



# Fool-Proof Ways to Market Your Salon To Brides



Did you know? Weddings are a highly profitable niche for the hair and beauty business. The average spending by an Indian couple on their wedding is over Rs.1, 00,000crores. And, this is growing at 25-30% each year. Considering these figures, it's pretty obvious that wedding hair, makeup, and beauty is big business.

A wedding is one of the most cherished moments in a couple's life. That being said, they'll want to look their very best on this magical day, especially in the wedding photos. Thanks to Pinterest and Facebook, brides are facing the pressure even more.

Here's where a salon comes in:

Bridal bookings and wedding clientele alone can significantly increase your bottom line. If you [Continue reading.](#)