



HOW WE'RE BUILDING A NAIL SALON INSTAGRAM THAT ACTUALLY BRINGS CLIENTS

STEP-BY-STEP STRATEGY I'M USING FOR A REAL CLIENT



DESIGNED TO ATTRACT HIGH-VALUE
CLIENTS, NOT JUST FOLLOWERS

• REAL CLIENT PROJECT • 2026"
• DIGITAL UMARKETING STRATEGY
BY LUNDUN PERRY

DATE:
2026



CRAFTING THE PERFECT INSTAGRAM BIO

SALON NAME & TAGLINE

SERVICES OFFERED

LOCATION & BOOKING

CALL-TO-ACTION

EMOJIS FOR PERSONALITY 🎨 ✨

LINK IN BIO STRATEGY

CONTACT DETAILS 📍 📅 17

BOOK NOW PROMPT

HIGHLIGHTS

Essential Categories to Organize Your Profile



ABOUT US

Introduce your salon, showcase your team, and give visitors a warm welcome to your space and story.



SERVICES

Detailed breakdown of all nail services: manicures, pedicures, gel nails, acrylics, and more.



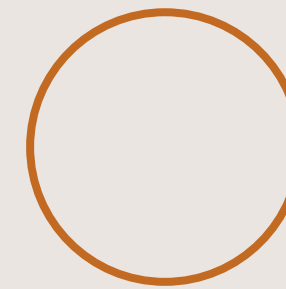
NAIL ART

Gallery of custom designs and creative work showcasing your artistic talent and unique styles.



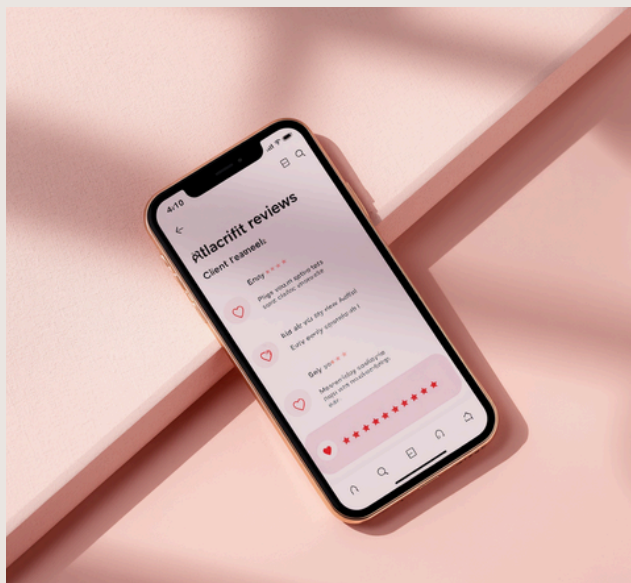
PRICING

Transparent service menu with package options so clients know what to expect before booking.



HIGHLIGHTS

Essential Categories (Part 2)



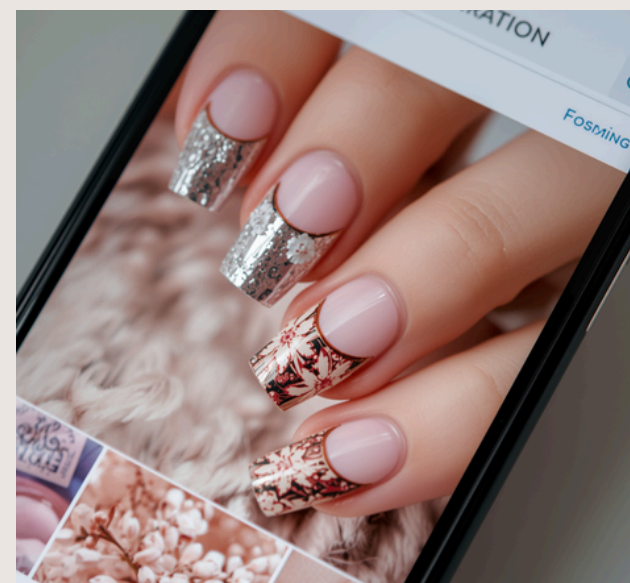
REVIEWS ★

Client testimonials and feedback to build trust.



BOOK NOW 📅

Step-by-step booking instructions for clients.



INSPO & TRENDS 🎨

Trending designs and nail art ideas to inspire.



TEAM & PROMOS ✨

Meet your technicians, products used, and current offers.

CONTENT STRATEGY

1

POST 3-5 TIMES PER
WEEK FOR CONSISTENT
VISIBILITY

2

BEST TIMES: WEEKDAY
EVENINGS (6-9PM) AND
WEEKENDS MIDDAY

3

MIX CONTENT: NAIL
ART SHOWCASES,
PROCESS VIDEOS,
TRANSFORMATIONS,
TESTIMONIALS

4

USE HASHTAGS
(#NAILART + LOCAL
TAGS) AND ENGAGE VIA
STORIES POLLS & DMS

IDEAL CLIENT PROFILE

UNDERSTANDING AGE OF AUDIENCE

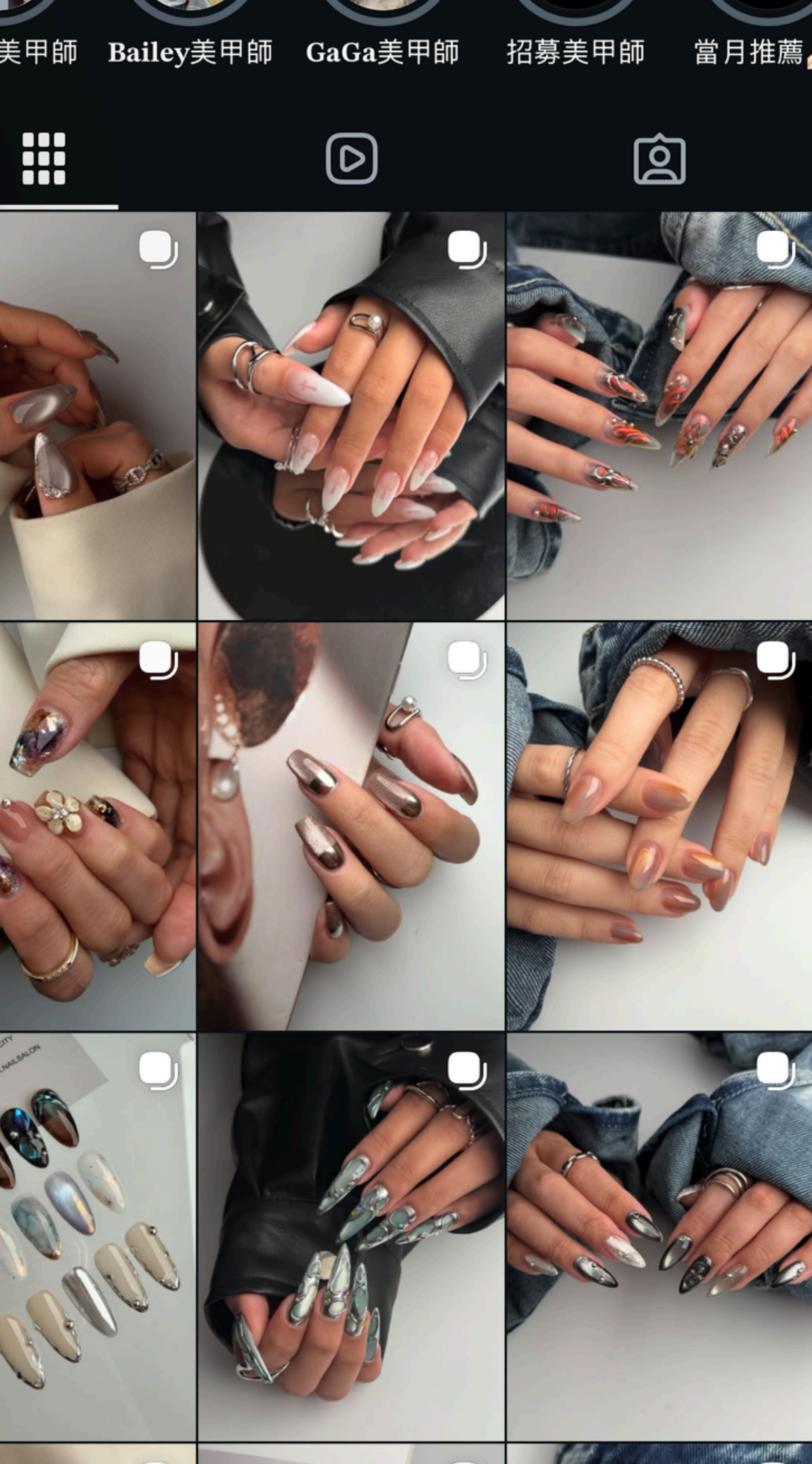
THE TYPICAL CUSTOMERS WHO VISIT THE SHOP RANGE FROM THEIR LATE 20S TO 50 YEARS OLD. HOWEVER, WHEN IT COMES TO SOCIAL MEDIA, IT'S ESSENTIAL TO FOCUS ON YOUR AVERAGE DEMOGRAPHIC AND CREATE POSTS THAT SPECIFICALLY ATTRACT INDIVIDUALS AGED 20 TO 40 TO BETTER TARGET YOUR AUDIENCE.

MAINTAINING A SIMPLE LUXURY AESTHETIC FOR OUR INSTAGRAM PAGE

WE AIM TO PRESERVE THE SIMPLE LUXURY STYLE OF OUR INSTAGRAM PAGE, FOCUSING ON AN AESTHETIC THAT BEST REPRESENTS OUR SHOP. THIS INVOLVES CONSIDERING THE SALON'S COMMON COLORS AND THE AGE GROUP OF THE NAIL TECHNICIANS. IT'S ESSENTIAL TO KEEP EVERYTHING TRENDY WHILE ENSURING A COHESIVE LOOK.

CUSTOMERS CARE ABOUT

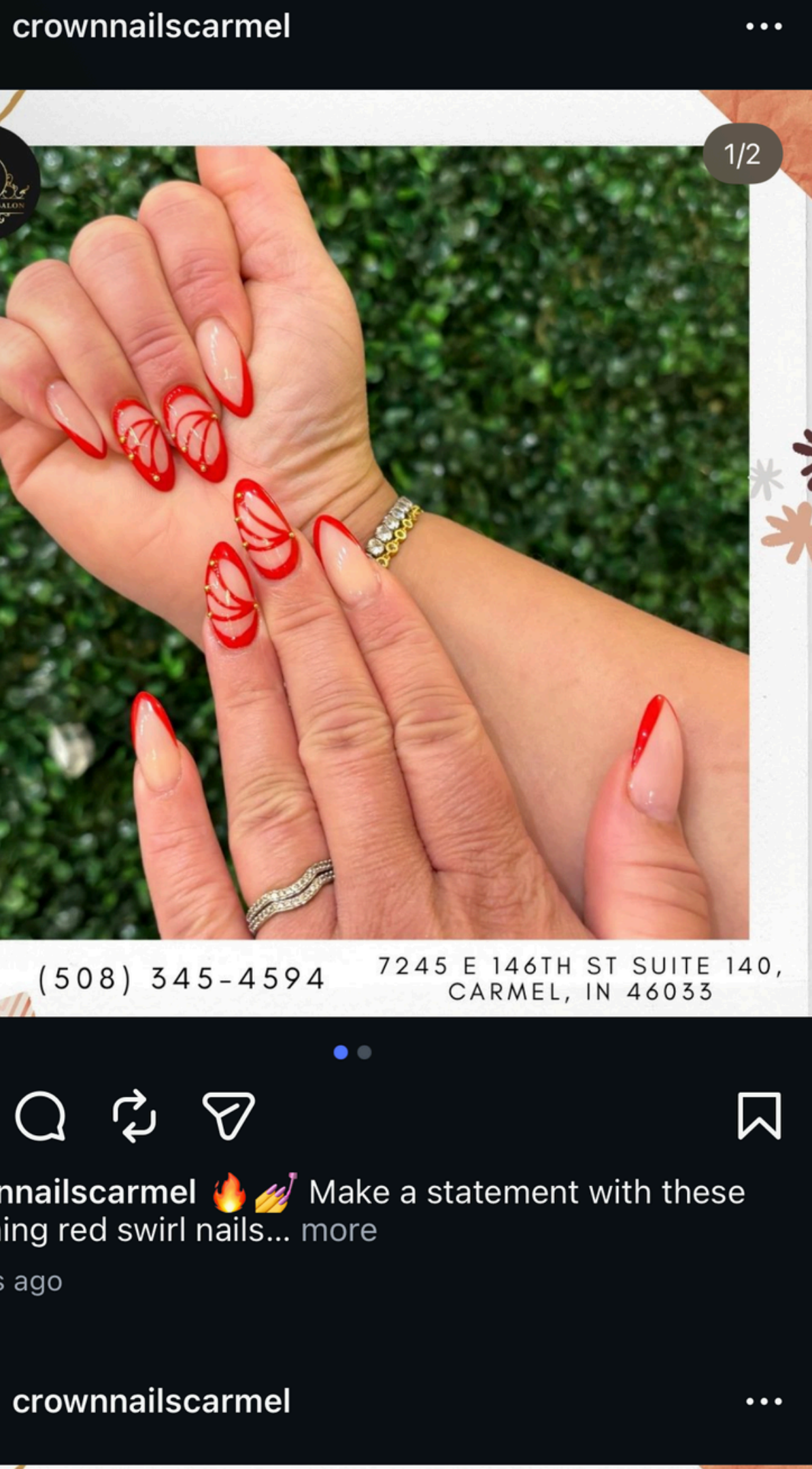
WE ARE COMMITTED TO PROVIDING AN OUTSTANDING EXPERIENCE, ENSURING THAT EVERY INTERACTION IS BOTH MEMORABLE AND ENJOYABLE. OUR GOAL IS TO DELIVER HIGH-QUALITY SERVICES AND PRODUCTS THAT CATER TO YOUR NEEDS WHILE REMAINING BUDGET-FRIENDLY. WE PRIORITIZE CONTINUOUS IMPROVEMENT BY ACTIVELY LISTENING TO YOUR FEEDBACK AND ADJUSTING TO YOUR EVOLVING DEMANDS.



VISUAL INSPIRATION

Learning from @dahlia.nailsalon

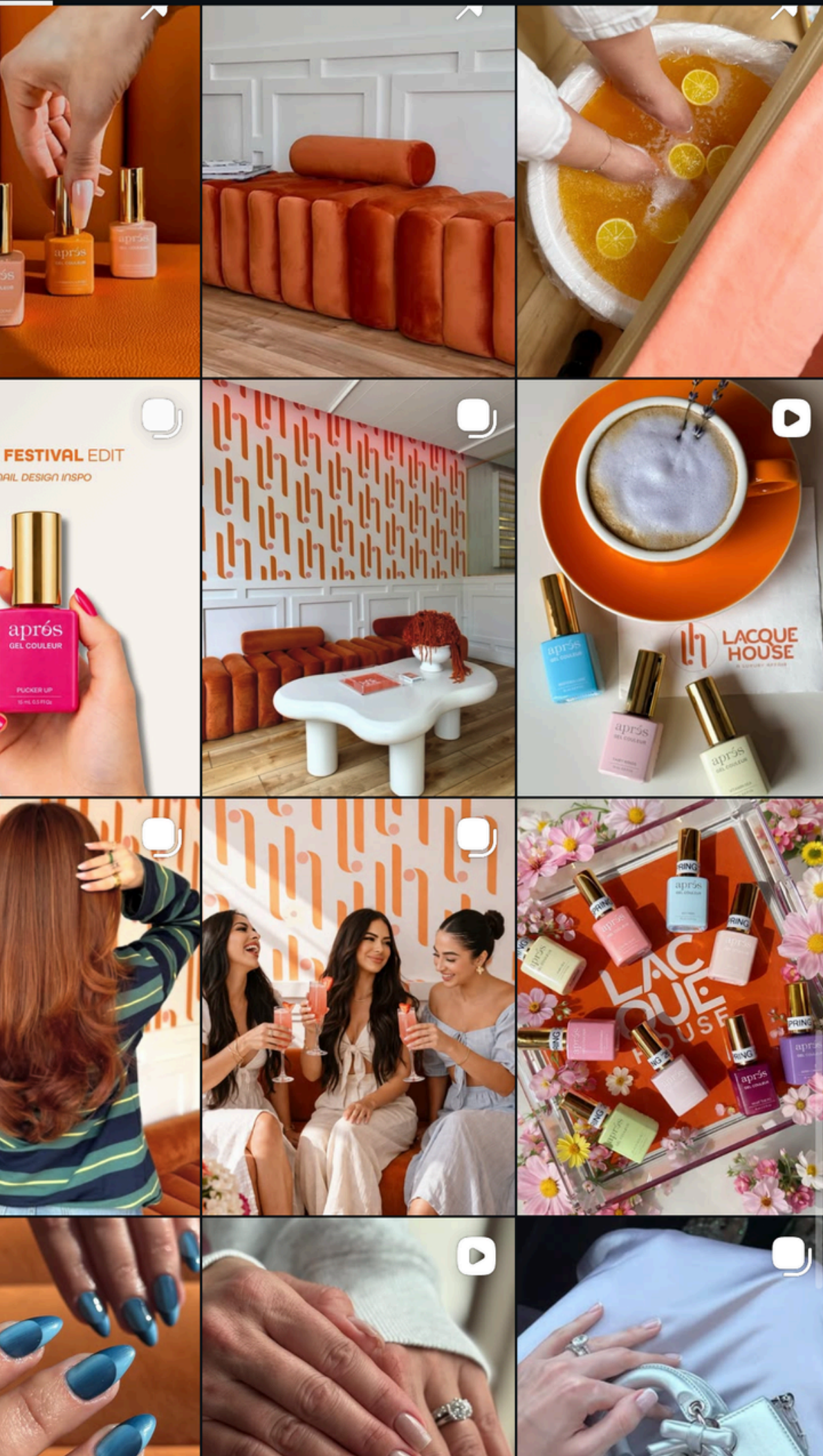
This professional nail salon Instagram showcases exactly what makes a page stand out: a cohesive grid aesthetic with neutral tones, varied nail designs from chrome to marble to floral, and consistent high-quality photography. Notice how each post complements the next, creating an elegant visual flow that immediately communicates professionalism and artistry to potential clients.



VISUAL INSPIRATION

Learning from @crownnailscarmel

Taking inspiration from a nail business that includes an external grid displaying their contact information with each post, I've noticed how convenient it is for sharing. When someone shares their post, they effortlessly pass along your business details as well. If you're interested, I can create a similar outline for you, and all you'll need to do is swap out the image in the center.



COLOR PALETTE

Learning from @lacquehouse

Standout Features of a Professional Nail Salon Instagram

This professional nail salon's Instagram exemplifies what makes a page truly captivating: a vibrant color grid aesthetic. A colorful page or one with a cohesive color scheme can significantly expand your audience, attracting and retaining followers. Additionally, it provides glimpses into the salon's atmosphere and nail artistry, giving potential customers a sneak peek of what to expect.



CONTENT IDEAS

Opening Ideas for Engagement

- **Create a mini sneak peek or guessing video**
- **Showcase your nail art portfolio**
- **Nail designers of the week or the month**
- **Highlight transformations**
- **Offer behind-the-scenes glimpses**
- **Share client testimonials**
- **Trending reels on instagram**
 - Research trending reel ideas
 - Always something new weekly
- **Provide educational content**
 - Aftercare tips
 - Taking care

Week Example

Monday

- Reel-Nail transformation

Wednesday

- Carousel - 3 designs

Friday

- Client testimonial(Video) or Review Screenshots

Sat

- Story poll
 - ("Which set would you prefer")
 - ("Should we add to design of the week/month")

LOCAL GROWTH

Beyond Hashtags

While hashtags are beneficial, they aren't the only tool we should utilize. Here are some additional strategies to enhance our reach:

- ****Geo-tag every post****
- ****Incorporate local hashtags**** (e.g., ***#indianapolishnails***)
- ****Encourage clients to tag the salon****

Implementing these tactics will help us attract genuine clients, rather than just gaining Instagram followers.

INDIANAPOLIS

UNITED STATES

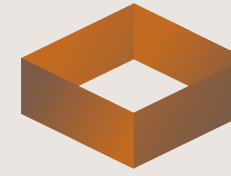
39°46'07" N / 86°09'29" W



NEXT STEPS

FINALIZE YOUR BIO
SET UP HIGHLIGHTS
PLAN 2 WEEKS OF POSTS
SCHEDULE CONTENT
MONITOR ENGAGEMENT

USE SOCIAL MEDIA TOOLS
TRACK HASHTAG REACH
PROMOTE IN-SALON
SHARE ON OTHER CHANNELS



Nail Salon Instagram

QUESTIONS & CONTACT

Ready to create your stunning nail salon Instagram? Let's connect and bring your vision to life! 🎨 ✨

CONTACT: MARIEGLOWSTUDIOS@GMAIL.COM