



Offline Marketing: Prodcuts, Partnerships, Programs, + Promotions Workshop

Topic

Offline marketing strategy and tactics

Teacher

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Intention

Provide insight and frameworks to help you make more aligned decisions and achieve your business objectives through offline marketing

Workshop **Overview**

- ➡ **What Is Offline Marketing?**
- ➡ **Brand Story Framework Review**
- ➡ **Programs**
- ➡ **Partnerships**
- ➡ **Products + Promotions**
- ➡ **Next Steps**

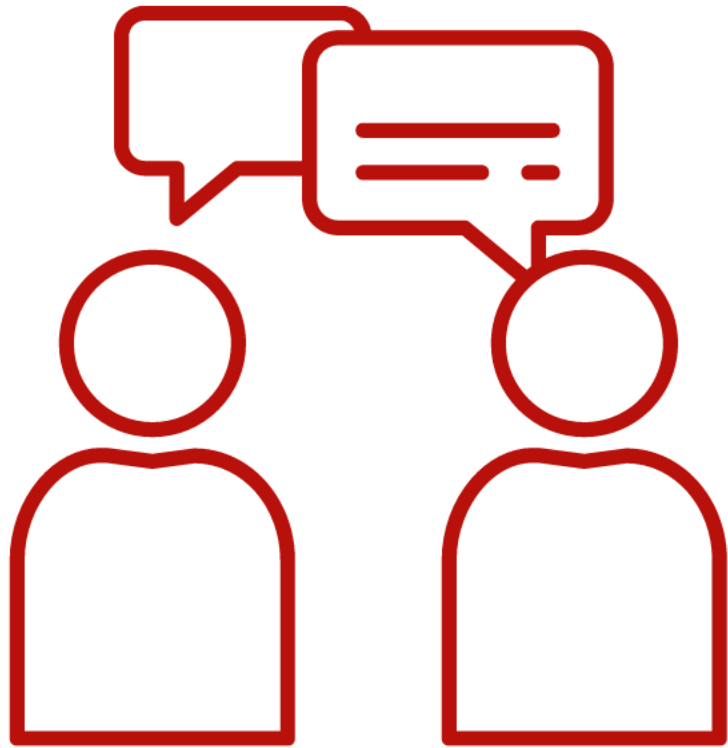
What Is **Offline Marketing**?

Marketing

The experiences created.

The stories told.

The relationships that are built.



The most **awesome and timeless marketing is consistently delivering awesome experiences and having a system to help your clients (or team members/tenants) share their experiences with their friends + community.**

Offline Marketing

Experiences

Stories

Programs

Communications

Pricing

Online Marketing

Experiences

Stories

Programs

Communications

The content can be quite similar, the context, however, is very different



Creating Awesome Business Playbook

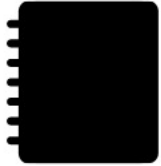
(example)

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.

Marketing **Strategy** + Marketing **Tactics**

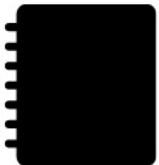


Strategy- a specific plan aligned with your business objectives to move you towards your goals and outcomes



Tactics- the individual actions you take to meet your goals and outcomes

Example



Strategy- build deeper relationships with the local community



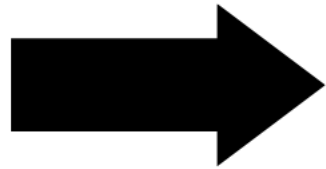
Tactics- host monthly events, partner with a charity, engage with local hashtags on Instagram

Creating Awesome Marketing Calender - 12 months

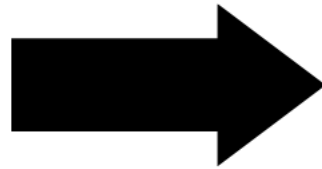
online marketing

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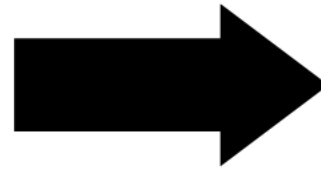
Offline Marketing **Framework**



Brand Story*
Brand Experience
Brand Objectives
Business Model



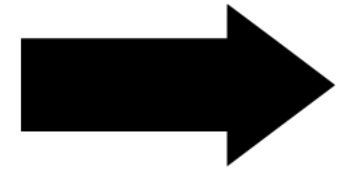
Products
Services



Pricing



Programs



Promotion

***purpose, promise, people**

Offline Marketing Framework

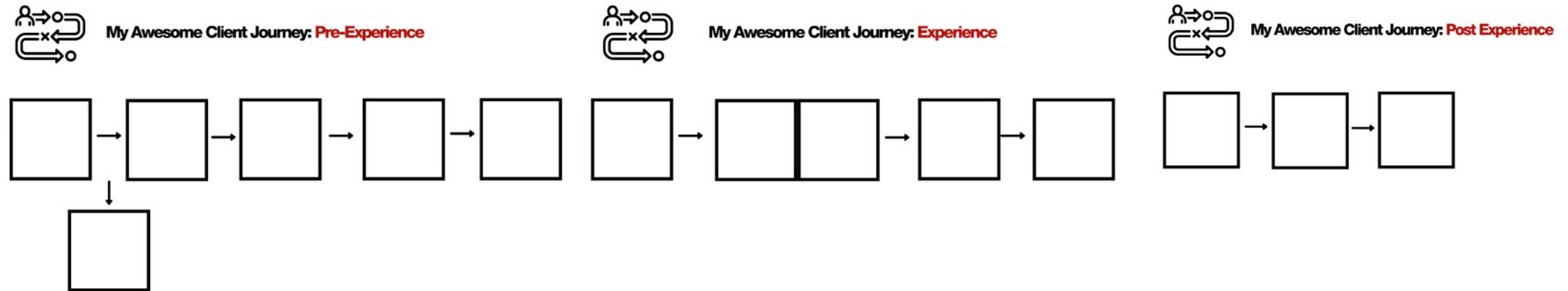
My Brand Story

My Brand Objectives

My Business Model

Offline Marketing Framework

My Brand Experience



Offline Marketing Framework

My Products

My Services

Offline Marketing Framework

My Pricing

Offline Marketing Framework

My Programs

Offline Marketing Framework

My Promotion

Why Is **Pricing** Part of Offline Marketing

The OG 4 P's of Marketing

Product- the actual product/service (solutions) you create and offer

Price- the price of the products/services you offer

Place- where and how you sell your products/services

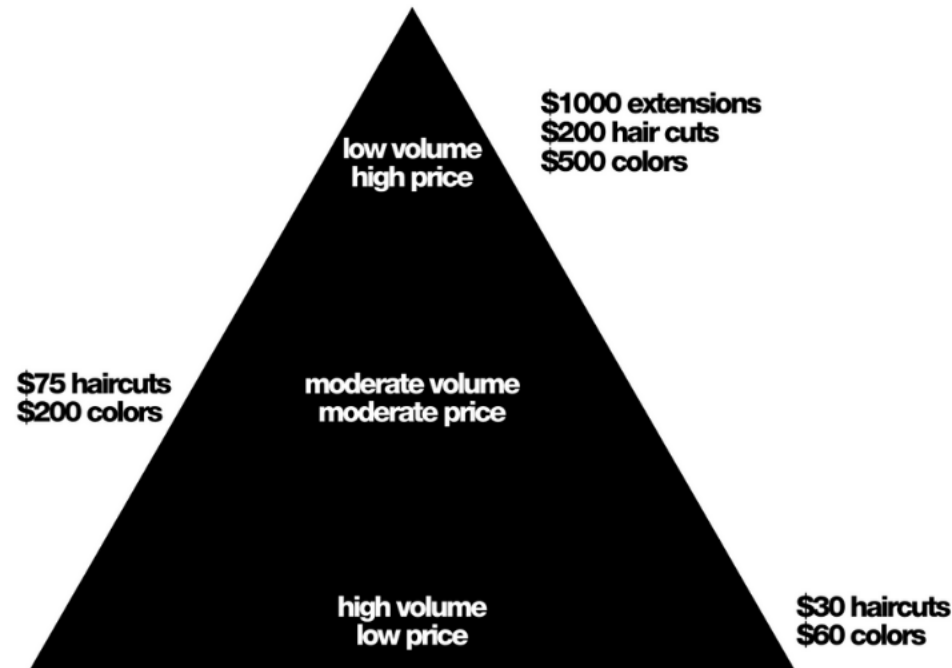
Promotion- how you advertise and "market" your products/services

Why Is **Pricing** Part of Offline Marketing

Pricing is a big part of marketing strategy

Pricing is meant to be aligned with your brand purpose, promise, people, product, service, and business model

The **Price** Pyramid



Experience



\$4.00

No Experience



\$0.99

The 4 P's Miss Some V Important Parts of Marketing

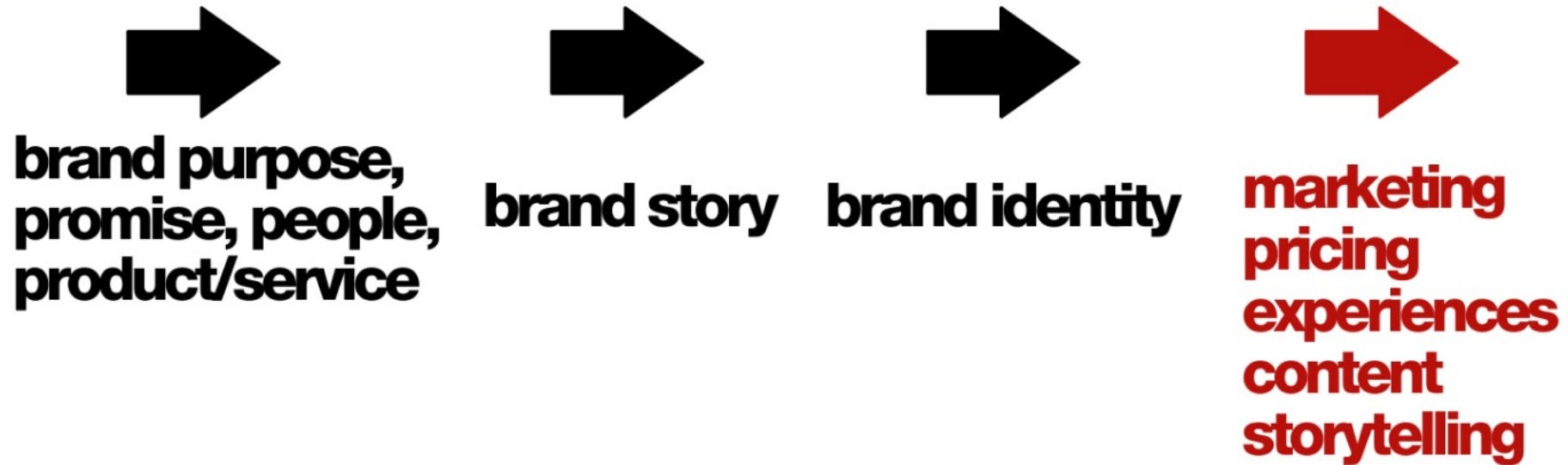
Purpose

Promise

People

Brand Story Framework Review

Brand Storytelling Framework



Brand Story Elements

brand purpose- what problem are you solving?

promise- how are you solving it?

people- who are you solving it for?

product/service- what solutions do you offer?

Brand Story Worksheet

Brand Purpose

Answer these questions:

- 1. What problem are you solving?**
- 2. Why does your brand exist?**
- 3. What are your values?**
- 4. What do you believe in?**
- 5. Why would I want to choose your brand?**

Tip:

Ask your clients why they chose your brand.

Ask your clients what they love most about the experience you deliver.

Think about WHY you chose to create this brand? Get specific.

Brand purpose is about the client, not about YOU.

Brand Story Worksheet

Brand Promise

Answer these questions:

- 1. What does your experience look and feel like?**
- 2. How do you solve the problems of your people?**
- 3. What is the expectation you are setting for your experience?**
- 4. How do you want your clients to feel?**
- 5. What do you want your clients to say about your experience?**

Tip:

Ask your clients how they feel when they are engaging with your brand. Ask your clients what they value and care about.

Brand Story Worksheet

Brand People

Answer these questions:

- 1. Who are you solving problems for?**
- 2. What do they value and believe?**
- 3. What do they care about?**
- 4. What is their energy and vibe?**
- 5. Where do they hang out?**

Tip:

Think about who your dream client is.

Think about what their vibe is.

Think about what visions and values you and your dream client share.

Brand Story Worksheet

Brand Product/Service

Answer these questions:

- 1. How do the products we offer align with our brand and solve the problems of our people?**
- 2. How do the services we offer align with our brand and solve the problems of our people?**
- 3. What other products and services could I offer that better solve the problems of our people?**

Tip:

If you find your products and services are not aligned with your brand, make a plan to create ones that are.

Marketing Programs

Audience

Clients

Programs

Referral Program

Loyalty Program

Education Program

Refill/Recycle Program

Audience

Employees/Tenants

Programs

Recruitment Program

Referral Program

Wellness Program

Education Program

Audience

Clients

Programs

Referral Program- Refer X and receive X

Loyalty Program- Purchase X and receive X

Education Program- Beauty, wellness education

Refill/Recycle Program- Product refills at a value price and recycle drop possibly tied to incentive

Audience

Employees/Tenants

Programs

Recruitment Program- beauty school visits/events, community outreach, career days, in-salon events

Referral Program- Refer stylist or tenant and receive X

Audience

Employees/Tenants

Programs

Wellness Program- Mental health days, wellness fund, wellness center/kit/resources in the salon

Education Program- Education fund, guest artist/speaker days, salon educator opportunities

Marketing Partnerships

Brand partnerships- what is the brand you've partnered with doing for your business?

Example

Sampling

Special promotions

Event or education support

Purchase rebates



Local business partnerships- are there local businesses aligned with your brand that you could collab with?

Example

Coffee house

- Drinks + snacks sponsored by X today**
- We proudly serve X drinks + snacks**



Local business partnerships- are there local businesses aligned with your brand that you could collab with?

Example

Med Spa

- **Botox + Bubbles Night**
- **Complimentary skin consults**



Local business partnerships- are there local businesses aligned with your brand that you could collab with?

Example

Tarot Reader

- Complimentary mini reading**
- Fee for longer reading**

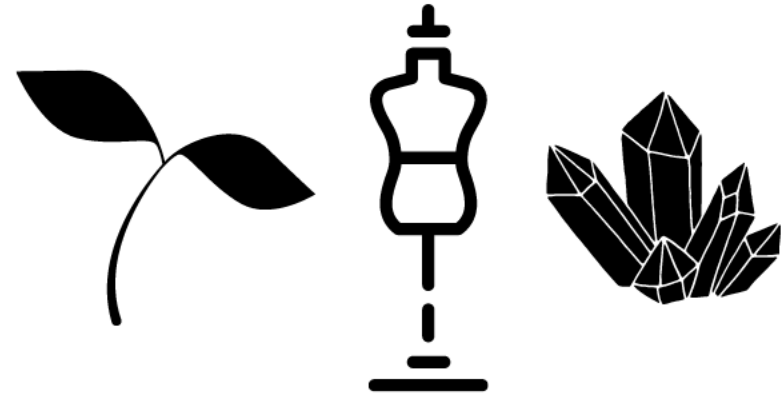


Local business partnerships- are there local businesses aligned with your brand that you could collab with?

Example

Fashion/Plant/Crystal store Pop Up

- A mini pop up in the salon**
- Clients can drop by and shop the brand**
- You can determine if/how any compensation is exchanged with the brand**

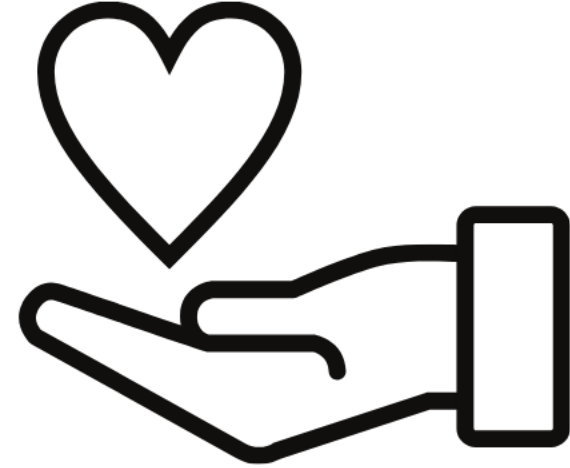


Local charity partnerships-

Are there local charities aligned with your brand that you can do fundraisers for?

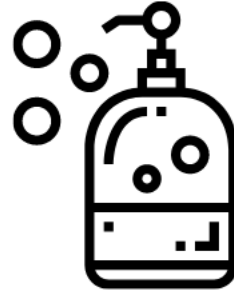
Examples

- Charity of the month**
- Featured charity**
- Seasonal give backs**
- Rescue days**
- Collection of goods**



Product + Promotion Marketing

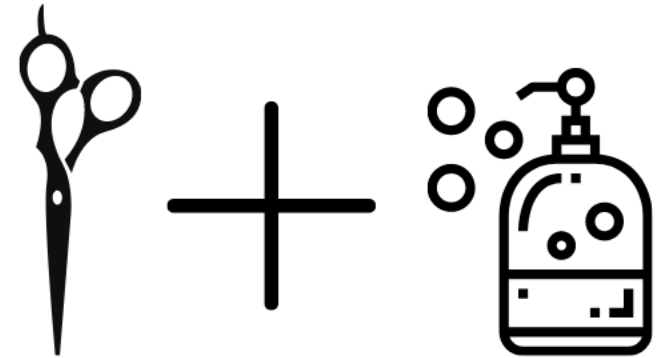
Team product picks



Sampling/Testing Bar



Cross promotions with services



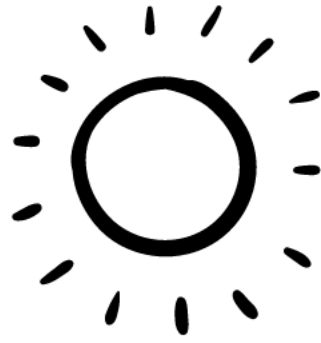
Bundling products with select services



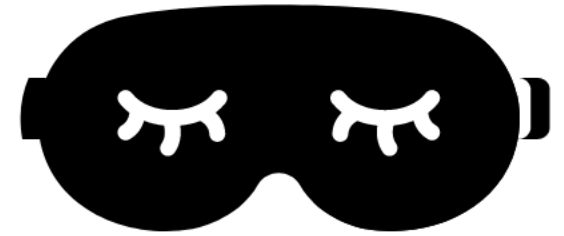
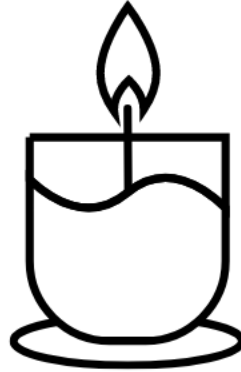
Affiliate brand promotion



Seasonal Products



One Time Products



Other Offline Marketing Considerations

Thank you notes

for new and/or existing clients

Lapsed client outreach

phone call, text, email, direct mail card

Hyper-targeted direct mail

significant research needs to be done to ensure you are reaching your people/audience

Local advertising

weekly city papers, high schools, colleges

iPad's

So many things

QR codes

To send folks online, read menus, shop affiliate sites

Menu's

Your content is your marketing

Content capture

Creating a fun selfie area can inspire folks to share their experience online

Example of How iPad's Fit Into Marketing

Brand Promise: Simple, easy, no stress experience, you will feel like you had the best night's sleep, calming, chill vibes

Use iPad for:

- Simple check-in**
- One step agreement signing**
- Select beverage + snack option**
- Listen to salon playlists, podcasts, music, etc (need ear buds)**
- Shop for take-home products**
- Reserve future experiences**
- Share experience on Yelp/Google business**

Example of Menus As Marketing

Brand Promise: Simple, easy, no stress experience, you will feel like you had the best night's sleep, calming, chill vibes



The hair place PRICE LIST

Haircut \$75
Blowdry \$50
Blowdry with curling iron \$60
Blowdry with two irons \$70
Demi color \$60
Permanent color \$70
Double process \$80
Highlight \$100
5 foils \$60
Balayage \$150
Ombre \$150
babylights \$100
Vivid color \$90
Mens cut \$20
Mens color \$30
Kids color \$25
Women over 50 color \$30
Extra tube of color \$10
Olaplex treatment if your hair melts \$10
Extra water \$5
Annoyance fee \$20



THE HAIR PLACE EXPERIENCE MENU

HAIRCUT EXPERIENCE

Your experience includes a relaxing 10 minute head, neck + shoulder massage, blow-dry, refreshing adult beverage of your choice + home care kit

Time: 1 hour
Investment: \$75

COLOR EXPERIENCE 1.0

Color 1.0 is for simple color processes + techniques and for the color beginner.

Your experience includes a pre appointment consultation done in person or via video chat, a relaxing 10 minute head, neck + shoulder massage, blow-dry, refreshing adult beverage of your choice + customized color insurance kit

Time: 1.5 hours
Investment: \$150+



THE HAIR PLACE EXPERIENCE MENU

COLOR EXPERIENCE 2.0

Color 2.0 is for the more advanced color experience, including vivid color, unicorns and our rainbow girls. This experience includes a pre appointment consultation done in person or via video chat, a relaxing 10 minute head, neck + shoulder massage, style, refreshing adult beverage of your choice + customized color insurance kit

Time: 2 hours
Investment: \$200+

COLOR EXPERIENCE 3.0

Color 3.0 is like rehab for your color. You likely had an oopsie at home or a previous salon. Your experience includes a pre appointment consultation done in person, a 10 relaxing minute head, neck + shoulder massage, style, refreshing adult beverage of your choice + customized color insurance kit

Time: 3 hours
Investment: \$300+

Building trust with you through healthy communication + transparency are is important to us at The Hair Place. This is why we include a consultation with every experience. Thank you for choosing

Branded Swag

A sometimes overlooked element of marketing. As always, be sure your swag aligns with your brand story



Branded Swag vs. **Branded Merch**



Swag in the context of marketing is a cost of marketing and is not intended to generate a profit. It's usually a giveaway, sold at cost or a value-added item.



Branded merch, on the other hand, could be seen as a profit center or used as a fundraising tool, also, marketing.

Next Steps + Other Workshops



Review your current offline marketing plans and tactics



Determine if your plans and tactics are aligned with your brand story and objectives



Consider other tactics that may help you meet your objectives



Revise your plans, seek more resources if needed



Set launch dates



Launch, Measure, Adjust

Other **A School Workshops** To Support You

Brand Storytelling Workshop



what you will learn

brand storytelling framework, context of brand story in everyday business, employee handbook template

workshop materials

presentation PDF, employee handbook template

Creating + Executing A Marketing Plan



what you will learn

The what, why & how, frameworks, systems, and processes to help reduce your overwhelm and increase your clarity, focus, and execution of your visions + plans.

workshop materials

Workshop PDF, Creating Awesome Playbook PDF, Plan Frameworks

Brand Storytelling: Your Content Is Your Marketing



what you will learn

Provide insights and clarity into the alignment of brand storytelling and online and offline content including client + team agreements and more to help simplify your process.

workshop materials

Workshop PDF, Awesome Client Agreements Framework, Brand Story Framework, Brand Content Framework, Decision Making Framework, Awesome Team Handbook Template



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