



DIGITAL MARKETING CHEAT SHEET

NAIL SALON

HOW TO USE THE CHEAT SHEET

This cheat sheet is designed to help you pinpoint the tools you need to run your business. It is separated into two categories.

Essential Tools - The tools that are critical for your business.

Optional Tools - The tools you can consider after implementing the essential tools.

MANAGEMENT TOOLS

Buy Domain - allows you to purchase a domain directly from Builderall and connect it to your website.

Custom Email - allows you to create professional emails using your domain.

SEO Report tool - allows you to optimize your SEO settings for your website.

DNS Manager - allows you to manage your DNS records for your domain (advanced users).

CHEETAH WEBSITE BUILDER

- Build your brand, build trust and demonstrate your authority.
- Provide value and engage your prospective clients.
- Collect emails and build an email list.
- Qualify your traffic.
- Get found in search engines.

MAILING BOSS

- Collect and manage email addresses.
- Create an autoresponder system to automatically email a predetermined set of emails to your leads.
- Segment leads and clients to send special emails.
- Create and deliver newsletter.

ESSENTIAL TOOLS

- **Booking Builder** - allow clients to set appointments or register for classes.
- **Browser Notifications** - allows you to create a browser connection with leads or clients to send them messages.
- **ELearning** - allows you to create courses quickly.
- **Member Area** - allows you to create restricted areas in your website for courses or training.
- **Messenger Chatbot** - connect to Facebook page to allow leads and clients to get information and automated assistance on your Facebook page or website.
- **SMS Messaging** - allows you to text message leads or clients.
- **Social Proof** - allows you to have social proof of when leads or clients register or make a purchase on your website.
- **Super Checkout** - create invoices to charge clients for your services.
- **Telegram** - allows you to manage automated messages for a Telegram group.
- **Video Hosting** - securely host training videos.
- **Webinar Builder** - allow you to meet personally with your clients for coaching services.

OPTIONAL TOOLS

