GlowWise

A guide for salons and beauty studios

AI videos, social outreach and booking follow-up for the studio you've built.

While you’re with a client

A new client sees your work between appointments. By the time you put down your brushes, she could already have your treatment menu and a link to book.

What GlowWise does

We make short videos from your studio’s material, schedule the posts you approve and set up replies to the enquiries they generate.

What stays personal

You choose the treatments to feature, approve the words and decide which questions go straight to your team.

One treatment. Three video ideas.

Send approved clips or photos. We use AI to help script, edit and caption short videos in your studio’s voice.

The reveal

A brow artist brushes the finished shape into place. A before-and-after reel shows the real result with the client’s permission.

The first visit

A quick tour shows where to check in and what happens at the first appointment.

The aftercare edit

Your artist answers one common aftercare question on camera. We trim the clip and add your approved advice as captions.

When a viewer wants the details

We schedule your approved campaign. On supported channels, a keyword comment or direct message can trigger a reply in your studio’s voice.

YOUR REEL

“Love this shape? Comment BROWS for our treatment menu.”

YOUR AUTOMATED REPLY

“Thanks for asking! Here’s our brow menu and booking link. For help choosing a service, reply here.”

Personal questions go to the team. You approve each message before it goes live.

Make the next visit easy.

Before the appointment

A website enquiry form captures the service someone wants. Your team can see who has had a reply and who still needs a call.

After the appointment

For clients who opt in, a reminder can go out at the interval your stylist recommends, with a link to rebook.

Between visits

With permission, turn a client’s review or finished look into the next post. A real question from reception can become your next explainer.

A brow studio’s Friday edit

Imagine you want to promote brow shaping before the weekend. Here’s how one campaign could run.

Monday

Choose one client-approved transformation. We cut a vertical reel and draft a caption inviting viewers to request the menu.

Wednesday

Your approved reel goes live. The keyword reply delivers the menu and booking link while your artists work.

Friday

Review menu requests, link clicks and any bookings your system can attribute. Use the questions people asked to plan the next reel.

Where would you like to start?

Social + Video / tailored quote

Choose the services and channels to feature. We agree the monthly number of posts and videos, approval process and outreach sequence with you.

Workflow audit / A$650

Rose maps one journey, such as enquiry to booking, checks which tools can connect and gives you an action plan with a build estimate.

Starter build / from A$1,500

We implement an agreed workflow and show your team how to use it. You see the scope and price before the build begins.

Which treatment deserves a reel?

Bring Rose one service you’d like to promote and the question clients always ask before booking it. We’ll talk through the video, the reply and the next step.

Ask Rose about GlowWise for your studio.

Contact _____