

*The Beauty
School Summit*
2026 SMARTER SCHOOLS

where beauty
SCHOOLS
SHOULD SPEND THEIR
MARKETING
dollars
in 2026



Overview


1. Websites
2. Blogging
3. Organic Social Media
4. Google Ads
5. Facebook & Instagram Ads
6. TikTok Ads
7. Example Budget Allocations







Benchmarks by Platform



Row Labels	CPM	CPC	CTR	Conv. Rate	Cost / Lead.
Google Ads	\$259.92	\$4.23	6.14%	3.7%	\$115.82
Meta Ads	\$7.07	\$1.70	0.41%	1.7%	\$100.80
TikTok Ads	\$3.62	\$0.91	0.40%	0.9%	\$102.59

\$3m+
in spend
IN 2025

40m+
impressions

750k+
clicks

*Note: Meta Ads refers to both Facebook & Instagram ads

Stages of Beauty Schools

School Type	Market	Programs	Locations	Marketing Needs
Local Single Program	Small-Mid	Single	1	Some
Local Multi-Program	Small-Mid	Multiple	1	Medium
Regional School	Mid-Large	Single or Multiple	1-3	Medium-High
Scaling	Mid-Large	Multiple	2-7	High
Enterprise	Large	Multiple	7+	Extreme

More programs + **more campuses** = **more seats to fill**



Priority #1: Your Website

A strong website...

1. Converts visitors into leads
2. Ranks in search results
3. Makes it easy to schedule tours

Doubling your conversion rate cuts marketing costs **in HALF** on **EVERY** channel





Long Term Growth (SEO)


- Invest in your future for years to come
- Cut your lead cost over time
- Save marketing dollars **6-24 months** from now




Capturing Demand: Google Ads



Show up when people indicate intent



Row Labels	CPC	CTR	Cost / Lead
<\$7,000/month	\$2.15	11.71%	\$69.22
\$7,000 - \$15,000/mo	\$4.53	5.73%	\$111.74
\$15,000+/month	\$5.46	4.81%	\$148.28
Industry Average	\$4.23	6.14%	\$115.82

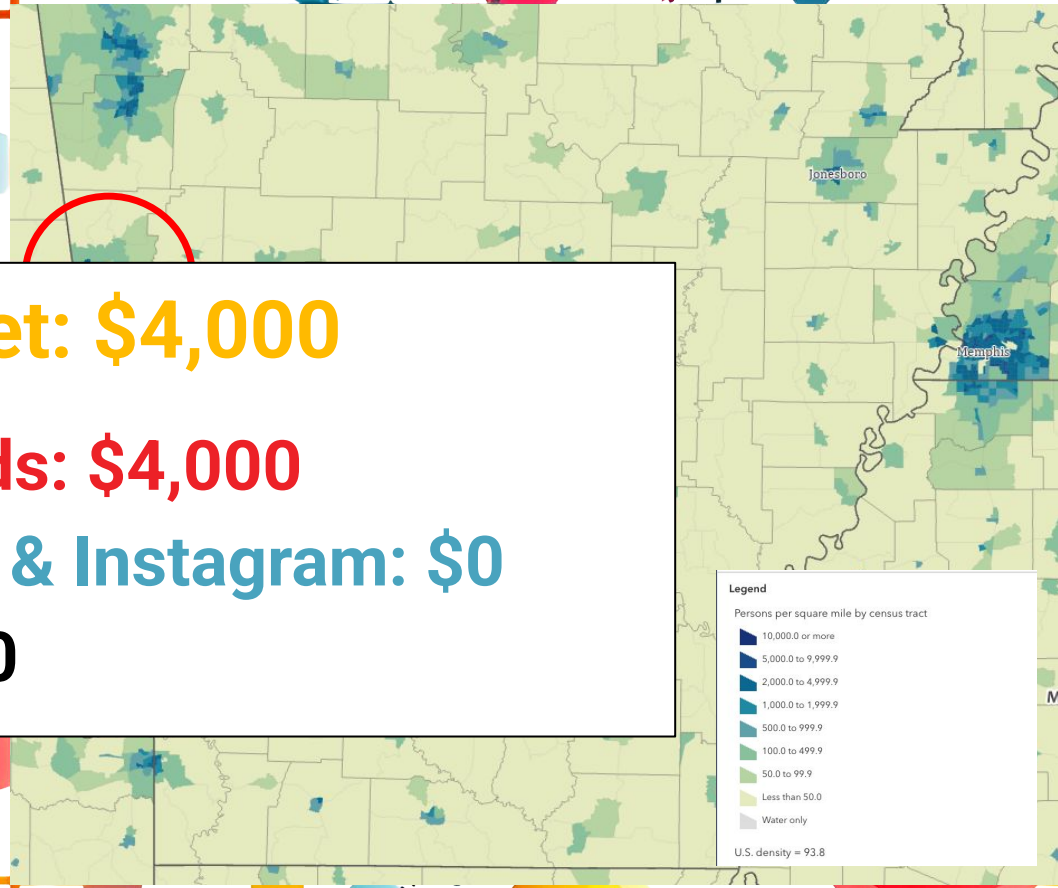


Why Google Ads:

1. Highest intent
2. Highest enrollment rate of paid channels
3. Minimal content creation

Example

Fort Smith, Arkansas



Total Budget: \$4,000

- **Google Ads: \$4,000**
- **Facebook & Instagram: \$0**
- **TikTok: \$0**

- **Population**
 - City: 90,
 - Surround
- **Competition**
 - 1 local s
 - 3 school
- **Programs:**
 - Cosmet

How should they spend their budget?




Generate Demand: Facebook & Instagram Ads

- Get in front of people before they start searching
- Share what it's like to go to your school

Content Creation:

1. Create content for students, not for salon services
2. Address core admissions concerns
3. Create urgency



Row Labels	Ideal Split	CPC	CTR	Cost / Lead
Facebook	30-40%	similar	similar	similar
Instagram	60-70%	similar	similar	similar
Industry Average		\$1.70	0.41%	\$100.80



When Does Organic Social Matter

Trust & Credibility: Your modern resume

Supports all other marketing

Run successful organic content as ads



Example

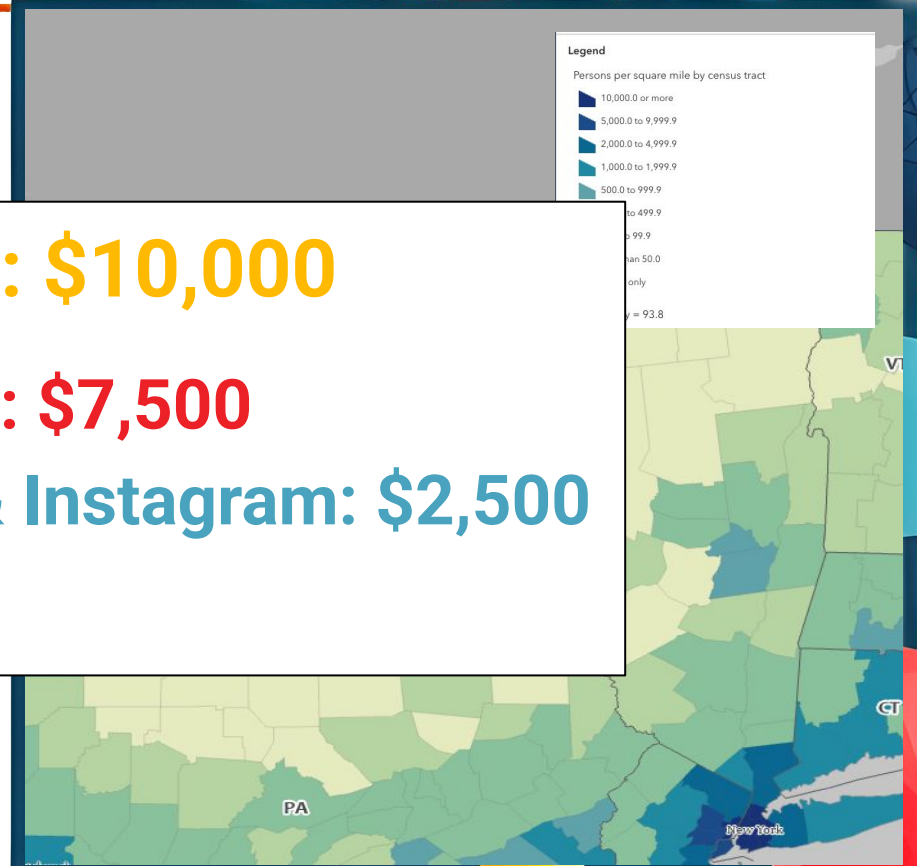
Eastern Rochester, New York

- **Population:**
 - City: 210
 - County: 1
- **Competition:**
 - 2 local schools
 - 9 schools
- **Programs:**
 - Cosmetology
 - Esthetics

Total Budget: \$10,000

- **Google Ads: \$7,500**
- **Facebook & Instagram: \$2,500**
- **TikTok: \$0**

**How should they spend
their budget?**



Expand Reach (TikTok Ads)

- Capture low hanging fruit
- Add to organic strategy
- Meet prospective students where they are
- Deliver to your area

Content:

1. Real, authentic student content
2. Trends & comedy
3. Testimonials
4. Movement & hooks

Row Labels	CPM	CPC	CTR	Cost / Lead
TikTok	\$3.62	\$0.91	0.40%	\$102.59

Example

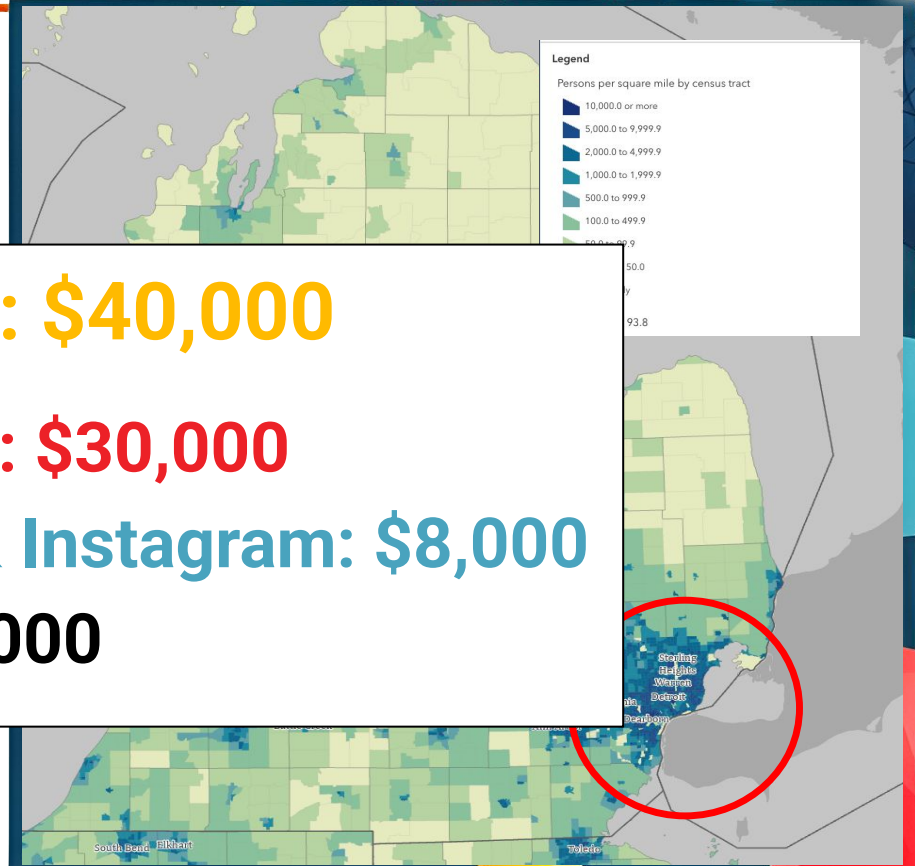
Detroit, Michigan

- **Population:**
 - City: 645,000
 - County: 1,400,000
- **Competition:**
 - 4 local schools
 - 14 school districts
- **Programs:**
 - Cosmetology (starts every 2 weeks)
 - Esthetics (starts every 2 weeks)

Total Budget: \$40,000

- **Google Ads: \$30,000**
- **Facebook & Instagram: \$8,000**
- **TikTok: \$2,000**

What would we suggest for their marketing mix?



Scaling Budgets: Expanded Campaigns

Bing/Microsoft Ads

Youtube video ads

Snapchat ads

Display ads



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THANK YOU!

EMAIL ME FOR A FREE
BUDGET ANALYSIS

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