



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 Marketing Calender - 12 months

[illegible]

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Social Engagement Planning

(one week example, always only focus on the platforms aligned with your brand purpose, promise + people)

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

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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							

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Social Engagement Planning (continued)

	MON	TUE	WED	THU	FRI	SAT	SUN
You Tube YOU TUBE Video 1 • Title • Description • Category • Key Words							
Video 2 • Title • Description • Category • Key Words							