

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.

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

Creating Awesome Social Engagement Planning (continued)

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

Creating Awesome Social Engagement Planning (continued)

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