

SALON SUCCESS

PRACTICAL IDEAS | REAL SOLUTIONS | A STRONGER SALON

CHRISTMAS
2026 EDITION

YOUR CHRISTMAS SALES

Playbook

**Plan now.
Launch in October.
Make this Christmas
count.**

Simple ideas, practical
strategies & Smallbiz tools to
help you turn Christmas into a
stronger, more profitable
season.

ONLINE SHOP

Your salon can sell
even when you're
closed.

GIFT VOUCHERS

You've got them.
Now let's sell them.

CHRISTMAS LANDING PAGES

Make it easier for clients
to shop, book & buy.



Don't wait until Christmas to plan *Christmas*

Every year it happens.

Christmas decorations appear in the shops, the shopping centres fill with festive displays and your inbox starts to overflow with offers.

And somewhere between a fully booked Thursday and finding somewhere to eat lunch, you think...

We really should do something for Christmas.

The problem isn't that salons don't have good Christmas ideas. It's that they start too late.

We're not suggesting you start selling Christmas in September. We're suggesting you start **planning it.**

A little preparation now means a calmer, more successful and more profitable Christmas for your salon.

Christmas Plan

- ☐ Vouchers
- ☐ Products
- ☐ Campaigns
- ☐ Team prep
- ☐ Go live in October

Your Christmas Game Plan

*Plan it,
Launch it,
Make it count.*

A little planning now will help you stay organised, reduce stress and make the most of the opportunities Christmas brings.

*Set yourself up
for a brighter,
busier Christmas.*

SEP

Get ready

- ☐ Decide what you're selling
- ☐ Check gift vouchers are ready
- ☐ Choose 5-10 retail products or bundles
- ☐ Set up your Online Shop if required
- ☐ Prepare product images
- ☐ Plan your SMS and email dates

OCT

Go live

- ☐ Launch your Christmas shop
- ☐ Start promoting vouchers
- ☐ Introduce gift ideas
- ☐ Send your first Christmas email
- ☐ Begin gently – no hard sell required

NOV

Build momentum

- ☐ Feature individual gift ideas
- ☐ Promote treatment packages
- ☐ Remind clients about vouchers
- ☐ Use SMS to drive action
- ☐ Consider a simple Black Friday offer

DEC

Make it easy

- ☐ Last-minute gift ideas
- ☐ Voucher reminders
- ☐ Online purchasing
- ☐ Communicate gift deadlines
- ☐ Send a Christmas thank-you SMS

Make Christmas Bookings Easier

Give your clients a simple way to book, buy and plan their Christmas appointments.

The festive season is a busy time for everyone. By making it easy for clients to book online, purchase vouchers or shop your products, you'll save time, reduce back-and-forth messages and keep your salon running smoothly.

ONLINE BOOKINGS

3 Simple Ways to Get Ready...

Online Bookings

Let clients book their favourite services 24/7. Reduce phone calls and fill your appointment book earlier.

Gift Vouchers

Make it easy for clients to buy and send vouchers online – the perfect last-minute gift.

Online Shop

Showcase your best products and Christmas packs. Give clients the convenience to shop anytime, anywhere.

All in one place with Smallbiz.

Your appointments, vouchers and products work together, making Christmas simpler for you and your clients.



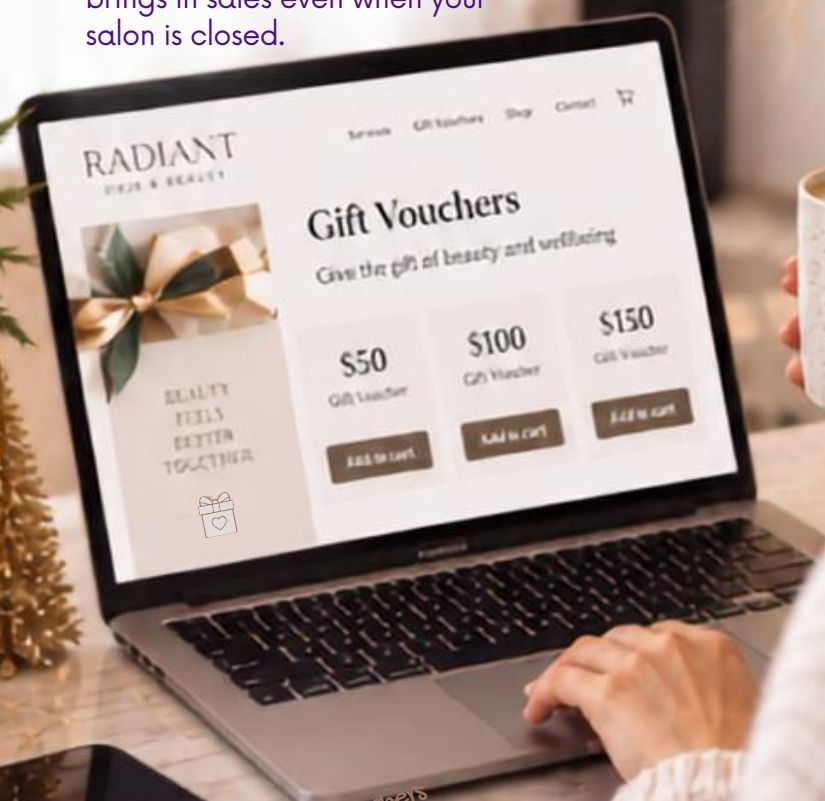
*Less admin =
more time for
what you
love!*

Give the Gift of Self-Care This Christmas

Online Vouchers Made Simple.

Make it easy for your clients to buy and gift your salon vouchers online — anytime, anywhere.

With Smallbiz, your vouchers can be purchased online in just a few clicks and delivered instantly as a PDF, ready to print and give. It's convenient for your clients and brings in sales even when your salon is closed.



ONLINE VOUCHERS

Why Online Vouchers Work

Sell 24/7

Clients can purchase vouchers at any time — even outside salon hours.

Instant delivery

Vouchers are emailed as a PDF, ready to print and gift.

Perfect for last-minute gifting

A quick and easy option for busy clients.

More sales opportunities

Reach clients you might not see in salon, including family, friends and corporate gift buyers.



GOOD TO KNOW

Many salons see a significant increase in voucher sales in the lead up to Christmas, especially when they promote them online and through SMS & email.

Turn Products into Presents

*Simple Ideas,
Big Opportunities.*

Christmas is the perfect time to showcase your retail products. Clients are already thinking about gifts for family and friends – and many love to treat themselves too. By creating beautiful gift packs and making them easy to buy, you can increase sales and give clients an effortless way to shop for Christmas.

4 Ways to Boost Product Sales This Christmas

1

Create gift packs

Bundle popular products together at special Christmas prices.

2

Make it easy to shop

Add your products to your Smallbiz Online Shop so clients can browse and buy anytime, anywhere.

3

Showcase your bestsellers

Highlight products your clients already love – and include a few gift ideas.

4

Promote with confidence

Let your clients know your Christmas products are available online and in salon.

Online Shop + In Salon = More Sales

Give your clients the convenience to shop online, with the option to click & collect or have products delivered.

[Start Selling Today >](#)



Christmas Packages Made Easy

Simple to create,
Big results.

Christmas packages are a great way to combine your most popular services and products, increase sales and give clients a beautiful gift option.



Package Ideas to Inspire You



Relax & Renew

Combine a signature treatment with a home care product for the ultimate self-care gift.



Hair Essentials

Pair a service with your best-selling products for healthy, beautiful hair.



Skin Confidence

Curate a selection of skincare favourites for glowing skin all summer.

Our Top Tips

- 01 Keep it simple**
Start with 2-4 packages featuring your most popular services and products.
- 02 Offer variety**
Include options at different price points so there's something for everyone.
- 03 Make it look special**
Beautiful packaging and a festive touch can make a big difference.
- 04 Promote everywhere**
Feature your packages in salon, online, in your emails and on social media.

Easy to sell,
online with
Smallbiz.

Add your packages to your Smallbiz Online Shop so clients can browse and purchase anytime, anywhere — even when you're closed.



Package wellbeing
this Christmas.



One Christmas Page.

- Everything
- They
- Need.

Turn your Christmas offers into one simple page clients can shop from.

Your clients shouldn't have to hunt through your website, old emails or social posts to find your Christmas offers. A dedicated Christmas landing page gives them one place to see what you're promoting — and one simple link for you to share by SMS, email or social media.

One link. Lots of possibilities.



Online Gift Vouchers

Make it easy to buy a last-minute gift, any time of day.



Christmas Packages

Showcase your special treatment, product or combined packages.



Online Shop + Click & Collect

Let clients browse, buy and collect their Christmas gifts from your salon.

We can build your
Christmas landing page for you.

Your salon. Your offers. Your branding.
One easy link to promote.

**SMS****EMAIL**

Want your Christmas page ready for October?

Talk to Smallbiz now — 1300 130 294

[View Sample Xmas Page >](#)

Start now.

Thank yourself in December.

A little preparation now can make a big difference to your Christmas season. With the right tools and support, you can sell more, reduce stress and create a better experience for your clients — and your team.



ONLINE SHOP

Sell even when you're closed.



GIFT VOUCHERS

Simple to buy.
Perfect to give.



ONLINE BOOKINGS

Fewer calls.
A fuller book.



LANDING PAGE

Your offers. Ready to send to your clients in 1 easy link.

A brighter,
busier Christmas
starts here.

Let's get your salon Christmas-ready.

Talk to Smallbiz today — 1300 130 294



Small Business. Bigger Possibilities.
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