



TATTOOPRO

THE ULTIMATE GUIDE TO GROWING YOUR TATTOO BUSINESS

10 'Must-Dos' to Help Your Studio Succeed



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The tattoo industry is set to double by 2032. That means more opportunity, but also more competition. So, how do you stand out, grow your business, and keep your sanity intact?

At TattooPro, our mission is the help tattoo businesses thrive. We've talked to hundreds of tattoo artists and studio owners to create this guide to help you manage your day-to-day and grow your studio without burning out.

1. Own Your Digital Presence

A tattoo artist without a strong online presence is like a tattoo machine without ink - you're missing out. Here's how to get the most out of your digital footprint:

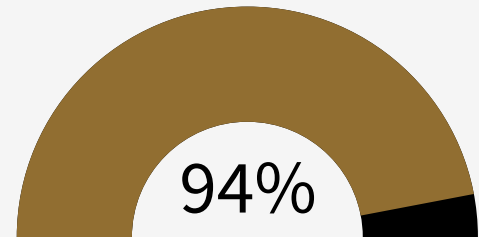
- **Keep your Google Business Listing Up to Date:** This means correct hours, contact info, photos of your work, and client reviews.
- **Post Often on Social Media:** Post consistently on Instagram, Facebook, and TikTok. Use social media to build a community, show off your art, and share your studio's personality.
 - **Change-up the Content:** Post finished tattoos, works in progress, and flash tattoo promos. Post photos, short videos, reels, and stories. Clients love seeing the process behind the final product, and authenticity goes a long way.
 - **Pro tip – scheduling posts in advance helps you maintain consistency without always being online.** According to SproutSocial, Tuesdays, Wednesdays, and Thursdays have the highest engagement rates, with many users browsing during lunch breaks and evenings.
- **Encourage Client Interaction:** Your

Best Times to Post on Social Media

Mondays	11am - 12pm
Tuesdays	10am - 2pm & 3pm - 4pm
Wednesdays	9am - 3pm
Thursdays	9am - 2pm
Fridays	10am - 11am

Source: SproutSocial 2024 Social Media Data

clients are your biggest promoters. Encourage them to share their tattoos on social, tag your studio, and leave reviews on Google or Yelp.



Consumers who say positive reviews make them more likely to use a local business's services

Source: Brightlocal Consumer Review Survey 2022

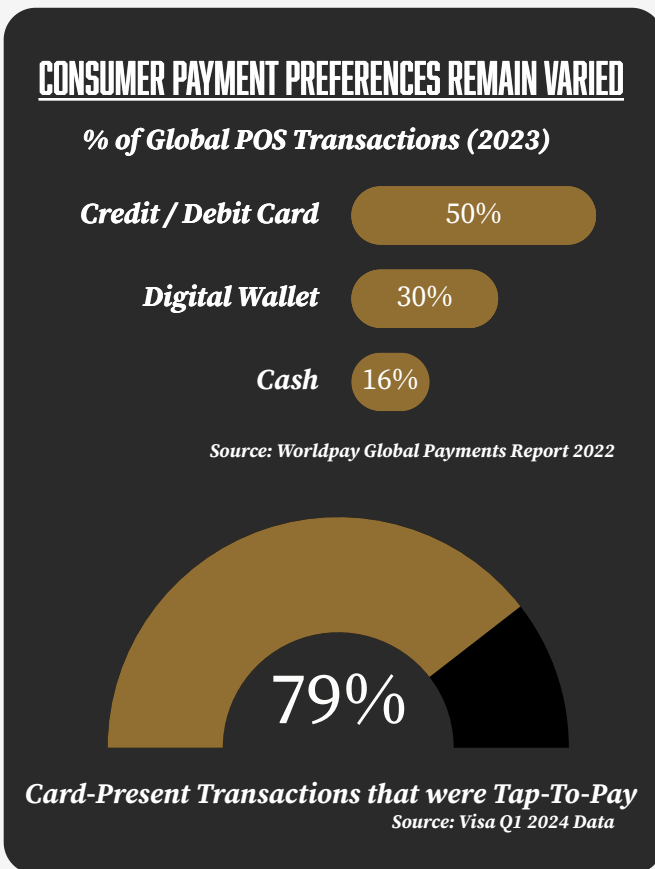
2. Differentiate Your Studio: Stand Out from the Pack

What makes you special is what will keep clients walking through your doors. Remember, your clients' experience extends beyond the final product and is influenced by your physical space.

- **Showcase Your Specialties:** Highlight the unique tattoo styles that set you and your artists apart. Whether it's realism, old school, or intricate geometric work, make sure that's front and center in all your marketing.



- **Create a Welcoming Environment:** A comfortable, visually appealing studio can significantly improve the client experience. Decorate your studio with artwork, plants, and furniture that reflect your brand.
- **Make the Client Journey Seamless:** You want your clients to feel like they've teleported from their couch to your tattoo chair. That means:
 - **Allow Clients to Book from Anywhere:** Use tools to share booking links and embed them directly on your website and social media.
 - **Digitize Consent and Safety Forms:** Collect required consent and safety forms digitally for quick check-ins, less delays, and a better overall client experience.



- **Accept Multiple Forms of Payment:** Offer multiple payment options - cash, card, Apple Pay, or Google Pay. Flexibility ensures clients can always pay, and speeds up checkout. Plus, the easier you make it to pay, the more likely you are to score a nice tip!

3. Smart Marketing Without Draining Your Wallet

We all know that Facebook, Instagram, and TikTok ads are getting more expensive. The good news? There's plenty of marketing you can do without blowing your budget.

- **Organic Growth is Key:** Instead of spending big on ads, focus on growing your organic following. Post regularly, engage with followers, and offer sneak peeks of flash sales or special events. Word of mouth is huge, and loyal clients will naturally spread the word.
- **Engage with Influencers:** Partnering with influencers in the tattoo community can get your work in front of a larger audience. Find local influencers with a vibe that matches your brand, and strong engagement (not just followers). Offer them an exclusive tattoo in exchange for promotion.
- **Measure Your Paid Ads:** When you do run ads, make sure to track their performance and Return on Ad Spend (ROAS). Are people actually booking from that Instagram ad? Track impressions, click-through rates, and conversions. It's not just about getting views - it's about turning those views into bookings.

4. Prevent No-Shows and Cancellations

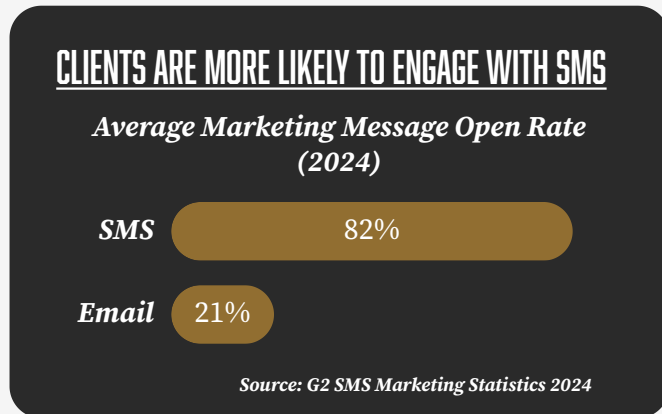
Nothing's worse than spending hours designing an amazing piece only to have the client bail at the last minute. Protect your time and ensure cancellations don't leave you empty-handed.

- **Require Deposits:** Charge a deposit upfront to secure bookings. This deters clients from canceling or no-showing, and if they do, at least you're compensated for the time you spent designing.
- **Set Clear Cancellation Policies:** Make sure clients know that cancellations or rescheduling within 24-48 hours will result in a lost deposit or a fee. Be firm but fair—your time is valuable.



Send Reminders: A text reminder a few days before the appointment can drastically reduce no-shows. Use automated tools to make this process easy and ensure clients stay on track.

Have a Waitlist / Cancellation List: Having a list of customers who sign-up to fill last minute openings or cancellations keeps you booked



5. Streamline Customer Communication

Keeping up with client messages can be overwhelming - DMs, emails, texts...it's a lot. Centralize and automate to free up time for actual tattooing.

- **Consolidate Client Communication:** Use a tool that keeps all your client conversations in one place. No more scrambling between platforms or missing a client inquiry.
- **Automate Pre-Appointment Communication:** Confirm appointments, send out reminder emails, and provide aftercare instructions automatically. Less back-and-forth means more time for you to focus on your art.
- **Stay on Top of Designs:** Send clients previews of their designs before their appointment. This not only gives them time to approve designs, but it also reduces any day-of surprises and ensures everyone's happy.

6. Client Retention: Keep Them Coming Back

A loyal client is worth far more than a one-time booking. Building lasting relationships is essential to growing your business.

- **Great Aftercare = Happy Clients:** Send detailed, easy-to-follow aftercare instructions right after the session. They'll appreciate the guidance, and it shows you care.
- **Follow Up:** Check in with clients after their tattoo heals to see how they feel about the piece. It's a small gesture that keeps them thinking about their next appointment.
- **Offer Loyalty Programs:** Give repeat clients a reason to come back. Whether it's a discount on their next tattoo or access to exclusive flash sales, showing appreciation for their loyalty goes a long way.

7. Manage Time Like a Boss

Between tattooing, running the business, and keeping up with clients, it feels like there's never enough time. Streamline and delegate where you can.

- **Automate What You Can:** Use scheduling software to handle booking, payments, and reminders. Automating these tasks takes a huge load off your shoulders.
- **Hire Help:** If it's in your budget, consider hiring a studio manager to handle admin tasks. This allows you to spend more time focusing on your art and growing your business.
- **Prioritize:** Focus on high-impact activities, like building relationships with clients and creating killer tattoos, while automating or delegating the rest.

8. Keep Your Artists Happy and Thriving

Your artists are the backbone of your studio. If they're happy, your clients will be too. Create an environment where they can thrive.



- **Support Their Growth:** Are they apprentices building skills, artists expanding their portfolios, or established pros sharing their personal style? Support each artist in a personalized way that helps them reach their goals.
- **Offer Training & Development:** Whether it's workshops or a link to a relevant YouTube video - provide ongoing opportunities to help your artists improve their skills and stay up to date on trends.
- **Take Admin Off Their Plate:** Give your artists time to focus on tattooing. Let an admin or studio management software handle bookings and payments.
- **Celebrate Their Wins:** Share their achievements on social media, give them shoutouts, and show them you appreciate their hard work.

9. Build Resilience During Economic Downturns

The tattoo industry is discretionary. When the economy dips, many people hold off on getting tattoos. That's why it's important to be smart about your revenue and diversify your income streams.

- **Track Sales & Run Seasonal Promotions:** Keep an eye on your numbers. When do sales slow down? Use this data to run promotions or flash tattoo specials during slow periods to keep cash flow steady. If you know your busiest times of year, plan around them.
- **Diversify with Piercings & Merch:** Offer services like piercings and sell custom studio merch. Selling prints or flash designs can also bring in additional income when tattoo bookings slow.

10. Safety First - Stay Compliant

Keeping your studio safe and hygienic isn't just about following the law - it's about showing your clients they can trust you. Ensure your studio is spotless and adheres to the highest hygiene standards.

- **Stay Up to Date on Health Regulations:** Make sure you and your team are always on top of the latest local health regulations and licensing requirements.
- **Digitize Your Forms:** Keep customer consent forms, licenses, and certifications stored digitally. It's easier to access and ensures nothing falls through the cracks.



Bonus tip

Use Studio Management Software

You didn't get into this business to manage bookings and team scheduling all day. Using tattoo studio management software empowers you to automate administrative tasks, allowing you to focus on what truly matters – your customers and artists.

With TattooPro's studio management software taking care of the admin, you won't be buying software - you'll be buying time. Learn more at TattooPro.io

