

# Oh Daisey

## Getting Started with OhDaisey



Y O U ' L L F E E L F R E S H A S A D A I S E Y .

## The Story of OhDaisey

We are focused on connecting low-toxic salons to like-minded humans.

Our database promotes salons and spas that specialize in low-toxic & clean chemistry products, are environmentally conscious, and have a holistic approach to beauty.

Our services encourage a non-toxic lifestyle and rally for a cleaner and brighter future. We believe our marketing and advertising strategies will help you gain like-minded clients. Let's GROW together!

## Why Salons Join Oh Daisey

This Isn't Social Media Exposure - It's Intent-Driven Discovery

Clients on Oh Daisey aren't scrolling for inspiration. They're searching for salons they can trust.

What that means for you:

- Higher-quality clients who value clean products
- Less time educating, more time serving
- Stronger alignment with your salon values

## What You Get When You're Listed

### **Targeted Visibility**

Your salon appears in city + service searches by clients intentionally seeking non-toxic beauty.

### **Trust Transfer**

All salons are vetted against clear clean beauty standards — no greenwashing, no vague claims.

### **Ongoing Exposure**

Depending on your plan, your salon can be featured across the directory, homepage, and Instagram.

## Common Questions

### **Do I Need a Big Marketing Budget?**

No. Listings are designed to be affordable for independent salons.

### **Is this pay-to-play?**

Only if you want it to be! You'll have better exposure to future clients.

### **Can I cancel any time?**

Yes — listings are month-to-month.

## I'm Oh Daisey Certified, What Does That Mean For My Salon?

Being a part of our exclusive database means you can confidently tell your clients you are growing a business that is vetted and approved by our team at OhDaisey. This signifies you have devoted your business to providing low-toxic services and vow to give your clients the best holistic care, to of course, feel as "fresh as a Daisey!"

Oh Daisey will provide you with the necessary tips and tools to build credibility, manage your online clean beauty reputation, showcase your work, and ultimately attract new clients and keep the ones you already have.

## Our Services

We offer 2 packages for you to get in front of the right clients. Find more info on pages 6-8 or on our [Salon Rates](#) page online.

A

### Basic Package

The simplest package for those on a budget but still want to be a part of our dedicated database!

Free

B

### Standard Package

This package provides you with everything you need to get started as an OhDaisey certified salon.

\$75/mo

# How to Get Started

## 1. Create your Account

To submit your first listing, you must first create an [account here](#).

If your salon is already on our site, claim the listing and work through the following steps.

Tip: If you already have a Google or Facebook account, we make it that much easier to sign up.

## 2. Pick your Package

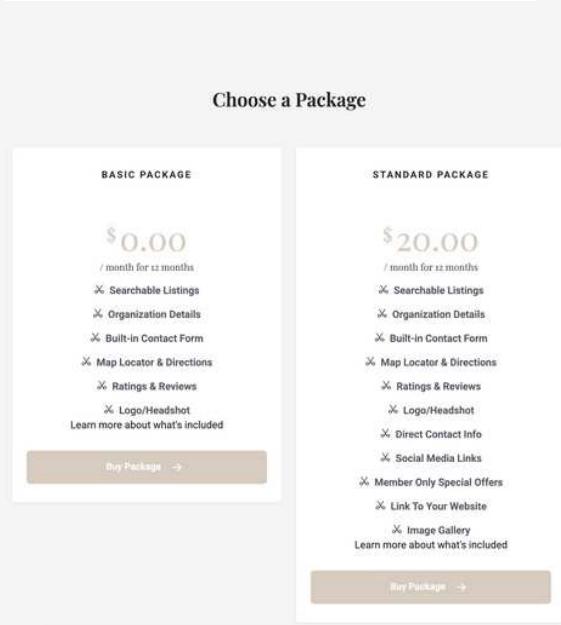
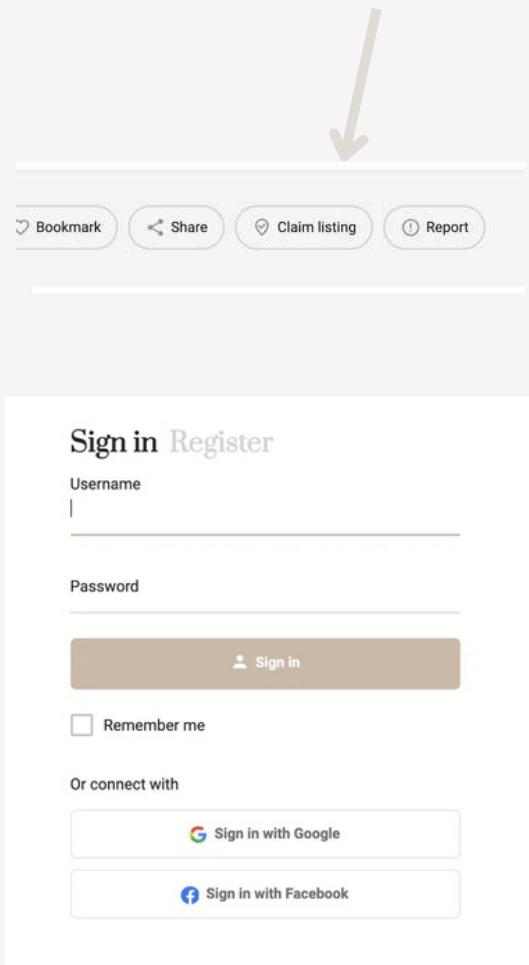
Pick the package that is right for you. Find the [Salon Rates Page](#) or request a Media Kit pdf for a better understanding of what each package entails.

- Basic Package - Free
- Standard Package - \$20/mo

## 3. Purchase Package

Pick a [Listing Package](#) (monthly subscription) that best meets your needs and your budget.

Tip: Subscriptions can be upgraded, downgraded, or cancelled at any time.



# How to Get Started Cont'd...

## 4. Complete your Listing

Skip this step if your salon is already on our site!

While not all fields are required to get started, we recommend that listings be as complete as possible.

Tip: The more complete your listing is, the easier clients can find your salon.

Your listing details

The screenshot shows a 'General' listing form. It includes fields for 'Title' (with a note about SEO), 'Tagline' (with a note about SEO), and 'About' (with a note about SEO). There is also a rich text editor toolbar at the bottom.

## 5. Checkout

Enter your payment information, which is securely transmitted through Stripe.

Once your payment is submitted, you will receive an email with your order information.

*Important:* After a successful Checkout, your Listing will be submitted to our team for approval. If your Listing is approved, you will receive an email.

The screenshot shows a 'Credit Card (Stripe)' payment form. It includes fields for 'Card Number', 'Expiry Date', and 'Card Code (CVC)'. Below the form, there is a note about data usage and a checkbox for terms and conditions, followed by a 'Sign up now' button.

## 6. Promote Your Listing

If competition is fierce or you're just looking to get some more eyes on your Listing, consider promoting it. When you Promote your listing, it will receive higher search prominence, as well as earn additional placement on our website.

# OhDaisey Promotions

## Want More?

Be EXTRA and let's boost your listings to grab those clients!

Promotions are for a limited time and are purchased separately from the actual Listing subscription.

Think of Promotions as a way to temporarily boost your listing, so that it is put in front of more potential customers.

## 2 Ways to Promote Your Salon

1. Get promoted through our Site:

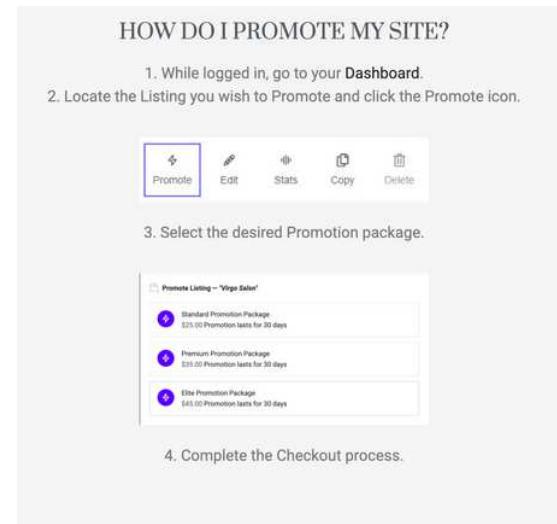
- Standard Promotion - \$25/mo
- Premium Promotion - \$35/mo
- Elite Promotion - \$45/mo

2. Get promoted through our Socials:

- Spotlight Feature - \$79\*
- Social Spotlight + Pinterest + Email promo - \$149\*

\*One time fees, not a monthly charge

Tip: For the two Marketing technique packages, please reach out directly for more information or find our [Promote Salons](#) page.



The screenshot shows a user interface for promoting a listing. At the top, a header reads "HOW DO I PROMOTE MY SITE?". Below it, two steps are listed: 1. While logged in, go to your [Dashboard](#). 2. Locate the Listing you wish to Promote and click the Promote icon. A screenshot of the dashboard shows a "Promote" button highlighted with a purple box. Below this, a modal window titled "Promote Listing - 'Virgo Salons'" lists three promotion packages: Standard Promotion Package (\$25.00, lasts for 30 days), Premium Promotion Package (\$35.00, lasts for 30 days), and Elite Promotion Package (\$45.00, lasts for 30 days). At the bottom of the modal, step 4 is listed: Complete the Checkout process.

# Package Breakdown

A

## Basic Package

The simplest package for those on a budget but still want to be a part of our dedicated database!

Free

- **Searchable Listings:** Clients looking for a clean salon can easily find exactly what they're looking for, using various search filter options.
- **Salon Business Details:** Salon owners can provide details to help website users make better – informed decisions.
- **Built-in Contact Form:** All listings include a built-in contact form so people always have an easy way to reach out to Salon receptions.
- **Map Locator & Directions:** Salons can have their address shown for quick reference. Additionally, that location will be shown on a map, providing quick access to directions for customers.
- **Ratings & Reviews:** Salon owners can build up their reputation on Oh Daisey, by accumulating positive ratings and reviews from customers.
- **Logo:** Salon owners can include a Logo, to bring their own branding into their Listings.

B

## Standard Package

This package provides you with everything you need to get started as an OhDaisey certified salon.

\$75/mo

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\$75/mo

- **All Basic package plus**
- **Direct Contact Info:** To help people easily reach Salon owners and to help get your listings found in search engines.
- **Social Media Links:** Links to social networks can be added to listings.
- **Embed Video:** Salon owners can include a link to one of their online videos which in turn embeds the video into their listing.
- **Member Only Special Offers:** Members gain access to Special Offers for services, products, and more. We are always on the hunt for strategic partnerships in order to bring more value to the community.
- **Link to Your Website:** Those with a qualifying Listing package will be able to link directly to their own website, from their Listing.
- **Image Gallery:** Image galleries are essential for showcasing services, products, and more. Up to 6 images can be uploaded to your gallery.