

**BIZ STRATEGY**

**Objective**

1. Increase referrals
2. Promote service/product
3. Introduce service/product
4. Become more discoverable

**Vision**

1. 20 new referrals per month
2. Sell 20 new services per month
3. Sell \$100 in new product per month
4. Obtain 5 YELP reviews per month

**Tactics**

1. Implement referral program in the salon
2. In-Salon Marketing pieces and dialogue around new product/service
3. Online content for new product/service
4. Create YELP dialogue, add social plug ins, promote on social pages

**Measurement**

1. Referral report
2. Salon services report
3. Retail sales report
4. YELP business owners dashboard/referral report
5. Google Analytics

**Results**

- 1.
- 2.
- 3.
- 4.
- 5.

**BIZ STRATEGY**

**Objective**

- 1.
- 2.
- 3.
- 4.

**Vision**

- 1.
- 2.
- 3.
- 4.

**Tactics**

- 1.
- 2.
- 3.
- 4.

**Measurement**

- 1.
- 2.
- 3.
- 4.
- 5.

**Results**



- 1.
- 2.
- 3.
- 4.
- 5.




# Creating Awesome Social Engagement Planning (one week example)

	MON	TUE	WED	THU	FRI	SAT	SUN
<b>Theme</b>	<b>Mindful/Manic/Marvelous Monday</b> <hr/> Focus on beauty tips, products, etc.	<b>Thank You Tuesday</b> <hr/> Shout out to clients & team	<b>We Love Wednesday</b> <hr/> Feature products, people, brands, community businesses "we love"	<b>Throw-Back Thursday</b> <hr/> Salon history, milestones, team members	<b>Fab Friday</b> <hr/> Focus on great deals & promotions	<b>Styling Saturday</b> <hr/> Salon spotlights, real time happenings in the salon	<b>Sunday Funday</b> <hr/> Salon lifestyle, day in the life, BTS
<b>f FACEBOOK</b>  <b>Post 1</b> <ul style="list-style-type: none"> <li>• Pic</li> <li>• Status</li> <li>• Link</li> </ul>							
<b>Post 1</b> <ul style="list-style-type: none"> <li>• Pic</li> <li>• Status</li> <li>• Link</li> </ul>							
<b>📷 INSTAGRAM</b>  <b>Image 1</b> <ul style="list-style-type: none"> <li>• Copy</li> <li>• Hashtags</li> </ul>							
<b>Image 2</b> <ul style="list-style-type: none"> <li>• Copy</li> <li>• Hashtags</li> </ul>							

# Creating Awesome Social Engagement Planning (continued)

	MON	TUE	WED	THU	FRI	SAT	SUN
<b>BLOG</b> <ul style="list-style-type: none"><li>• Title</li><li>• Image</li><li>• Copy</li><li>• Links</li><li>• Keywords</li></ul>							
 <b>TWITTER</b> <b>Tweet 1</b> <ul style="list-style-type: none"><li>• Copy</li><li>• Link</li><li>• Hashtags</li></ul>							
<b>Tweet 2</b> <ul style="list-style-type: none"><li>• Copy</li><li>• Link</li><li>• Hashtags</li></ul>							
 <b>PINTEREST</b> <b>Pin 1</b> <ul style="list-style-type: none"><li>• Copy</li><li>• Link</li></ul>							
<b>Pin 2</b> <ul style="list-style-type: none"><li>• Copy</li><li>• Link</li></ul>							

# Creating Awesome Social Engagement Planning (continued)

	MON	TUE	WED	THU	FRI	SAT	SUN
 <b>YOU TUBE</b> <b>Video 1</b> <ul style="list-style-type: none"><li>• Title</li><li>• Description</li><li>• Category</li><li>• Key Words</li></ul>							
<b>Video 2</b> <ul style="list-style-type: none"><li>• Title</li><li>• Description</li><li>• Category</li><li>• Key Words</li></ul>							