



12-MONTH DIGITAL MARKETING PLAN

INDUSTRY OVERVIEW

The Beauty and Cosmetics Industry in the United States earned over \$56 billion in revenue in 2016, with hair care, skin care, and cosmetics segments driving the most growth within the industry. It is the perfect time for self-made women to enter the industry. Interest in travel beauty services is rising around the country. The hair care, skin care,

and cosmetic sectors make up over 60% of the market share in the beauty industry and employs over a million beauty care specialists. That number is expected to grow by over 10% by 2024. Companies like Uber are buying and investing in travel beauty services as the demand for these services rise everyday especially among the millennials.

PERSONALIZATION

What beauty care means to one person, may not mean the same thing for another, which is why the most attractive and successful beauty brands are the ones able to personalize a beauty experience for consumers.



DIGITAL CONNECTION

Digital technology has become one of the most effective channels for beauty brands to reach consumers. Digital tools have become personal advisors that help guide consumers to make the beauty care purchases that are right for them.



REDEFINING LUXURY

The cornerstones of luxury – service, exclusivity, and personalization – are being challenged in retail, product, and experience. The fact is that consumers no longer need to pay the high price tag to receive many of the perks of a luxury product/service.



INDUSTRY TRENDS

TRAVEL SERVICES

This generation puts a huge emphasis on being busy and will pay for the convenience of on demand services that offer instant scheduling and online payment.



CUSTOMER INCENTIVES

Treating stylists and clients with freebies for referrals offers an attractive incentive to use the app more often and to share their experiences with others.



INDEPENDENT BEAUTY BRANDS

Women are looking for new companies to support to give an overall experience and represent a specific persona. This has resulted in larger companies acquiring many small beauty companies to maintain.



INDUSTRY TRENDS

MARKET ANALYSIS

Millennials are the main consumers driving the beauty industry, relying on digital channels to provide the education they need to make decisions about which beauty brands to buy from. With an emphasis on transparency and personalized experiences, millennials are most loyal to the beauty brands that take the time to get to know their customers and provide experiences based on their individual standards for personal care. Millennials are an influential generation, leading the path for older generations to follow the same digital channels Millennials rely on to make smart purchases.

THE MARKET

Population: 393,292

Median Age: 33.1

Renters: 53.4%

Gender: female 52.3%

Race

Black 59.8%

White 34.1%

Hispanic 5.5%

Asian 3%

High School graduate: 85.9%

Bachelor’s or higher: 36.5%

Consumer Behaviors

- Digital-first mindset when making a purchase
- Loyal to beauty brands to brands that make them feel empowered
- Seeking “natural” beauty experiences
- Pays for convenience and quality
- Relies on reviews from peers to make the best purchasing decisions
- Appreciates transparent and authentic beauty experiences



New Orleans is one of the places in the country for natural hair and beauty brands because of the large African American population



Last year, 18 million unique visitors came to New Orleans. 500,000 of those were black women coming for the annual Essence festival.



New Orleans businesses are unique from other cities because they focus more on community building than making a profit.

SWOT ANALYSIS: STRENGTHS

- Knowledge and familiarity with the local culture ●
- Brand positioning as on-demand beauty service ●
- Strong brand messaging and use of digital media platforms ●
- Focus on women of color ●
- Affordable price points for a luxury service ●
- The beauty industry is known to be resistant to economic downturns ●

SWOT ANALYSIS: WEAKNESSES

- Optimizing the user experience on the beautify app, eliminating glitches and pain points for users
- On-boarding new users to the app
- Skepticism from the local demographic about the affordability of the service
- Accessibility of the app as it is only available on Google Play

SWOT ANALYSIS: OPPORTUNITIES

- Men's services - this trend is relatively new but is expected to drive future growth for this industry
- Employment - a strong and growing demand is building within the beauty industry for more employment opportunities
- Partnerships with "natural beauty care brands"
- Aging women who are looking for anti-aging solutions
- Affordable price points for a luxury service
- Share beauty and business knowledge and tutorials to establish brand as an authority

SWOT ANALYSIS: THREATS

More established scheduling brands that have the funding to scale ●

Safety of stylists and clients when going to the homes of strangers (robbery, abuse) ●

The changing demands of tech poses challenges for beauty brands to connect with consumers. Voice-based digital assistants reduce the friction in buying goods and empower consumers to more easily replenish the goods they already love based on personalization, rather than exposing them to new products or services. ●



PROFESSIONAL WOMEN

She works hard for her money.

Millennial women, ages 18-35

Baby Boomers , ages 36-52

Middle-Upper class

Employed or in college w/ a disposable income

Persona

Works full time and has multiple side hustles

Has a family, but doesn't take self-care and time with girlfriends for granted.

Doesn't have time to schedule go to beauty salon, but desperately needs to



WOMEN ON A MISSION

Don't Put The Key To Your Happiness In
Someone Else's Pocket.

College Students, ages 18 - 22

Millennial Women, ages 18-34

Employed or has a disposable income

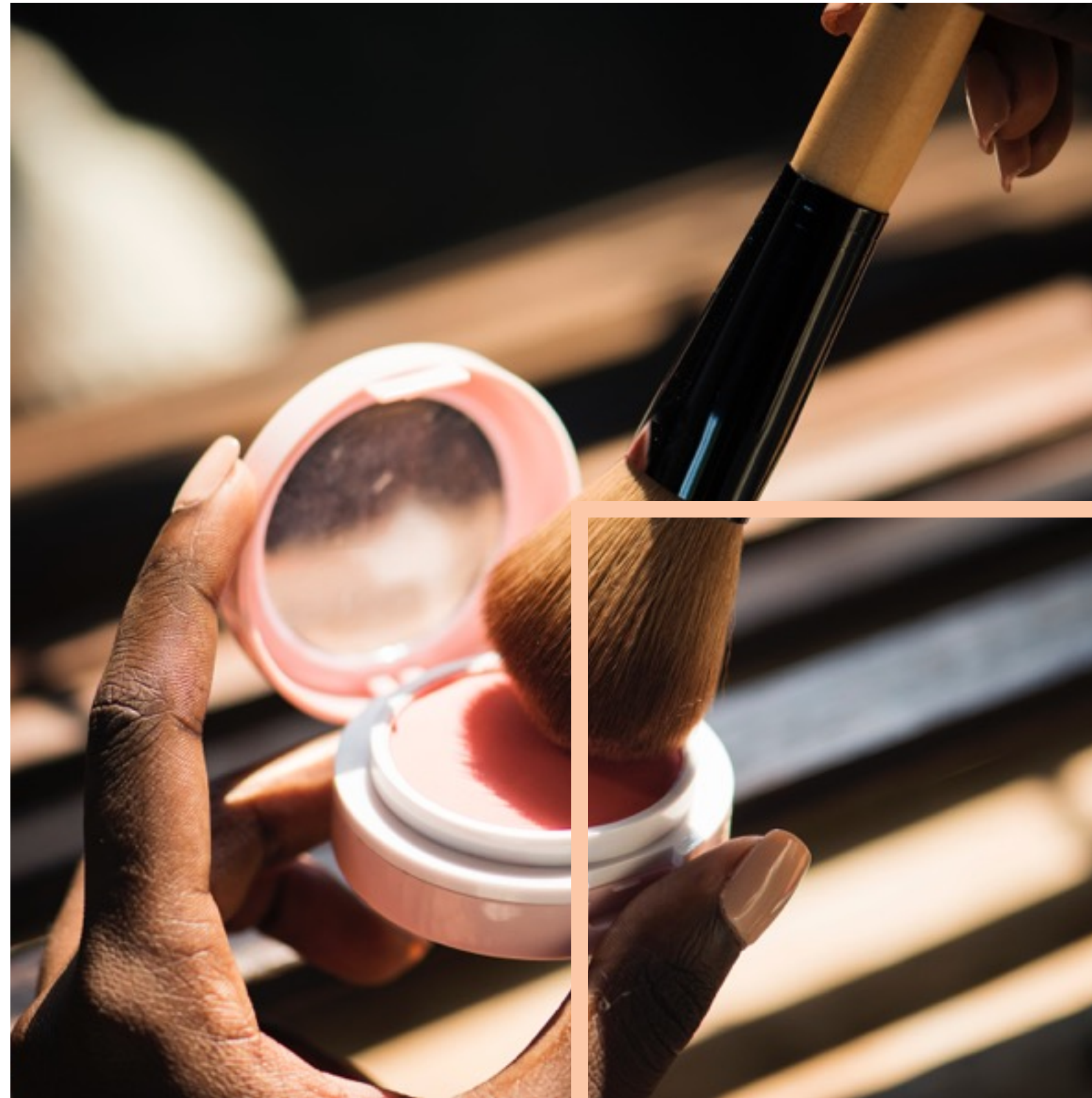
Persona

Always on the move, traveling, working, or maintaining active in a social life

Plans everything from baby showers to girls' trips

Everyone's maid of honor because she is reliable and organized

Her style is always on point and her friends trust her recommendations.



Personas

- Fresh out of beauty school or new to the city
- Ready to build clientele, but doesn't want to work in a salon
- Willing to take on any opportunity prove their skills
- Always studying and perfecting their craft
- Only a phone call away from their loyal clients
- Every style they do is Instagram-worthy






FREELANCE BEAUTICIANS

Digital Marketing Distribution Guide

BEAUTIFY'S GUIDE TO A YEAR IN DIGITAL MARKETING



Editorial Roadmap

- Product launches/features
- Marketing campaigns
- Key Milestones
- Promotions
- Holidays
- Events


Email marketing


Website


Instagram


Facebook

CONTENT CATEGORIES

THIS GUIDE WILL HELP YOUR DECISION MAKING DURING CONTENT CREATION FOR YOUR SOCIAL MEDIA AND DIGITAL PLATFORMS. YOUR MAIN POINTS OF CONTENT CREATION WILL BE INTO THE FOLLOWING CATEGORIES.

01

VIDEO

Share your knowledge and education through tutorial videos that emphasize Beautify's service (45 secs or less for social media posts).

02

GIFs

Use features like BOOMERANG on Instagram to share enticing motion graphics of staff interacting with clients.

03

PHOTOGRAPHY

Encourage your staff and clients to take beautiful photos of the service they performed/or was performed for them. Use this photography in ads, also use a special hashtag and promote other social photographers to share their Beautify experience on Instagram, Facebook, or Yelp.

04

EMAILS

Collect emails on the website and at the end of transaction to communicate via email with previous customers to send them information on promotions, new or featured menu items, and upcoming events.

05

CONTENT MARKETING

Produce content (articles, video, etc) to submit to publications, and build narrative around the value of your service and your business mission.

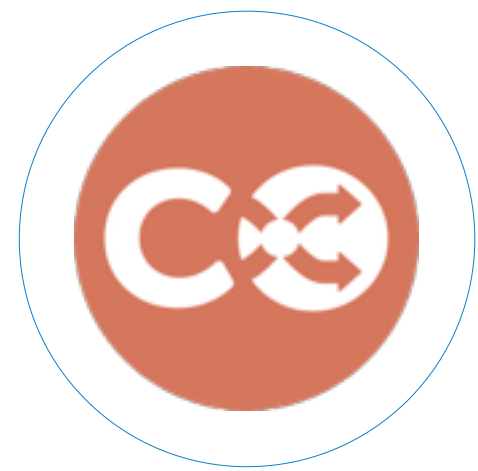
06

SPONSORED ADS

Use your best photo and video content to boost on Facebook/Instagram with a clever call to actions that encourage customers to choose Beautify, and refer Beautify to friends. Develop monthly budgets to promote your general website and individual posts.

CONTENT RESOURCES

THESE ARE GREAT RESOURCES THAT SAVE TIME FOR YOUR SOCIAL MEDIA TEAM, SO THEY CAN FOCUS ON CREATING THE BEST CONTENT TO DRIVE YOUR SALES AND BUILD YOUR ONLINE COMMUNITY.



CONTENT CALENDAR & SCHEDULER

CoSchedule is an easy drag-and-drop content marketing calendar that allows you to plan, create, and promote your content all in one place. It saves you time and helps you grow your audience through smart marketing plans and efficient team collaboration.



SOCIAL MEDIA SCHEDULER

Later is a social media management tool that allows users to schedule and post updates to any page or profile for Facebook, Twitter, LinkedIn, Google+, Instagram, from one place—the HootSuite dashboard.



MAILCHIMP EMAIL & LIST MANAGEMENT

MailChimp enables people interested in your work or products to subscribe and unsubscribe to email marketing lists through sign-up forms, which are typically placed on a website's pop up, sign up form, or landing page. It provides marketing automation for e-commerce businesses. Send beautiful emails, connect your e-commerce store, advertise, and build your brand.



HEADLINE ANALYZER

The Headline Analyzer is a tool to help you achieve the best possible call to action social media post, email subject, or headline and will help grab the attention of your audience.

SPONSORED ADVERTISEMENTS

This guide is referred for use with Facebook & Instagram Advertising

AUDIENCE LOCATION TARGETING OPTIONS

Everyone in this location: This option allows you to target people who are currently in a specific city or area. These includes people who updated their current city in their Facebook profile, as well as anyone determined to be in that location based on device and connection information and location check-ins. You might want to advertise promotions towards businesses or professionals in a congested area like Uptown or the CBD during certain times in the day.

People who live in this location: This includes people who live in an area within the location you choose. This is determined by their stated city on their Facebook profile and is also validated by based on device and connection information. Advertise to locals with this feature.

People recently in this location: With this option, you are targeting people whose most recent location is within the selected area, as determined by the device and connection information that we may collect. This includes people who live there or who may be traveling there.

People traveling in this location: This includes people traveling in the selected area as determined by the device and connection information that we may collect who are more than 125 miles from their home location.



PEOPLE WHO LIVE IN THIS LOCATION

Focus on zip codes surrounding apartment buildings, popular shopping areas, co-working spaces, and universities.



PEOPLE RECENTLY IN THIS LOCATION

Focus on zip codes in areas with higher tourist foot traffic, or near co-working spaces, landmarks, and unrelated businesses where your audience may have checked in on their mobile device.



PEOPLE TRAVELING IN THIS LOCATION

Focus on the general vicinity of the New Orleans area, such as Uptown, Mid-City, CBD, Westbank, Treme, Bywater, etc.



EVERYONE IN THIS LOCATION

Focus on a larger are when you want to attract an audience that has shown interest or is attending a large conference or high profile event in the area.

SPONSORED ADVERTISEMENTS

DETAILED TARGETING OPTIONS

Detailed targeting is a targeting option available in the "Audience" section of ad set creation that allows you to refine the group of people we show your ads to. You can do this with additional demographic information, interests and behaviors.

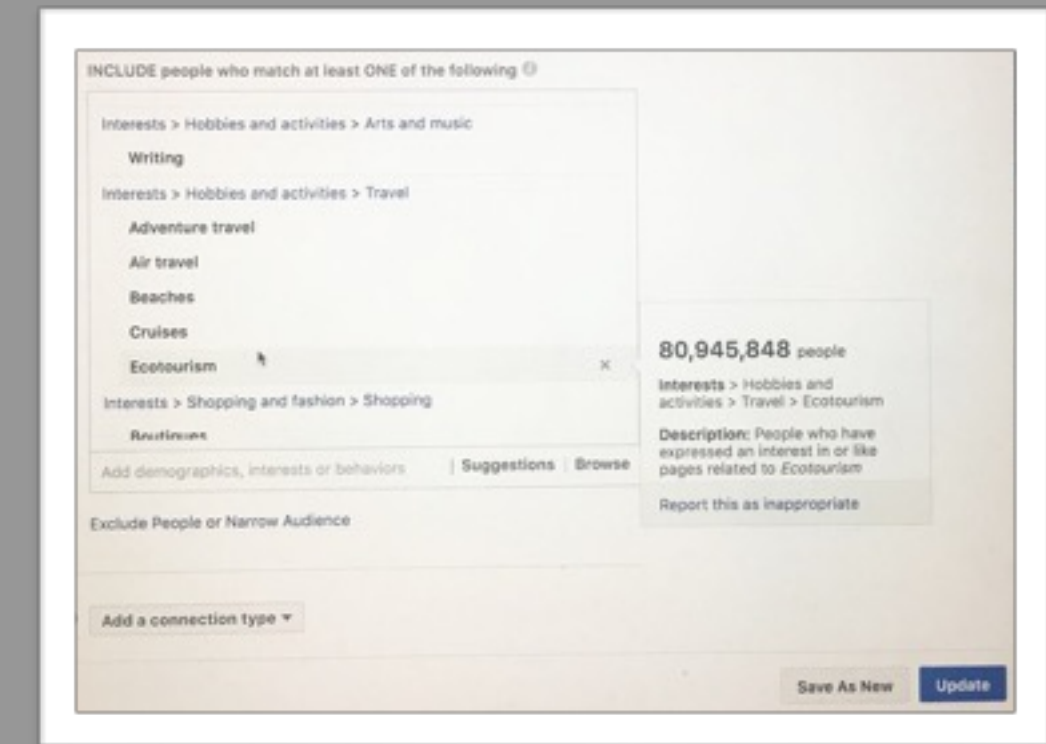
These detailed targeting options are based on:

- What people share on their timelines
- Apps they use
- Ads they click
- Pages they engage with
- Activities people engage in on and off Facebook related to things like their device usage, purchase behaviors or intents and travel preferences
- Demographics like age, gender and location
- The mobile device they use and the speed of their network connection

OTHER RELEVANT DETAILED TARGETS TO CONSIDER

**Tags/interests are pre-built into the Facebook ad builder. Simply search these tags or some like them.*

- Shea Moisture
- Carol's Daughter
- Uber/Uber Eats
- GrubHub
- Google Play
- CurlBox
- DIY Hair/Nail Tutorials
- Fenty



Platform	Mission	Call-to-Action (guided examples)	Convert	Engage	Content Types on the editorial roadmap
Website	Educating potential customers on how your app works, informing potential partners how they can get involved with your business, educating and onboarding new stylists.	<ul style="list-style-type: none"> - Get celebrity stylist treatment without leaving home - Become a Beautify Stylist: build your clientele and never double-book again - Don't have time to wait at the salon? Bring the cities best stylists to your address. - Luxury, red carpet treatment at prices you're used to. - Learn more about why Beautify is right for you. - Feature target markets: Bridal parties, busy women, local stylists looking to build clientele 	<ul style="list-style-type: none"> - Create pop up display on website that prompts email sign up. Collect email contacts of potential customers, and potential stylists. - List top features that separates Beautify a part from local competition (address main customer pain points here). - Add direct download link to the Beautify app at the top of the home page - Add web based version of the booking app to include local users without access to the app (iphone users or non-smartphone users) 	<ul style="list-style-type: none"> - Follow up with recent sign ups, via email to update them on additions to in-app offerings, new stylists based on users' locations - Send surveys to your email lists to get feedback on services, stylists, and recent bookings. - Send seasonal emails to users with a special message tailored to an event, holiday, or trend that is widely celebrated - Send promotions to your oldest members or to new users after their first booking 	<ul style="list-style-type: none"> - New app features - In-app promotions - Key milestones - Blog & Video Content - Events
Facebook	To drive traffic to the website, highlight customer satisfaction, review customer satisfaction, drive awareness to sales promotions & service developments.	<ul style="list-style-type: none"> - Tell us how you feel! Rate your Beautify experience. - Check out our menu of services - Join our network of the best local stylists - Nominate a coworker for our free makeover series (monthly or bi-monthly) 	<ul style="list-style-type: none"> - All sponsored ads and posts lead to a direct link to download the app or web booking system - Regurgitate facts, anecdotes, and news related to the value of your service, stylists, and the special services your stylists offer. - Tag stylists in promotions and announcements 	<ul style="list-style-type: none"> - Post about new or featured stylists and highlight their expertise - Share reviews from recent bookings - Create surveys about preferred products, styles, etc. for your fans to answer on an ongoing basis - Share highlights from the Beautify team at popular events around town - Post DIY styling videos for users, and technique tutorials for newly onboarded stylists. 	<ul style="list-style-type: none"> - Events - Marketing campaigns - Promotions - Key milestones - Product launches
Instagram	Build and guide an online community based on the local community you plan to serve.	<ul style="list-style-type: none"> - Download the app or book today for the first time user promotion - Share your photos with us and use our hashtag to get re-posted. - Nominate a coworker for our free makeover series (monthly or bi-monthly) 	<ul style="list-style-type: none"> - Boost posts/ads featuring awesome photography of your services with a direct to download or book link - Display your hashtag for users to share with their posts. - Promote diy tutorials videos to engage customers and stylists. 	<ul style="list-style-type: none"> - Re-post the best quality photos from customers using your hashtag. - Utilize the IG Story feature to highlight funny, educational, and day-to-day operational content to portray your services as an inviting asset in the community. community. - Promote videos for tips and anecdotes for stylists as entrepreneurs. - Post branded anecdote or calls to action for “girl bosses” to appeal to both busy women and your entrepreneurial minded stylists. 	<ul style="list-style-type: none"> - Events - Holidays - Key milestones - Marketing campaigns

Platform	Mission	Call-to-Action (examples, feel free to use)	Convert (Action)	Engage (Action)	Content Types on the editorial roadmap
Google +	To establish or maintain desired search results, target a more local audience, and build authority through SEO.	Simply engage with us and view our menu. Go to our website to book, download the app, or learn more.	Set up “Google My Business” information if this hasn’t happened already. Be sure to include location, menu items, hours, and lots of photos.	<ul style="list-style-type: none"> - Set up automatic sharing to this account from your Facebook page to include the content posted there on this platform. - Use keywords in your descriptions that users are likely to be searching when looking services ie. mobile hair salon, mobile stylists, new orleans hair and nails, etc. 	- Key milestones
Youtube	<ul style="list-style-type: none"> - To build authority in the hair and beauty industry, and amongst future customers - To engage local users and stylists with relatable content. 	<ul style="list-style-type: none"> - Sign up to find out about more videos or tips - Don't want be a diy queen anymore? Find your new personal stylist. Download and book now. 	<ul style="list-style-type: none"> - Finish each video with a call to action to lead viewers to your website to learn more or start a profile to be paired with a personal stylist. - Ask viewers what kind of techniques they want to see 	<ul style="list-style-type: none"> - Produce content to engage the entrepreneurial elements stylists need to embody ie. money management, time management. What are things you practice that work? - Produce content to engage viewers who cannot always afford to book a personal stylist but trust your expertise - Invite featured stylists to join in tutorial or technique videos. 	<ul style="list-style-type: none"> - Marketing campaigns - Product launches/features
Email (We recommend using Mailchimp)	To maintain mass communication with stylists, previous customers, potential customers, and general interests collected on the website.	<ul style="list-style-type: none"> - Let's talk about your need for a personal hair stylist that can come to you - Take advantage of seasonal or monthly promotions. - Join today for our first time booking promotion (Get \$10 toward your next order after your first appointment) 	<ul style="list-style-type: none"> - Set up forms on your website that populate lists based on general interest, previous customer sign ups (receipt sent to email), and booking frequency. - Get personal. Ask questions about birthday, relationship status, professional category, and any other details related to your target markets. - Schedule follow up emails based on this information to offer tips, seasonal promotions, and lifestyle updates users may be interested ie. tips for good hair health 	- Create pop up ad on your website that prompts email sign ups. Follow up with recent customers via email to confirm that they would like to receive promotional deals or event information via email.	<ul style="list-style-type: none"> - Product launches - Promotions - Marketing campaigns - Lifestyle tips - Events
Yelp	A helpful point of reference when customers turn to this site to make their buying decision.	<ul style="list-style-type: none"> - Leave a review of your Beautify experience 	<ul style="list-style-type: none"> - Prompt reviewers to purchase a gift certificate to share with friends. 	- Prompt users (especially the ones from out of town) to leave a review in exchange for perks .	- Promotions

Platform	Mission	Call-to-Action (examples, feel free to use)	Convert (Action)	Engage (Action)	Content Types on the editorial roadmap
LinkedIn	To establish or maintain authority within your industry among other professionals in your industry as well as those who may work for businesses that may need your service ie. modeling agencies, film productions, etc.	<ul style="list-style-type: none"> - Need us to put together a team of stylists for your big event? - Watch Beautify Stylist videos as courses that embody the elements needed to be a stylist as a business person. - Sign up to be a featured stylist 	<ul style="list-style-type: none"> - Highlight successful businesses, new innovations in your industry, and general black excellence related to the beauty industry. - Promote Beautify Stylist videos as courses that embody the elements needed to be a stylist as a business person. - Announce Beautify's call for new stylists to sign up and get their clients to use the app 	<ul style="list-style-type: none"> - Join industry groups to engage with updates made by professionals in the beauty industry - Repost helpful or entertaining content from influencers or professionals in your industry. 	<ul style="list-style-type: none"> - Key milestones - Marketing Campaigns
Print Marketing & Materials	<ul style="list-style-type: none"> - To build awareness in your local community of New Orleans and beyond. 	<ul style="list-style-type: none"> - Book your personal hair stylist today - Bring Beautify to your office 	<ul style="list-style-type: none"> - Produce leave-behind flyer cards to leave at offices, coworking spaces, hotels, bridal shops that target tourists - Produce wall decals or posters to display in hair supply or beauty stores frequented by stylists, then by areas where your target markets likely live. 	<ul style="list-style-type: none"> - Produce swag that you can offer as perks to loyal or engaged customers (they'll share this on social media) - compact mirrors, key chains, t-shirts, hats, water bottles, laptop decals, phone cases etc.) Give these materials away at events frequented by women interested in hair care, beauty professionals, bridal expos, beauty and hair care trade shows, etc. - Produce booklet (4"x6" max) that goes in depth about services that can be booked through the app or online. Leave this behind at select non-competing business locations in areas you think your target market will likely live. 	<ul style="list-style-type: none"> - Events

January 2018

NOTABLE EVENTS

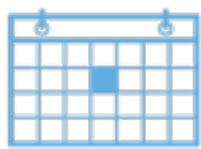
Mardi Gras Season (January - March)



- Jan 1 - New Year's Day
- Jan 17 - Get to Know Your Customers Day
- Jan 24 - National Compliment Day
- Jan 26 - National Spouses Day

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NOTES



What milestones have you reached this month?

February 2018

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NOTABLE EVENTS

Mardi Gras Season (January - March)
Black History Month

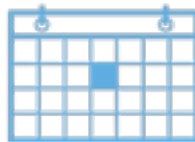


Feb 1 - National Wear Red Day – First Friday in February

Feb 14 - Valentines Day

Feb 19 - National Lash Day

NOTES



What milestones have you reached this month?

March 2018

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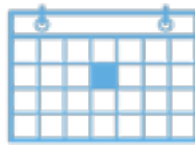
NOTABLE EVENTS

Women’s History Month
Mardi Gras Season (January - March)



- Mar 5 - Fat Tuesday – Day Before Ash Wednesday
- Mar 8 - International Women’s Day
- Mar 11 - National Promposal Day
- Mar 20 - National Proposal Day
- Mar 21 - National Single Parents Day
- Mar 31 - National Prom Day

NOTES



What milestones have you reached this month?

April 2018 — Prom Season

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NOTABLE EVENTS

Prom season (Spring)

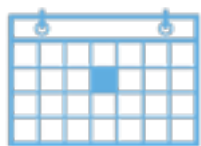


April 18 - Get to Know Your Customers Day – Third Thursday of Each Quarter

April 30 - National Hairstylist Appreciation Day

April 16- National Stress Awareness Day

NOTES



What milestones have you reached this month?

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NOTABLE EVENTS

National Mental Health Month



May 12 - Mother’s Day – Second Sunday in May

May 13 - National Women’s Checkup Day – Second Monday in May

NOTES



What milestones have you reached this month?

June 2018 — Peak wedding Season

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NOTABLE EVENTS

Wedding Seasons (Peak)



Jun 11 - National Making Life Beautiful Day

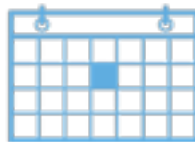
Jun 15 - National Smile Power Day

Jun 16 - Father’s Day – Third Sunday in June

Jun 18 - National Splurge Day

Jun 26 - National Beautician’s Day

NOTES



What milestones have you reached this month?

July 2018 — Peak wedding season

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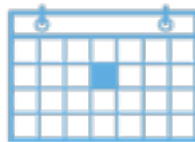
NOTABLE EVENTS

Self Care Month
Wedding Season



- July 4 - Independence Day (USA)
- July 18 - Get to Know Your Customers Day – Third Thursday of Each Quarter
- July 29 - National Lipstick Day

NOTES



What milestones have you reached this month?

August 2018 — Peak wedding season/graduation

NOTABLE EVENTS

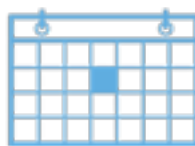
Wedding Season
Graduation Season



- Aug 1 - National Girlfriend's Day
- Aug 15 - National Relaxation Day
- Aug 26 - National Women's Equality Day

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What milestones have you reached this month?

September 2018 — End of peak wedding season

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NOTABLE EVENTS

Wedding Season

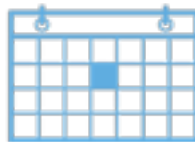


Sep 18 - Wife Appreciation Day – Third Sunday in September

Sep 22 - American Business Women’s Day

Sp 28 - National Women’s Health & Fitness Day – Last Wednesday in September

NOTES



What milestones have you reached this month?

October 2018

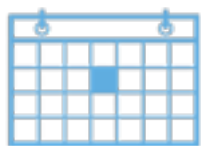
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NOTABLE EVENTS



- Oct 10 - World Mental Health Day
- Oct 17 - Get to Know Your Customers Day
#GetToKnowYourCustomersDay – Third Thursday of Each Quarter
- Oct 31 - Halloween

NOTES



What milestones have you reached this month?

November 2018

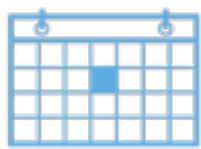
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- Nov 5 - National Love Your Red Hair Day
- Nov 21 - Thanksgiving Day – Fourth Thursday in November
- Nov 22 - Black Friday – Day After Thanksgiving
- Nov 23 - Small Business Saturday #ShopSmall – Saturday After Thanksgiving
- Nov 25 - Cyber Monday – Monday After Thanksgiving
- Nov 26 - National Day of Giving – #GivingTuesday (Usually Follows Cyber Monday)

NOTES



What milestones have you reached this month?

December 2018 — Holiday season/graduation

NOTABLE EVENTS

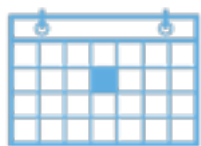
*Holiday
Graduation Season*



- Dec 25 - Christmas Day
- Dec 23 - Madame CJ Walker
- Dec 31 - New Year's Eve

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOTES



What milestones have you reached this month?