

How to use Ripplebox

How to Use Ripplebox for Your Hair & Beauty Salon

Welcome to Ripplebox! As a subscribed salon, you can now turn happy clients into loyal ambassadors, bringing in more customers while rewarding them for referrals. Here's how to get started:

Step 1: Set Up Your Ripplebox Business Profile

- Subscribe to Ripplebox via the website www.ripplebox.com.au
 - Once subscribed, you will receive an email with the link to download Ripplebox
 - Sign up on the **Ripplebox App** as a business and create your salon's profile.
 - Add your salon's name, logo, and contact details.
 - Upload photos of your salon, team members and work. For best display qualities, please select images with a 16:9 aspect ratio.
 - Set your **custom referral rewards** (e.g., discounts, free treatments, or gift cards). Be sure to make the rewards enticing without costing your business too much.
-

Step 2: Promote Your Referral Program

- Let clients know they can **earn rewards** for referring friends.
 - Display in salon Ripplebox promotional material.
 - Regularly share Ripplebox on social media and email newsletters and what rewards your clients can earn.
-

Step 3: Clients Start Referring

- Clients generate their **unique referral link** in the Ripplebox app.
 - They share it with friends and family via WhatsApp, SMS, or social media.
 - The new client will be required to download Ripplebox, find your salon and choose the reward. They need to input the referral code they have received. From their friend or family member.
-

Step 4: Track and Approve Referrals

- Ripplebox will match the new client to the referring client.
 - When the new client purchases from your salon, you mark that reward as redeemed.
 - Reward both clients!
-

Step 5: Enjoy More Clients & Retention!

- New clients experience your services and become **repeat customers**.
 - Existing clients keep referring more people to earn more rewards.
 - You **save on marketing costs** while growing your salon organically!
-

Join Ripplebox today and turn referrals into revenue!

How to Set Rewards on Ripplebox for Your Salon

Setting the right rewards on Ripplebox is key to attracting referrals, encouraging repeat business, and maximizing your salon's profitability. Below, we'll cover how to **set up rewards**, the **types of rewards you can offer**, and how to **calculate your cost per lead (CPL)** to ensure your referral program is cost-effective.

Step 1: Choose the Right Reward Structure

Ripplebox allows salons to customize their referral rewards to suit their business goals. When setting your rewards, consider:

✓ **Value** – The reward should be enticing enough for clients to refer but still profitable for your salon.

✓ **Profit Margins** – Ensure the reward doesn't outweigh your earnings from the new client.

✓ **Customer Retention** – Use rewards that encourage repeat visits, like discounts on future appointments.

Step 2: Types of Rewards Your Salon Can Offer

Monetary-Based Rewards

These provide a fixed-value reward that can be used towards salon services or retail products.

Digital Gift Cards – Offer a digital voucher for both the referrer and the referred client.

Salon Credit – Reward clients with credit to use on their next visit (e.g., "\$50 credit for every successful referral").

Service-Based Rewards

These encourage clients to return for additional treatments:

Free Treatment Upgrades – Give referrers an upgrade (e.g., "Refer a friend and get a free deep conditioning treatment").

Discounts on Future Services – Offer a % off their next appointment when they refer a friend.

Product-Based Rewards

Great for boosting retail sales and client engagement. Ask your product company for samples to be given out, or you may have a product range that needs to be run out.

Free Hair or Beauty Products – Offer a salon-exclusive product (e.g., "Refer a friend and get a free styling spray").

Exclusive VIP Rewards

Make referrers feel special with exclusive perks:

Priority Booking – Give top referrers priority access to peak-hour appointments.

VIP Events – Offer an in-salon event to promote a new service or product range that is invite only.

Get creative with the rewards you offer!

Step 3: Calculate Your Cost Per Lead (CPL)

Your **cost per lead (CPL)** is the cost of acquiring a new client through your referral program. To ensure your rewards make financial sense, follow this formula:

CPL = Total Reward Cost / Number of New Clients Gained from Referrals

Example Calculation:

Your salon offers a **\$50 referral reward** (split as \$25 for the referrer and \$25 for the new client).

The average first-time client spends **\$250 on a service** with a **50% profit margin** (\$125 profit per new client).

If 10 people refer and bring in **10 new clients**, your total reward cost is:

$\$50 \times 10 = \500 (total rewards paid out).

💡 Your total revenue from these 10 new clients is **\$2,500**, and your profit is **\$1,250** after costs.

💡 Your **CPL is \$50**, meaning you're paying \$50 to acquire a customer who brings in **\$250 in revenue** on their first visit.

Step 3: Calculate Your Cost Per Lead (CPL)

Your **cost per lead (CPL)** is the cost of acquiring a new client through your usual marketing means. To ensure you are lowering your marketing costs, follow this formula:

This is best calculated for a time period, such as 1 month.

CPL = Total Marketing Cost divided by Number of New Clients Gained

Example Calculation:

💡 Your salon pays Google \$2000 per month

💡 You gained 10 new clients that month

2000 divided by 10 = 200

Each new client that month cost the business \$200. Make sure to set your rewards so each new client costs less than this amount.

Step 4: Set Up Your Rewards on Ripplebox

- 1 **Log into your Ripplebox Business Account.**
 - 2 **Go to the “Rewards” section** and select "Create New Reward."
 - 3 **Choose your reward type** (e.g., digital gift card, discount, free service).
 - 4 **Set the reward amount** for both the referrer and the referred client.
 - 5 **Define redemption rules** (e.g., "New clients must complete a service worth \$100+ to receive the reward").
 - 6 **Save and activate** your referral program!
-

Step 5: Monitor & Adjust Your Referral Rewards

✓ **Adjust if Needed** – If too few clients are referring, consider increasing the reward. If the CPL is too high, lower the reward or set higher spending requirements.

✓ **Promote Your Program** – Encourage clients to refer by displaying posters, using social media, and training staff to mention the rewards. The best time to discuss a referral program is at the end of their service, when they are happy with their results.

How to Use Ripplebox for Clients

Step 1: Download the Ripplebox App

Get started by downloading the **Ripplebox** app for free from the **App Store** or **Google Play Store**.

Step 2: Sign Up & Create Your Profile

- Open the app and sign up with your phone number.
- Set up your profile with your details to start referring and earning rewards.
- Your personal referral code will be generated in Ripplebox.

Step 3: Share with Friends & Family

- Send your referral link via **WhatsApp, SMS, Email, or create a post on Social Media** and share your love for your favourite salon.

Step 4: Choose your Reward!

- Your referred friend & family will need to download Ripplebox and set up their profile. Find the referred salon, choose your reward from the business and input the referral code you received from your referring friend or family member.

Step 5: Get Rewarded!

- Book an appointment with your favourite salon and let them know you have a referral code on Ripplebox.
- Once the new client has completed their appointment, **you both receive the chosen reward** from the salon.

Download Ripplebox today and start earning rewards for sharing the brands you love!