✂️◼ The 7 Things Every Salon Needs to Do Before Running an Instagram Ad

A quick but powerful checklist for salon owners who want ads that actually bring clients.

1. Define Your Goal

◼ Choose one clear outcome (bookings, sales, or followers). Ads without goals = wasted money.

2. Know Your Dream Client

◼ Be specific: age, lifestyle, income, beauty habits. The more focused, the better your ad performs.

3. Optimize Your Instagram Profile

◼ Make sure your bio, highlights, and booking link look professional and match your ad.

4. Create an Irresistible Offer

◼ Discounts, bundles, or seasonal packages give clients a reason to act NOW.

5. Use High-Quality Visuals

◼ Your image/video is the first impression. Crisp, bright, on-brand visuals attract attention.

6. Write a Short, Engaging Caption

✍️◼ Hook them, share the benefit, then add a strong call-to-action (e.g. "Book today with link in bio").

7. Set a Smart Budget & Timeline

◼ Even £5–£10/day works if your ad is set up right. Test for at least 5–7 days before making changes.

◼ **Pro Tip from ADORAQ:**
80% of ad success comes from strategy, not just design. A poor setup wastes your budget — preparation is key.

◼ **Key Takeaway:**
Master these 7 steps and you'll already be ahead of most salons wasting money on Instagram ads.

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