

WEBSITE DEVELOPMENT PACKAGE EXCLUSIVELY FOR

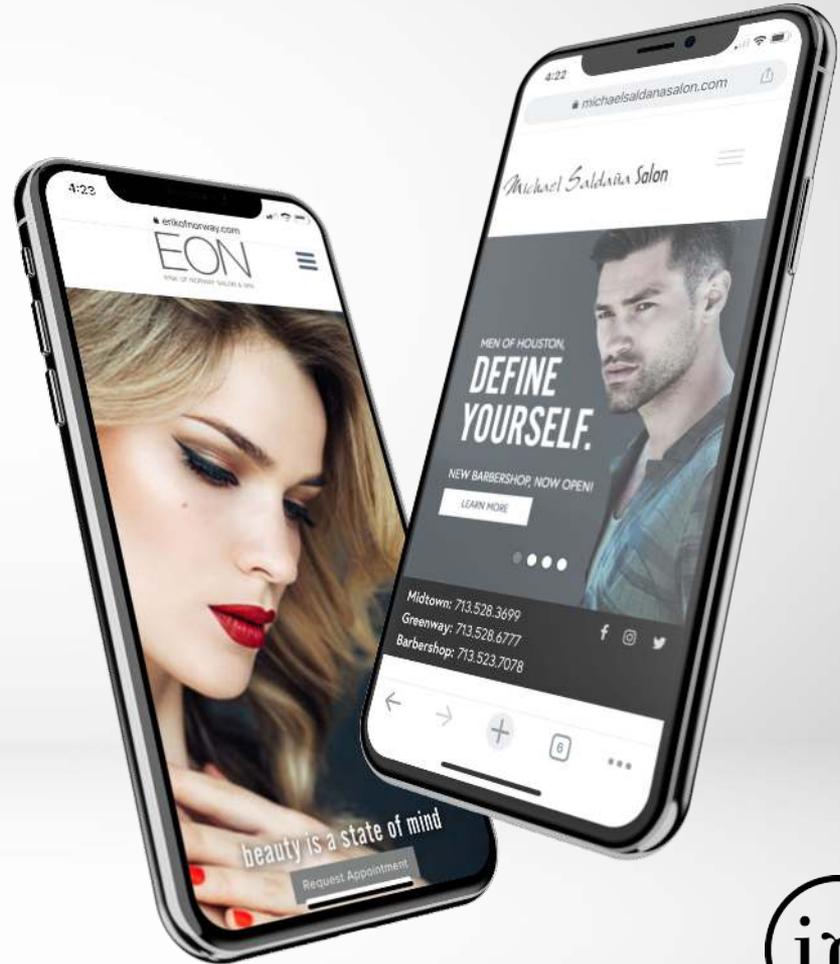
Meet Your Stylist Partner Salons

August 2021



\$2495 BASIC SITE INCLUDES:

- Site Design based on your choice of 10 pre-built layouts.
- Curation of Visual Elements to compliment your brand, curated by our expert design team, from 20 pre-set color palettes, 9 image collections and 24 font selections
- Dedicated Project Manager to Guide Process to Completion
- Mobile-First Design to Optimize Function on Smartphones
- Search Engine Friendly Coding
- Location Image Gallery (up to 9 images with header) & Homepage Slideshow
- Integrated Blog Design & Setup (ask about our blog-writing packages)
- Service Menu - up to 4 pages/categories
- Standard Content included for About Us, Careers and Policies (or use your own copy)
- New Client Offer Download (\$20 toward service for first time guests)
- Social Media links to Facebook, Instagram, Twitter, & Pinterest
- Google Analytics for Traffic and Behavior Measurement
- Website Support and Training: self-guided with how-to guides & videos for your Content Management System
- **Meet your Stylist Integration - FREE! (\$375 value)**





BASIC WEBSITE EXAMPLES

<https://michaelsaldanasalon.com/>
<https://collagesalondayspa.com/>
<https://gastonsalon.com/>
<https://erikofnorway.com/>
<https://lifesalonandspa.com/>
<https://salontribe.com/>

Looking for something more custom?

Contact us:

hello@immarketinggroup.com

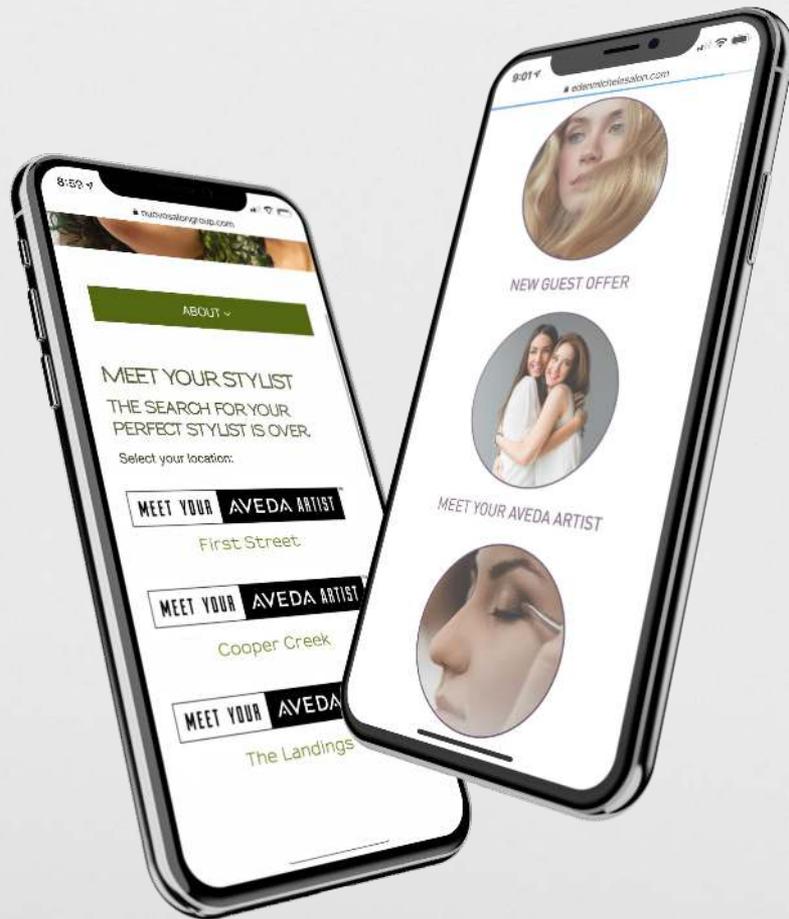
MEET YOUR STYLIST INTEGRATION

FREE* WITH YOUR WEBSITE:

- Custom image header on homepage, with button
- Additional promotional button on homepage
- Introductory language & button at top of “Meet the Team” page for each salon location
- Add “Meet your Aveda Artist” to Primary Site navigation, under About & Specials
- Add “Meet Your Aveda Artist” to Specials page, under your new guest offer

All of the above will link through to your Meet Your Aveda Artist survey; IM will work directly with the MYAA team to get you set up!

**This offer is for salon websites built by Imaginal.
Site built elsewhere? Contact us for a custom quote.*

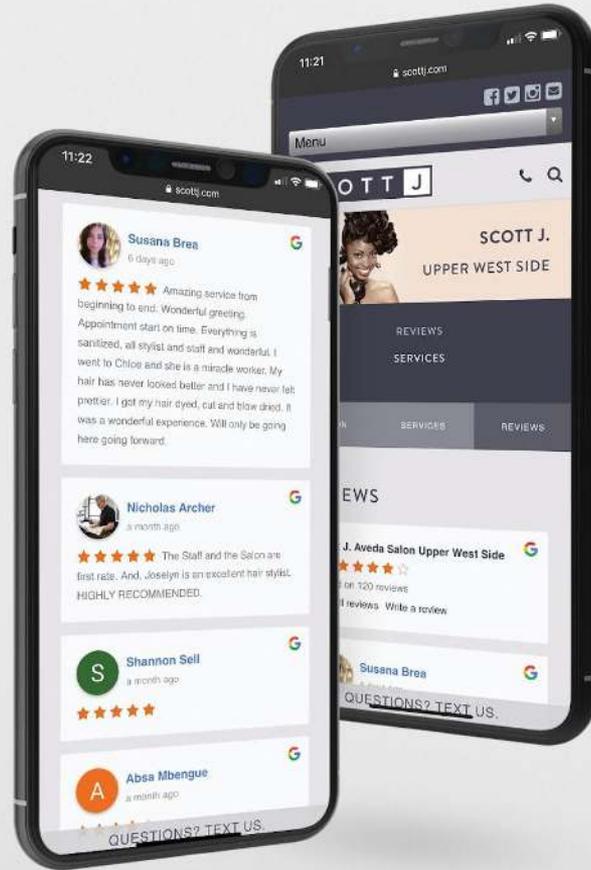


WEBSITE ADD-ONS

ADDITIONAL BELLS & WHISTLES

- Online Booking & Gift Card integration with your POS Software
- Integration with Demandforce, Birdeye, Reach, Listen360, Textel, Google Reviews and more Salon Industry tech partners
- Refer-a-Friend system with automated emails
- Email Integration with Constant Contact, MailChimp, etc
- Appointment Request Forms
- Bridal Service Questionnaires
- Be a Model Forms
- Online Consultation Tools
- Expanded Careers Page with Application
- Instagram Feed
- ADA Accessibility Compliance
- Custom E-Commerce with Online Deals System

And more - the sky's the limit! Let us build a custom proposal for you.



Call one of our marketing consultants to get started!



KAYLA



LAUREN



ELEANOR



BRITTANY



SALLY



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