

Allyn Hair & Bodyworks
Direct Marketing Campaign

Aaron Hanson

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SITUATION ANALYSIS

Shop Overview

Allyn Hair & Bodyworks opened up September 25, 2009. Allyn Hair & Bodyworks is located in Allyn, Washington, about 20 miles from Shelton. Allyn includes 800 homes and several more in outlying areas. State Route 3 brings a lot of traffic into Allyn when people travel from Shelton to Belfair. Mason County, the county Allyn resides in, has been suffering from the economic recession and the people in the area are enthusiastic about this new shop opening up.

Allyn Hair & Bodyworks shop is run differently than what most people expect. They don't hire people and pay them per hour. What they do is lease out the different areas of the shop. Each hair stylist pays rent to cut hair there; while they get all the money, they make cutting and doing the hair. The same thing applies with the massage therapist and nail technician. Then the shop pays rent to do business in the facility.

People come here to get haircuts and chemical treatments to their hair (ex. Perms, dyed, etc.), people can get manicures and pedicures, massages, and get a tan. People can also purchase name brand professional products here such as Paul Michelle, Joico, Nioxen. Allyn Hair & Body Works may soon become a Paul Michelle signature store so they will be able to carry more products of that brand.



Current Customer Profile

Right now the current customer profile that Allyn Hair & Bodyworks is targeting is very broad. They draw in middle to high-income women over the age of forty. These women are either married and care a lot about their hair and how they look. Their tanning service draws in a younger female audience about 40's years old. Their nail station draws in females of about 40's years old. The massage station brings in men about 30-50 years old.

Marketing Issues

Since Allyn is sort of in an isolated part of the state direct marketing will have to rely on people coming from Shelton and Belfair a lot. Allyn Hair & Bodyworks is also a very young salon so money isn't readily available so the campaign budget will be very limited as well.

SWOT Analysis

Strengths:

- Very high end, beautiful salon- welcoming feeling walking in
- Friendly, personable hair stylists and workers
- Great quality
- Enthusiastic community

Weaknesses:

- Not enough money coming in to do things they want
- New salon
- Isolated area

Opportunities:

- May become a Paul Michelle signature store

Threats

- Other salons
- Neighboring grocery store shuts down
- The economy

COMPETITION

Key Competitors

Any salon that offers the same services as Allyn Hair & Bodyworks is going to be a competitor.

There are no major corporation competitor in Allyn, Belfair, or Shelton. In the nearby area, some of the locally owned competitors are Moonlit Nails and A Class Act and Lois's Barber.

PROBLEMS & OPPORTUNITIES

Problems

Some of the problems that exist in this marketing campaign is the fact that Allyn Hair & Bodyworks is a new salon so they may not have the monetary means to fund a marketing campaign. Not only that but, they may not want to start direct marketing campaign since each worker is their own boss. There would have to be an agreement with all the workers to start a campaign. This may not be a problem because the shop is paying for the marketing campaign that will bring the workers more business.

Opportunities

Really the only opportunity out there is the fact that Allyn Hair & Bodyworks may become a Paul Michelle signature store. This means that Allyn Hair & Bodyworks would get free advertising funds from Paul Michelle for their products and the salon would get discounts on their products. Thus giving Allyn Hair & Bodyworks a larger profit.

STRATEGIC BUSINESS PLANNING

Objectives and strategies

The objectives of this direct marketing campaign are:

- Increase the amount of people who come to Allyn Hair & Bodyworks
- Increase the shop awareness throughout the area
- Increase the amount of products sold in the shop

To achieve these objectives, we will use these strategies

- Using the correct mediums and techniques to get the message and offer to the target audience
- Encourage customers to return by being friendly and continue quality service

Implementation

The implementation of this marketing campaign will start a few weeks before spring and last until the beginning of summer. The testing is going to take place the first year, and then the year after the real marketing campaign will start at the same time.

Start date: March 1st 2009,

End date: May 31st

Evaluation

Evaluating this campaign will be simple. Everyone of these mediums has a way to track the customer. They will know if the customer viewed the E-mail, and what links they clicked on. Facebook gives a list of names of who is a fan with the page. The post cards have to be brought in by the customer for use, and the same with the newspaper ad.

Measures

Measuring the success of this campaign will be easy. After we evaluate all the customers and what offers they used and see that the number of customers increases by 20% and product sales increase by 10% this will be considered a success.

TACTICS

Target Audience

The target audience for Allyn Hair & Bodyworks are people who care a lot about their hair and beauty. These people get their hair done at least twice a month.

Demographics

- Female adults over the age of 30
- They are in the middle-upper income class
- They have some college education
- They are married and have older kids in high school and college

Geographic

- These people mainly live in suburbs and small cities.
 - In the direct marketing campaign, the main cities we are targeting are Allyn and cities that are close to Allyn such as Grapeview, Shelton, Belfair, Gig Harbor, Port Orchard, and Lakebay.

Psychographics

- They care about their hair and how they look
- Conservative
- Frugal

Method of Targeting

In this direct marketing campaign, Allyn Hair & Bodyworks will target their audience by using a database. They will create a database from the following ways:

1. Allyn Hair & Bodyworks own customer database: Allyn Hair & Bodyworks is updating their database daily. Every customer that walks through their door they make sure to get as much information as possible. They get their name, number, zip code, and e-mail address if they have one. This database will probably be the most effective because these people have already been to Allyn Hair & Bodyworks before and are the most likely to come back for a visit.
2. Buying the local newspaper's subscription list. The North Bay Review is the local newspaper. Their subscribers are all over Allyn and some in Belfair and Grapeview. This newspaper mentioned Allyn Hair & Bodyworks and this drew in some business.
3. Buying a list from Acxiom. Buying a list from Acxiom would greatly increase the amount of people they could reach.

When Allyn Hair & Bodyworks gets all the lists above they will have a large database to work with. This database will comprise of current and future customer prospects. The estimated amount of people to be in the sample is about 2,000 people.

The Offer

The offer is the most crucial part of the campaigns success. Allyn Hair & Bodyworks will need to carefully utilize the different marketing mediums to implement the offers. The offers will be liable and irresistible. There will be encouraging the customers to bite on the offer fast by making the offer only for a limited time. The offers will be:

- \$5.00 off any hair chemical treatment
- \$80.00 for unlimited day's service
- Discounts on all Paul Michelle brand products
- \$1.00 off becoming a Facebook fan

Direct Marketing Techniques

For this marketing campaign, Allyn Hair & Bodyworks will use four different direct marketing techniques to send the offer to our target audience. The four techniques are newspaper, e-mail, a post card by direct mail, and Facebook.

Newspaper

Putting an ad into the local newspaper, The North Bay Review, is one of the four ways we will direct market. The newspaper will be sent out to different people in the nearby area. The main purpose of this ad will to draw people into the shop. Allyn Hair & Bodyworks was mention in this newspaper a little after it opened and many of the people who read about the salon in the newspaper came into the shop. This newspaper already is bringing in a lot of business. It would be foolish not to place an ad in this newspaper. The message in the newspaper ad will make the prospective customer feel invited to come in. The offer in the newspaper ad will be the \$5.00 off any hair chemical treatment. People will have to cut out the ad and bring it in to get the discount. The performance will be measured by the amount of people that bring in the newspaper advertisement. If there are at least 1 a day it will be considered a success.

The newspaper ad

Allyn Hair and Bodyworks Spring is here

Celebrate by coming in today and save 10% on tanning or \$5.00 off any hair chemical treatment.



We are located at 18321 E State
Route 3, Allyn, WA, 98542



E-mail

Another form of direct marketing the campaign will feature is an E-mail blast. The e-mail will have all the offers combined. It will have the salons phone number so whoever gets the e-mail can call in to ask further questions or schedule an appointment. There is also a link to the salon's website so people can just click on that to go straight to the website and view all their prices and services. The e-mail will also include a map of where the salon is if the potential customer is unsure of where it is. The customer can also click on the map to enlarge it to get a better perspective of where it's located.

The E-mail

The screenshot shows a Mozilla Firefox browser window displaying an email from BusinessWeek.com. The email is titled "Save now at Allyn Hair & Bodyworks" and is from Allyn Hair & Bodyworks, dated Dec 10 (2 days ago). The email content includes:

- Subject:** Save now at Allyn Hair & Bodyworks
- Text:** Try our new special day spa that will only be offered for a limited time. Come in today and pay only \$80 for unlimited day's service. That's over a \$300 savings!
- Text:** We are now a Paul Michelle signature salon. To celebrate we are now having a sale. For a limited time we have a discount on all our Paul Michelle brand products.
- Text:** We know have a Facebook page. Become a fan of ours on Facebook and get \$1.00 off your next visit! Click [here](#) for the direct link to the Facebook page.
- Text:** Come in today and save. We are located at 18321 E State Route 3, Suite F, Allyn, WA 98524. Click [map to enlarge](#).
- Image:** A photograph of the salon interior, showing a waiting area with a sofa and a reception desk.
- Coupon:** A coupon for \$5.00 off your next chemical hair treatment, valid until 5/31/2010. The coupon includes an illustration of a hairdresser cutting hair.
- Map:** A map showing the location of Allyn Hair & Bodyworks at 18321 E State Route 3, Suite F, Allyn, WA 98524.
- Website:** Visit our website: www.allynhairandbodyworks.com
- Phone:** Call us: 360-275-3703

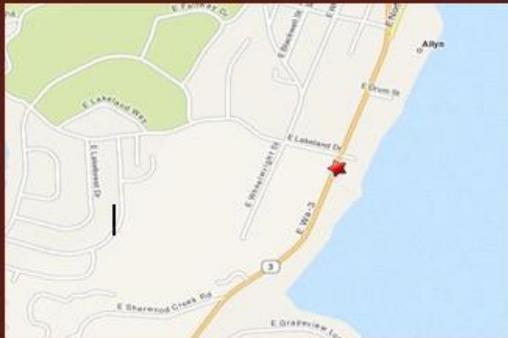
The email interface includes a sidebar with "connect at harding" logo, "Compose Mail", "Inbox", "Sent Mail", "Drafts", "Spam", and "You are invisible" status. The top navigation bar shows "BusinessWeek.com" and "How Many Ways Can You Tax the Rich? - 2 days ago".

Post Card (Direct Mail)

Another technique used in this marketing campaign is the use of the post card. This will be sent directly to several potential customers. The offer included on this piece will be the five dollars off on any chemical hair treatment. The piece invites the customer to come in and save, and gives them a sense of urgency by saying the offer ends at the end of May.

Allyn Hair and Bodyworks

Spring is coming soon! Hurry and get your hair done in preparation. Come in to Allyn Hair & Bodyworks now and save **\$5.00** on any chemical hair treatment! You will love the salon and the people who work there. Go to our website at allynhairandbodyworks.com to view our prices and services and to learn more about us. We hope to see you soon!



Allyn Hair & Body Works
18521 E State Route 3, Suite F
Allyn, WA, 98542

PRSRST STD
U.S. Postage
Paid
USA

\$5.00 OFF!
Any Chemical
Hair Treatment

Aaron Hanson
14020 133rd St. KPN
Gig Harbor, WA, 98329

Allyn Hair and Bodyworks

\$5.00 OFF!
any chemical service

*Bring this card into Allyn
Hair & Bodyworks to get
\$5.00 off your next chemical
hair treatment. Offer expires
5/31/2010*



Facebook

The last technique used in this marketing campaign is the use of Facebook. Facebook has grown so much that people of all ages use it. I've seen young children to retired senior citizens using Facebook. I think using this as a marketing technique would be very beneficial.

The screenshot shows a Mozilla Firefox browser window displaying the Facebook profile for 'Allyn Hair & Bodyworks'. The browser's address bar shows the URL: <http://www.facebook.com/hanson.aaron?ref=profile#/pages/Allyn-WA/Allyn-Hair-Bodyworks/197017442910?ref=ts>. The Facebook navigation bar at the top includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Aaron Hanson', 'Settings', 'Logout', and a search bar. The profile header for 'Allyn Hair & Bodyworks' features a cover photo and the text: 'Allyn Hair & Bodyworks Anyone need a friend Allyn Hair & Bodyworks would like to be yours! on Sunday clear'. Below the header are tabs for 'Wall', 'Info', 'Photos', and 'Discussions'. The main content area shows a post with the text 'What's on your mind?' and an 'Attach:' button. Below this is a post from 'Allyn Hair & Bodyworks' with the text: 'Allyn Hair & Bodyworks Look at our websight and meet our staff. Great people!! Great Place!!'. The post includes a link to 'AllyHairAndBodyWorks: home' with the URL 'allynhairandbodyworks.com' and a description: 'Allyn Hair and Bodyworks offers hair, tanning, nail, massage'. The post is dated 'Yesterday at 12:59pm' and has options for 'Comment', 'Like', and 'Share'. Below this is another post from 'Allyn Hair & Bodyworks' with the text: 'Allyn Hair & Bodyworks Anyone need a friend Allyn Hair & Bodyworks would like to be yours!'. The post is dated 'Sun at 7:13pm' and has options for 'Comment' and 'Like'. Below that is a post from 'Allyn Hair & Bodyworks' with the text: 'Allyn Hair & Bodyworks come in anytime and take a tour of the salon you won't be dissapointed'. The post is dated 'Sun at 5:25pm' and has options for 'Comment' and 'Like'. At the bottom of the post area is a post from 'Allyn Hair & Bodyworks' with the text: 'Allyn Hair & Bodyworks This is the beautiful shop'. The right sidebar contains a 'Get More Fans' section with the text: 'Advertise your page and pay only for new fans and clicks. Preview below.' and a 'Become a Fan' button. The bottom of the browser window shows the Windows taskbar with various application icons and the system tray showing the time as 5:17 PM.

Action

When all the measuring and evaluating is completed for the testing of this direct marketing campaign, we will then see what offers and which mediums generated the most response.

Whatever offer or offers, generated the most response, and the medium that was most effective will continue on the next year when the full marketing campaign takes place.

Budget

The estimated budget for this marketing campaign is \$6,000 for the three months

10% Newspaper

60% Post Card

5% E-mail

15% Facebook

Conclusion

By consuming all the elements of promotion into this direct marketing campaign we can meet objectives of this campaign. The amount of customers will increase, and the amount of products sold will increase as well.

This campaign “Makes the right offer, to the right person, at the right time, with a creative message.” This works every time, and this direct marketing campaign will be no exception.