



# It Starts Young: Marketing to Tween Clients

Written by Ashley Stowers

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The 21<sup>st</sup> Century has shown that young people play a significant role in starting trends, influencing those around them, and showing how to integrate them into one's daily life – hence the term, influencer, which you may have heard of by now and have become quite familiar with on social media channels, like Instagram. Today, our youth are exposed to modern technology at a very young age and many receive their own mobile device during their elementary years. We are indeed living in a different world from just 15 to 20 years ago. It only makes sense that companies would want to target much of their marketing efforts toward the tween demographic, also known as Generation Z.

According to Motivate Youth, Generation Z (those born in 1995 or later) is shaping the future. It is the largest demographic group today and will represent a staggering 40% of all United States consumers by 2020. They also state that 93% of parents say their children influence family spending and household purchases. Being a mom of two young children, I can agree.

## KEEP COSTS IN MIND

When strategizing marketing ideas for tweens' treatments, whether they be a facial, waxing, makeup, or other treatment, the cost is going to be key.




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The banner features a background image of a person receiving a facial treatment. A large, semi-transparent number '5' is overlaid on the left side of the image. The text is centered and includes a call to action with a link.

Since this age group is most likely not in a place to make their own money and pay for these services, the marketing ideas will also need to be focused on attracting the parents, so think family-friendly. If a simple treatment protocol can be achieved to capture the tween's attention, as well as get the parental stamp of approval, there will be a positive outcome. During the ages of eight and up through the teenage years, there are many changes occurring in life, but some of the top concerns during this time are about the appearance of their skin, in particular acne, blackheads, and oily skin.



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This banner is identical to the one above, featuring the same background image, large number '5', and text.

## KEEP THE TREATMENT SIMPLE

A skin care treatment that is short, simple, and affordable is needed for a younger client. Keeping it simple with a double cleanse, exfoliation, extractions, and a mask will allow them to mimic this routine when they are home, with hopes they will develop good skin care habits. And, try to keep the treatment around 30 to 45 minutes. Any longer, there is a chance for a tween client to become antsy. With that being said, make it fun. Set goals for them to achieve. For example, if they can stick to their routine for the four weeks in between their next service, give them something special in the facial, perhaps high frequency or LED. Have them take selfies weekly, which can become their before and after pictures and where they can document the improvements in their skin.

This is a prime opportunity to start educating youth on how to properly take care of their skin, rather than turn to harsh alternatives. Give them the tools to succeed. As a parent myself, I lead by example. My four-year-old daughter has been watching me do my skin care routine day and night since she was a baby. She absolutely loves to wash her face and use her lotion. What is that saying? Monkey see, monkey do. Show your children how to take care of their bodies and skin and they will.



*Ashley Stowers is a national educator and account executive for YG Laboratories and CelleClé Skincare. In addition to her role in sales, she provides hands-on support in all aspects of education and product knowledge training, protocol development, and effective business merchandising. With over 15 years of experience in sales and education, holding positions as an aesthetics instructor and skin care therapist, Stowers possesses a very broad and unique understanding of the professional world and skin care industry.*

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## Are your best customers the ones who complain?!

by Michael Lomon

If you are like most of the business owners I have talked to over the years, you might be thinking, "If they are complaining about my website or product, they must not like what we do. Why would they be my best customers?"

You are partially right. There will always be a small percentage of your customers who are simply complaining for less than altruistic intentions. They may want a discount or additional services at no cost. You can usually identify these clients pretty readily, and there is not the client you're talking about. Use caution and your best judgment in dealing with these types of clients.

However, I am speaking about your diamond in the rough clients who care about your business and want to see it benefit from suggestions, ideas, and complaints. Think back to a moment on the list negative experience you had in a retail setting. Perhaps it was a service person that made a mistake on your order, and you got matched potatoes instead of the french fries you requested. You may have had a difficult time exchanging a clothing item. Perhaps you were simply the victim of bad service from one of your favorite retail establishments. Unfortunately, we all have had bad experiences in retail. The causes could range from poor training to a disgruntled employee having a rough day. It has happened to almost all of us.

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