call for pricing

\*prices subject to change

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