

Creating Your Awesome Business Playbook (fill in your dreams)

BIZ STRATEGY	BIZ STRATEGY
Objective	Objective
1. Increase referrals	1.
2. Promote service/product	2.
3. Introduce service/product	3.
4. Become more discoverable	4.
Vision	Vision
1. 20 new referrals per month	1.
2. Sell 20 new services per month	2.
3. Sell \$100 in new product per month	3.
4. Obtain 5 YELP reviews per month	4.
Tactics	Tactics
1. Implement referral program in the salon	1.
2. In-Salon Marketing pieces and dialogue around new product/service	2.
3. Online content for new product/service	3.
4. Create YELP dialogue, add social plug ins, promote on social pages	4.
Measurement	Measurement
1. Referral report	1.
2. Salon services report	2.
3. Retail sales report	3.
4. YELP business owners dashboard/referral report	4.
5. Google Analytics	5.
Results	Results
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Creating Awesome Marketing Calender - 12 months

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC
General Theme	New Year	Love	Spring	Wedding/ Prom/Earth	Mom	Dad	Summer	Back to School	Fall	Halloween	Winter	Holiday
Business Theme												
Service Focus												
Product Focus												
Education/ Event Focus												
Social/ Digital Focus												
Email Newsletter 1												
Email Newsletter 2												
Website												
Facebook												
Blog												
Instagram												
YELP												

Creating Awesome Social Engagement Planning (one week example)

	MON	TUE	WED	THU	FRI	SAT	SUN
Theme	Mindful/Manic/ Marvelous Monday	Thank You Tuesday	We Love Wednesday	Throw-Back Thursday	Fab Friday	Styling Saturday	Sunday Funday
	Focus on beauty tips, products, etc.	Shout out to clients & team	Feature products, people, brands, community businesses "we love"	Salon history, milestones, team members	Focus on great deals & promotions	Salon spotlights, real time happenings in the salon	Salon lifestyle, day in the life, BTS
FACEBOOK							
Post 1 • Pic • Status • Link							
Post 1 • Pic • Status • Link							
INSTAGRAM							
• Copy • Hashtags							
Image 2 • Copy • Hashtags							

Creating Awesome Social Engagement Planning (continued)

	MON	TUE	WED	THU	FRI	SAT	SUN
BLOG • Title • Image • Copy • Links • Keywords							
 TWITTER Tweet 1 Copy Link Hashtags 							
Tweet 2 • Copy • Link • Hashtags							
 PINTEREST Pin 1 Copy Link 							
Pin 2 • Copy • Link							

Creating Awesome Social Engagement Planning (continued)

MON	TUE	WED	THU	FRI	SAT	SUN
		MON TUE	MONTUEWEDImage: Strain Stra	MONTUEWEDTHUImage: Strain	MONTUEWEDTHUFRIImage: Strain S	MONTUEWEDTHUFRISATImage: Second sec