Integrated Marketing Plan for D’Nicole Salon and Spa

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To: Sue and Gary Talvacchio

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Date: May 3, 2013

Subject: Integrated Marketing Campaign for D’Nicole Salon and Spa

I have put together an Integrated Marketing Campaign for D’Nicole Salon and Spa, in order to help the business function to the best of its ability. I believe the tactics and ideas I have come up with in this plan, will help to generate a higher revenue for the benefit of all owners and employees.

It is possible that we have previously been lacking special attention to the marketing of our products and services, and an evaluation of our strategies is absolutely imperative to the growth of D’Nicole. In order to accumulate a higher percentage of consumers, our marketing must be entirely revamped, reconstructed, and reevaluated.

In the pages below I have formulated an Integrated Marketing Campaign that I believe will help D’Nicole Salon and Spa excel in its drive to success.

Please take these ideas into consideration, as they are intended to make the future of D’Nicole Salon and Spa, a profitable one.

**Executive Summary**

 This integrated marketing plan for D’Nicole Salon and Spa intends to promote quarterly growth in revenue by expanding the knowledge of the Salon’s existence, as well as encouraging clients to return for services and products. The steps below follow through every aspect of what it will entail to make these intentions possible.

 Beginning with our mission statement and swot analysis, we recognize D’Nicole’s strengths, and weaknesses, as well as the opportunities and threats available to us. The audit is then intended to break down the different parts of the business and what they bring to the table, as well as the key issues that are to be addressed.

 The marketing assumptions organize the goals we want to attain, yet they are kept at a reasonable and rational pace, in order to ultimately reach above them, and not below them. The marketing overview helps to outline the current market and its segments in accordance to our products and services.

 Finally the four P’s (product, price, place, and promotion) help to outline the marketing strategies, and to form a budget based upon the essentials to keep the salon growing on an upward scale.

* **Mission Statement**
	+ It is our mission at D’Nicole Salon and Spa to provide exquisite service to our clientele, while giving them the most relaxing and fulfilling experience possible. We strive to accommodate all people who are looking for a fun, warm, and happy environment while being pampered in your every need. Our goal is to give each client the look they desire, while also informing them of our professional opinion, which will allow them to step out of our door with confidence. We also cater to those who are looking for the optimal spa encounter. Providing manicures, facials, and massages, we can meet your every relaxation need, in a quiet, and peaceful atmosphere. We are always striving for excellence and growth, making sure that we keep up with the latest trends and most recent information in the salon world.
* **Swot Analysis**
	+ **Strengths:**
		- Family oriented/happy, welcoming atmosphere
		- Friendly employees
		- Family owned
		- Bosses are fair, helpful, understanding, and appreciative
		- Talented staff
		- Fair pricing
		- Offer all day spa packages
		- Always having benefits and launch parties for new products and services
		- Endless options in a full service salon
		- Open 7 days
		- Hold staff meetings to discuss problems/improvements
		- Good behavior always rewarded and appreciated
		- Clean, neat, and inviting atmosphere
		- Offer refreshments
	+ **Weaknesses:**
		- Not enough in salon education
		- Product does not move quickly
		- Ever changing options of product
		- Employees tend to be tardy
		- Stylists can get lazy with cleaning responsibilities
		- Too much communication through Text messaging which makes it less personal, and more indirect.
		- A lot of the stylists are lazy with appearance (i.e. wet hair, no makeup, sloppy outfits)
		- Poor location
		- Not enough hired employees who have a heavily developed book to offer
		- Front desk can seem overwhelming and sometimes uninviting to guests.
		- Besides Saturdays, there are days where chairs remain unused, therefore, is money lost.
		- Not enough Spa side revenue to carry itself, without the help of the hair side.
	+ **Opportunities:**
		- Inflate in desire to be healthy which benefits the offering of:
			* Spray tanning
			* Healthy products with less toxicity
			* Mineral makeup, all green products
			* Massage health benefits
			* Facial benefits
			* Body wraps
			* Keeping hair fresh, and appealing in appearance
				+ All of these things can be combined when promoting a healthy lifestyle, to offer people alternative ways to be healthy other than just eating right and exercising.
		- Cornering the Wedding market:
			* What do people need for an upcoming wedding?
				+ Updos for bride/bridesmaids/mothers/flower girls etc.
				+ Men’s cuts for groom/groomsmen/fathers etc.
				+ Makeup for all of the women
				+ Pedicures and manicures for all of the women
				+ Pre wedding day packages including massages, facials, spray tans, body wraps, color, and cuts

Create a special to get the bride and all of her bridesmaids to get every service done at D’Nicole, rather than just the day of wedding services. Every time they come to D’Nicole for services leading up to the wedding, they will receive $2.00 off their wedding updo. (new customers only)

* + - Men’s shape ups with a straight razor
			* We are currently not offering this popular form of men’s cuts, which could be a potential extra income and service.
		- Chemo/hair loss solutions
			* Wig market that has not been addressed. This includes the opportunity to sell wigs, as well as specials on hair cuts for people who want to donate their hair. Although we currently offer locks for love haircuts, we do not promote it heavily.
	+ **Threats:**
		- Competition which includes:
			* Giovanni and Peleggi being within the same plaza as D’Nicole.
			* The nail salon which is in the same plaza
			* The massage parlors (2 Hand and Stones within a five mile radius, as well as a few other salon and spas nearby)
			* The discount salons nearby such as Hair Cuttery
			* The other salons that are equivalent in price nearby
		- Price increase by suppliers which include:
			* Product
			* Rent
			* Insurance
		- Current economic downturn
			* People are putting more time in between their cut and colors to save money
			* Consumers are not spending as much on luxury items in a bad economy, which affects the sale of massage, facials, nails and tanning.
		- The physical environment
			* Being in a location that stands behind a preschool, blocking traffic from being able to see us from the main roads.
* **KEY ISSUES TO BE ADDRESSED:**
	+ Because retail does not move quickly, offer punch cards for products. Make every tenth product free (as long as it is under $25).
	+ We do not hire enough employees who bring in NEW business. Place an add in the newspaper/yellow pages/website/Facebook/Twitter stating that we are hiring stylists with a book of at least 25 customers, and that they will be placed on a 60 day trial period to prove that they have what is needed. Do this quarterly.
	+ Due to a poor location, it is important that advertising allowance is big enough to support the lack of walk-in clients, which would otherwise exist in a better location.
	+ Employee problems: Hold bi-monthly meetings to maintain the rules set for the salon. The more often these rules are enforced, the less likely the staff is going to get lazy with them. In order to keep stylists looking work appropriate, give three chances to follow the rules. On the third time they enter not dressed, and maintained properly, they will be sent home. Hair, makeup, and clothing must be appropriate for every shift.
	+ Keep a limited supply of product. Keep track of the product that sells. If a product goes three months without selling, wipe it from the inventory. Include ONLY one major line, and then the few products preferred from other lines. A smaller choice selection, will make it easier for clients to shop. Too many product choices can make it an overwhelming experience.

**Marketing Audit**

**The Economic Environment:**

There are about 80,000 residents just in the surrounding areas alone, this is excluding people who may travel from further away. Washington Township has a mixture of Income levels, and employment levels, but is more evenly distributed between the middle and upper class. Tax levels are certainly on the higher end in New Jersey. It is definitely a family oriented demographic. People are absolutely technologically inclined, so advertising through social media will be well received.

**Competitive Environment:**

There is definitely always a threat of new entrants into our industry, especially because we are not only in competition with hair salons, but also tanning salons, nail salons, massage parlors, and makeup bars due to our wide variety of offered services.

 There isn’t a lot of bargaining power for customers because we offer a high end feel, for a much lower price than high end salons. However, suppliers definitely do have a bargaining power, because without their products, we simply would not be able to function.

* Who is buying your product?
	+ All those who want to maintain/improve their appearance/body in reference to the following:
* The color and cut of their hair
	+ - The color and cut of their hair
		- The shape, color, and cleanliness of their nails
		- The integrity and color of their skin
		- Their muscles due to massage
* What are they buying, and how much are they buying?
	+ Chemical Services for the hair
	+ Hair cut services
	+ Nail services
	+ Cosmetic services such as makeup, facials, waxing, eyelash extensions, and spray tanning
	+ Massages
	+ Products such as Shampoos and conditioners, styling products, nail polish, and makeup.
	+ Body wraps to help weight loss, and smoothing and toning
* Why are your customers buying your products?
	+ To improve their appearance, as well as maintain it.
* What needs do your customers have that your product is satisfying?
	+ The need to keep their hair looking clean, healthy, and functioning to the best of its capability.
	+ The need to have fresh, clean and maintained skin
	+ The need to have clean, maintained and healthy looking nails
	+ The need to present the best version of themselves
* How do your customers rate your product against the competition?
	+ We have many loyal customers who stay with us because the value of our products as well as the value of our services, and the enjoyable environment of the salon as a whole.
	+ There are some customers who have claimed to have witnessed some unprofessional aspects in our salon.
	+ We do not get many complaints about our hair services.
* How loyal are your customers to your brand?
	+ We have now been open for 6.5 years and seem to maintain a very loyal client base.
	+ We acquire many customers who become returning customers.
	+ We do have a higher number of one time customers than we would prefer.
* What is the demography of your customers?
	+ We tend to all ages, genders, and ethnicities
	+ We do tend to do more women than men
	+ We are serving more middle class citizens than any other, but the town that we reside in does have a significant amount of upper class.
* How does your product compare to competitive products?
	+ Our salon offers amazing quality within the services. The one step up that we feel we offer compared to the competition, is the family feel we project.
	+ The products that we sell are what we believe to be the best on the market.
	+ Our services are updated and well maintained. We keep up with the trends.
* How is your product priced compared to its competition?
	+ The products that we sell are priced pretty evenly compared to competition, most salons will upsell about 40-50% when it comes to retail.
	+ Our services are priced directly in the middle compared to the competition. We are significantly lower than high end salons, and about 15% higher than the lower end salons.

**Marketing Environment:**

 The market is large, and includes every man, woman, and child because every person needs at least one of the services we offer. They need it more than they sometimes receive it (especially haircuts), but people usually at least get one haircut per year, and that is an extreme case. The market is always growing, especially as we add services and products.

* Is your current marketing appropriate given the company’s resources, position in the marketing and opportunities?
	+ We do a small amount of advertising, however there is more that could be done within the marketing aspects of the salon. Each employee could be doing more to sell their services, as well as products. Given our poor location, it is imperative that we advertise more to promote our services, and improve our customer base.
	+ We have a good position in the market, as most of the potential customers in the surrounding area are middle class, and we are geared towards the middle class.
	+ We need to start taking full advantage of all the opportunities that are available to us.
* **Assumptions**
	+ Revenues will grow at a rate of 15% annually. There will be a 20% increase between mid November and December 31st due to the holiday season. There will also be a 20% increase during wedding season which seems to significantly lay in May-June.
	+ Retail is not a main component for profit, although we see a profitable market eventually, we project to make $800 profit from retail.
	+ Massage, nails, facials, spray tanning, and body wraps are all things that are considered luxury expenses. With the economy in it’s current state, we project only about $2000 combined in sales in these areas monthly, with a hope to increase this in a better market.
	+ Retail product and chemical product will increase in price yearly, and this increase will drive our prices up as a result.
* **Market Overview**
	+ The market has declined due to how many salons are within a five mile radius. Although target markets may be different per salon, people have many options and this lowers the amount of consumers daily.
	+ Different segments:
		- Older women, children, teenagers, moms, men’s cuts, nails, tanning, luxury items (such as a massage or facial), high class, middle class, low class.
	+ How big is the potential market?
		- There are about 48,000 people living in Washington Township, NJ where the salon resides. Seeing as our intended audience consists of all ages, ethnicities, and sexes, we are able to use the entire population as our potential customer base.
		- The surrounding towns consist of:
			* Williamstown- About 12,000
			* Clayton- About 9,000
			* Pitman- About 9,000
	+ Is the market growing, flat, or shrinking? What changes do you see happening?
		- The market for hair services is always growing and this is because people are always going to need to their hair done. Although a bad economy can cause people to put more time in between their services, there will always be the people who keep up with it regardless of the economy. Kids are always growing into teenagers who want to start caring for their appearance.
		- The one market that may be shrinking currently, is the massage market, seeing as there have been some chain massage parlors going up in the area, and considering that it is a luxury. In a bad economy, people tend to cut the luxuries first.
	+ Is the market segmented by pricing, quality, age, income, or product usage?
		- The market is segmented by pricing due to three different markets:
			* Low end
			* Middle (where we are)
			* High end
	+ By quality:
		- Quality improves with more education, the more education given to staff, the better quality. Better quality also involves the ambiance of the salon, the little extras offered such as a cup of coffee, or a glass of lemon water, and the way the stylists present themselves.
	+ By product usage:
		- The types of products used and sold segment the market because of the difference in quality. The more you pay, usually, the better the product, and the better the outcome, and the better likelihood of returning clientele.
	+ Who is your target audience?
		- Women of all ages
		- Men of all ages
		- Children
		- The elderly
		- People with back and muscle problems
	+ Who are your competitors?
		- All hair salons in the surrounding area. The different target markets (low, middle, high end) help to break up the competition. Someone looking for a high end salon, probably would not come to us, as well as someone looking for a quick cheap ($10) haircut.
		- Massage parlors
		- Nail salons
		- Tanning salons (that offer spray tans)
* **Marketing Objectives:**
	+ Increase walk-in customers by 5% each quarter
	+ Increase customer return by 8% each quarter
	+ Increase product sales by 3% each quarter
	+ Increase employee who maintain at least a 30 person book
* **Using the Ansoff Matrix:**
	+ Beginning with existing markets and existing products...we could give our existing customers a 20% discount while sitting in our chair, to get another service done right then and there, such as a manicure or a facial. This would help to deepen the market penetration.
	+ Next is existing markets and a new product. We already offer a basic facial, so we could begin to offer facials that are geared towards different skin types, which would allow us to also sell products geared towards those particular needs. Different types: 1)acne prone skin 2)aging skin 3)dry skin 4)oily skin 5) fresh/renewal
	+ Next is new markets and existing products. We do not currently do that many children's hair, so in order to appeal to children, we have to offer what children like. Giving them a special station such as a pony or a fire truck will make their experience more enjoyable. This will please the parent, as well as entice the child to want to come back.
		- Another new market would be the men’s straight razor cut. Although we currently do men’s cuts, we do not offer a “barber feel”. A good amount of men are looking for this experience. We need to have a stylist on staff that specializes in men’s straight razor fades.
	+ Last is new markets and new products. Although we are willing to do ethnic hair, we do not currently do much of it, therefore we should begin to buy products geared towards ethnic hair services, and hire people who specialize in this market.

**Marketing strategies:**

Using the Four P’s

* **Product**
	+ What does the customer want from the product/service? What needs does it satisfy?
		- A need to feel attractive. To keep appearance looking clean, neat, updated, and kempt.
	+ What features does it have to meet these needs?
		- Stylists who offer the most up to date haircuts and colors.
		- Estheticians who are knowledgeable in all areas of the skin, including makeup, facials, waxing, and eye lash extensions.
		- Nail techs that offer superb manicures and pedicures to keep nails looking fresh, clean, and neat.
		- Spray tanning for those who feel they are at their best, with a darker, more even skin tone, but do not want to endanger themselves with the harshness of the sun, or tanning booths.
	+ What is it to be called?
		- D’Nicole Salon and Spa
	+ How is it branded?
		- As a family salon
	+ How is it differentiated versus your competitors?
		- Most of our competitors are either targeting high end clientele, or low budget clientele. Our goal is to attract not only the middle class clients who are looking for a comfortable yet appealing salon, but also offer the high end type feel, and to not be too far off of the low-budget prices.
		- Another competitor would be boxed hair dye that you can buy at retail stores. It is important to know that box color is made with metallic products, which can end up causing your hair more damage then it’s worth. Coming to the salon is the much healthier, and safer option.

 Possible Product Strategy:

* Any salon can offer a haircut, we need to give people a reason to chose us. Of course people will follow promotions, discounts in price, or go to the first place they remember seeing…but what about quality?
	+ Educate the stylists monthly with a new class and new technique. Stay up to date with the latest trends. Keep salon fun and happy, and keep stylists clothes matching for eye appeal.
		- Expected results: Keeping the salon upbeat, happy, and eye catching will make people want to return because they liked the way they felt in the two hours they were there.

Product Strategy Evaluation and Measurement:

* By educating stylists more, and keeping them looking nice, and promoting a happy environment starting with walking through the door and being greeted by the front desk, it is anticipated that we will increase our percentage of returning clients by 20%
* This will be measured by our computer system, (Envisions) by clicking “Return client” we will know who is returning and who is not.
* We will also measure client feedback by using a survey system of their experience of the salon, measuring every single aspect of their visit.
* **PRICE**
	+ What is the value of the product or service to the buyer?
		- It is definitely something that people will always need. Although, in a bad economy, people may put luxury items on the back burner, (such as massage, facials, or manicures) people will generally always maintain their hair cuts, and color, especially those in need of gray coverage.
	+ Are there established price points for products or services in this area?/How will your price compare with its competitors?
		- Yes, but in different types of brackets. As mentioned earlier, there are salons that cater to high-end clients, and then those that cater to the low budget client. We lay somewhere in the middle of the two. There are general price points that we want to stay in range of, in order to not lose customers to the low budget surrounding salons.
	+ Is the customer price sensitive? Will a small decrease in price gain you extra market share? Or will a small increase be indiscernible, and so gain you extra profit margin?
		- A small increase in price would be indiscernible, and gain us an extra profit margin. When we increase the price, it could go up by just one dollar per service. This would not majorly affect the client’s pocket, but it would help to increase profits for the business.
	+ What discounts should be offered to trade customers, or to other specific segments of your market?
		- Discounts can be made to additional services. If the discount will help to increase the ticket amount, the discount is then worth it.

 Possible Price Strategy:

* Offer discounted haircuts on the slowest day of the week (Monday or Tuesday) to new clients only.
* After Christmas rush, offer 15% off color services for the month of January to new clients only.
* Retail: Buy two products get one free.
* Offer discount on blowouts on holidays
* Groupon deals that offer 50% off regular price. (Do this every 2 months on a different service)
* Punch card Buy 9 products, get the 10th for free.
	+ Expected results: Offering discounts will attract customers, who may have otherwise gone somewhere else, or colored their own hair. Offering discounts during down times in the salon, will help to increase revenue.
	+ With having so many different available services, it is possible to always be discounting at least ONE area. Getting the customer in for one service gives the opportunity for the stylist to offer other services to increase ticket price.

 Price Strategy Evaluation and Measurement:

* If people see that they are saving money, it gives them the feeling that they can take that saved money, and spend it elsewhere.
* Measure success by having a section in the survey that asks what brought them in to get this service. If they say discount offered in the clipper, make sure it is specified which discount attracted them. It is also important to make sure you are gaining NEW clients from the discounts, and it is not just old clients getting discounted prices.
* Review quarterly; making sure the strategy is producing at least a 15% profit (after expenses). If not, try changing up the discounts offered.
* **Place**
	+ Where do buyers look for your product or service?
		- Hair salons and spas, tanning salons, nail salons, massage parlors.
	+ Do you need to use a sales force? Or attend trade fairs? Or make online submissions? Or send samples to catalogue companies?
		- Yes, sales force will need to be used. Going to trade fairs to promote the business is a good way to get our name out there, especially with so much competition.

\*No place strategy because D’Nicole only functions in one location.

* **Promotion**
	+ Where and when can you get across your marketing messages to your target market?
		- In the local “Clipper Magazine” which features all different types of businesses in the local area. This should be done during the two busiest seasons: Wedding season (May-June) and the holiday season (November-December)
		- Using “Groupon” which offers people a service for a fraction of the price. It does entail taking a considerable loss on the service, but it is important to keep in mind that the money being made, would not exist if the consumer was not attracted by Groupon in the first place. Make this available to new customers ONLY.
		- Yellow pages, and google. When people are in the market for salon services, they may decide to search what’s in the area. It is important that when they do so, they see our name first. People tend to go to one of the first five places they see.
	+ Will you reach your audience by advertising in the press, or on TV, or radio, or on billboards? By using direct marketing mailshot? Through PR? On the Internet?
		- Facebook, Twitter, Instagram are the three main social media outlets that should be used on a daily basis.
		- Direct marketing should be done Bi-monthly. Sending out a special for different services each time.
	+ When is the best time to promote? Is there seasonality in the market? Are there any wider environmental issues that suggest or dictate the timing of your market launch, or the timing of subsequent promotions?
		- Wedding/prom/communion season is a good time to promote.
		- Holiday season is also another major time to promote.

Expected Promotion Strategy:

* Since we are in a hidden location, it is important to get our name out there otherwise:
	+ Flyers on windshields
	+ Big signs at each road side entrance
	+ Flyers on boards at food markets
	+ Every quarter rent something obnoxious (blow up sign) to put street side to attract people to investigate.
	+ Go to a trade show, trunk show for weddings etc, at least monthly, handing out business cards with location.
* Survey every customer that receives a service. Make sure to ask them about the entire experience, including what they thought of their stylist.
* Have every stylist give every customer three cards. One for them, two for friends. If the two friends come in, they receive 20% off, and the original customer receives 50% off.
* Attract high end and low end customers with their one common goal: to look and feel GREAT. Prove people are feeling this way coming from our salon with five daily Facebook pictures of pleased customers (before and after).
	+ Expected results: extending our client base to more than just the middle class, will increase revenue, as well as motivate stylists, due to high morale from a busier salon.
	+ Pushing along the Word of Mouth technique will help to double if not triple the amount of people reached.
	+ Taking more advantage of free advertising on social media should help to increase client base.
		- Expected results: Increasing knowledge of location, will help to make up for the loss of passerby walk-ins.

Promotion Strategy Evaluation and Measurement:

* By promoting in more places, we hope to increase sales by at least 15% quarterly. If this is not the case by at least 10% in the first 6 months, promotions will have to be revamped, and possibly repositioned.
* Measurement will again be done through our computer system (envisions) as well as taken care of in the customer survey.
* Giving the salon’s location more recognition will produce curiosity in potential consumers who have never ventured into D’Nicole.
* Using the survey, ask customers if they are new to the salon, if so, find out what lead them to our location. Keep measurement of how many people did not even know of our existence, and many now know about the salon’s location.

**Marketing Budget:**

\*Groupon and Living Social: cut price down by 50%, so a massage that is regularly $70, would be offered at $35, and then they take 30% ($10.50) of that price when someone buys it.

\*Email blasts offering discount of the week: Zero

\*Clipper Magazine, once around prom/wedding/communion time: ½ page $1000 Once around holidays $1000

\*Postcards for direct mail/flyers/posters/surveys: $500

\*Charity events: $700

\*Attend trunk shows for weddings (have give aways): $500

\*Newspaper adds: $600

\***Total out of pocket:** $4400

**Project timeline/list of tasks:**

**January:**

\*Launch Direct media/email blasts to consumers offering 15% off all chemical services for new clients (due to this being a slow month after the holidays).

 \*Groupon/Living social deal for Chemical service

 \*Posters up on posting boards in Supermarkets (pull tab poster) Free blowout with a haircut. New customers only.

 \*EMPLOYEE MEETING

**February:**

 \*Place add in Newspaper for wanted stylists with a book of 25 new clients or more.

**March:**

 \*Direct Media/Email blast for March madness retail blow out. Buy 2 products, get the third for free.

 \*Flyers on windshields in at least six parking lots: half off hair cut for new customers only!

 \*Evaluation of Marketing (quarterly)

\*EMPLOYEE MEETING

**April:**

 \*”SPRING CLEANING” add. Place first Clipper add of the season offering deals/discoutnts for Weddings, Proms and Communions.

 \*Place add in yellow pages for wanted stylist with book.

 \*Posters up in supermarkets: Free Manicure with pedicure (on pull tab). New customers only.

**May:**

 \*Direct media/Email blast for mani/pedi deal

 \*Groupon “Welcome Summer deal!” sun kissed highlights, and mani pedi deal.

 \*First Charity event: Cystic Fibrosis

 \*EMPLOYEE MEETING

**June:**

 \*Facebook/Twitter/Instagram deals: Print out this page for 20% off any service for new clients, or previous clients for a never before new service!

 \*Evaluation of marketing

**July:**

 \*Direct Media/email blast for Spray tans/Body wraps/eyelash extensions!

 \*Flyers on windshields in at least six parking lots: Mani/pedi/haircut 30% off triple service! New customers only.

 \*EMPLOYEE MEETING

**August:**

 \*Back to school specials Direct media/email blast.

**September:**

\*Groupon: Massage or Facial, 50% off.

 \*Living Social: Keep your summer tan, with a spray tan! 15% off!

 \*Evaluation of marketing

 \*EMPLOYEE MEETING

**October:**

\*Second Clipper advertisement for the year. Holiday Special for November-December. Get any chemical service, get 30% off nail or makeup service!

 \*Newspaper add looking for stylist with full book.

 \*Second Charity event: Breast cancer awareness

**November:**

\*Direct media/email blast: Come in for blowout/style for your holiday parties five times between November and December, fifth blowout FREE!

 \*Groupon deal: Highlights Free with touchup/cut and blowdry

**December:**

 **\***Living Social: Half off eyelash extensions for all your holiday parties!

 \*Evaluation of Marketing

 \*EMPLOYEE MEETING

**Daily:**

\*Stylists should be required to post at least ONE of their clients transformations after a shift on facebook. If they only did men’s cuts for the day, encourage them to post small discounts for whatever they choose that week.

\*Tuesdays (which are the slowest day of the week) should be the day that haircuts for new customers are always 20% off.

**Weekly:**

\*7-10 pictures on the salon Facebook/Instagram/Twitter of employees work. Be sure to write a comment alongside of it, explaining what was done, and who did it.

 \*Once a week be sure to make a status that we are always looking to hire people with 75-100% full books.

 \*On salon website, change discount along with whatever is currently being advertised for the month. Be sure to also include something letting potential employees know we are always looking to hire stylists with books.

**Stay on the look out for:**

\*Trunk shows, bridal events, contests, charities and incorporate them into list of tasks as they come up.

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