

# Automation Toolkit

The exact tools we recommend for Melbourne beauty businesses — for booking, client follow-up, reviews, and day-to-day admin.

You don't need expensive software or a tech team. These tools are affordable, easy to use, and designed for businesses like yours. We've grouped them by what they solve.

## 1. Booking & Scheduling

The foundation of any salon automation. Get clients booking online and reduce phone tag.

Tool	Best For	Price Range
Fresha	Salons & spas (free plan available)	Free - paid add-ons
Timely	Multi-location businesses	From \$29/month
Square Appointments	Simple booking + payments	Free - \$69/month
Vagaro	Full-featured salon management	From \$30/month

## 2. Client Communication & Follow-Up

Automated reminders, rebooking nudges, and birthday messages that run without you thinking about them.

Tool	Best For	Price Range
Brevo (Sendinblue)	Email marketing & SMS	Free - from \$9/month
Mailchimp	Email newsletters & automations	Free - from \$20/month
GoHighLevel	All-in-one CRM & automations	From \$97/month
Twilio	Custom SMS automations	Pay per message (~\$0.05)

## 3. Review Management

Get more Google reviews on autopilot and respond professionally without spending hours on it.

Tool	Best For	Price Range
Grade.us	Review request automations	From \$110/month
Podium	SMS review requests + messaging	From \$249/month
Google Business Profile	Free review management	Free

## 4. Automation & Integration Platforms

These connect your tools together so data flows automatically between your booking system, email, SMS, and reviews.

Tool	Best For	Price Range
Make.com	Visual automations (powerful, affordable)	Free - from \$10/month
Zapier	Simple app connections	Free - from \$30/month
n8n	Advanced workflows (self-hosted option)	Free - from \$24/month

## Our Recommendation

If you're just starting out, here's the simplest stack that covers the basics:

**Fresha (booking) + Brevo (email/SMS) + Make.com (glue it together)**

This gives you online booking, automated reminders, client follow-ups, and review requests — all for under \$50/month in tool costs. We handle the setup and configuration as part of our service.

**Want us to set this up for you? Book a call at [foundry-au.com.au](https://foundry-au.com.au)**