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Digital First Campaign Report and Plan- Rush Hair, UK



Student Id

Student Name -

Executive summary

It has been acknowledged that Rush Hair UK is a flourishing hair salon with a mission to offer top-notch products and services to its clients all across the United Kingdom. Rush Hair UK has established itself as a top brand in the sector with more than 100 salons and a group of talented stylists. The main objectives of the organisation are to keep growing their clientele and upholding their high standards. Rush Hair UK has shown consistent increase in revenue and profitability throughout the years, with revenue of over £38 million in 2020.

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Part 1. A digital-first Marketing Campaign Plan

Product/service

Rush hair, UK has been one of the largest and biggest hair salons existing in the whole UK; they are united to produce a hair cutting facility, waxing that focuses upon hair removal for women. The company has been grossing around and across 260.8 million dollar with the help of service provided by the company in relation to hair treatment. They have been known for their existence in the section of skin care and facial treatments, this follows tanning, massages and all the complementary care that involves aromatherapy. They are not just up to the women's but they are also recognising men as their key customer in the UK and outside of the country. Within the section of the eyebrows, they are managing to provide eyebrow sculpting, eyebrow shape, eyebrow tint, all these are on the budget that are controlled and are opted by their regular customers (Barahona, 2022). Within the segment of the lashes, LVL lashes and LVL eyelash tint and shape has been their key choices for to provide lashes. Within the manicure section the company has been providing hair severance which within an solid price because of the power of their captured, they are significantly doing well, as they been ranking in the market of the United kingdom. For men they are increasing their duty, they have been serving them with blow drying, updos and elements of the braids. The hair treatment segment of the company are dealing with Olapex, keratin smoothing so that they can style up their appearance and keep track of their health of their hair. Hair extension services that they provide to their customer are accumulated with Tape-ins, Clip-ins and colouring has been exhibited with balayage, full head covering and ombre. Therefore they have been working over 70 of the locations to treat their hair more precisely and conveniently and cultivate a great lifestyle.

Business and Owner Details - Andy Phouli

Business Name - Rush Hair

Business Address - United Kingdom

Digital-First Marketing Campaign for Rush Hair

Rush Hair's digital-first marketing effort will concentrate on spreading awareness of the company and its principles, which include superior customer service, a variety of goods, and a dedication to social responsibility. Storytelling, personalisation, and social media interaction will serve as the campaign's three main cornerstones.

Rush Hair will employ **storytelling** to establish a personal connection with its audience and foster brand loyalty (Heinrichsmeier, 2020). The business will create a number of videos featuring its partners, customers, and staff, showcasing their experiences and how Rush Hair has influenced their lives. On social media and the Rush Hair website, the videos will be advertised. Rush Hair will employ **personalisation** to give each consumer a special and customised experience. The business will use data to comprehend the tastes and behaviour of its clients and use this knowledge to develop personalised product recommendations and offers. To deliver individualised client support, the business will also make use of chat bots and other AI-powered solutions.

Social media engagement: Rush Hair will use social media to interact with its clients and create a brand-cantered community (Cranmer and Pocklington, 2020). Through a number of social media promotions, the business will entice clients to blog about their interactions with Rush Hair and include it in their articles. In order to market the company and establish trust with younger audiences, Rush Hair will also work with social media influencers.

SMART Objectives

- Within the next three months, use customised email campaigns to increase website traffic by 20%.
- Within the next six months, increase social media engagement by 30% through engaging content on social media channels.
- Utilise A/B testing on website content over the following two months to increase website conversions by 10%.

Situational Analysis

PESTLE Analysis

Political factor - Rush Hair's marketing approach may be impacted by the UK government's rules regarding taxes, labour laws, and other policies. Changes in employment legislation, for instance, could have an impact on employee hiring and training, which in turn could have an impact on the standard of services offered to clients.

Economical factor -The economy, inflation, and currency exchange rates can all affect how much money customers spend (Kouchner, 2022). If the economy is performing well, consumers

could be extra likely to invest money in hair maintenance products and services. On the other hand, people may be more frugal with their money if the economy is struggling.

Social factor-The target marketplace's cultural norms, trends in fashion, and customer preferences may also have an impact on the digital marketing strategy. To improve engagement and brand loyalty, Rush Hair, for instance, must tailor its campaign to the preferences and interests of its target audience.

Technological factor - Technology improvements have contributed to a shift in the hair care sector. Rush Hair must stay current with emerging digital marketing trends and technologies to stay competitive in the market. For instance, they may utilise the use of augmented reality to demonstrate to customers how different haircuts would look on them or chat bots to provide real-time customer assistance.

Legal factor - Legal factors like copyright and data protection rules may have an impact on the digital marketing effort. Rush Hair must guarantee that its marketing strategy complies with all relevant laws in order to avoid any legal implications.

Environmental factor- Consumers are becoming more and more concerned about sustainability. In order to appeal to customers who are environmentally conscious, Rush Hair must take into account environmental considerations, such as employing sustainable goods and energy-saving practises. Overall, Rush Hair may develop a more useful and appropriate digital marketing plan that connects with its target audience and environmental changes by taking into account the aforementioned PESTLE elements.

SWOT Analysis

With more than 90 locations across the UK, Rush Hair is a well-known brand of hair salons. A SWOT analysis can be used to assess the company's current situation and potential for the future.

Strengths:

Reputation: According to its many accolades and satisfied customers, Rush Hair has a good reputation in the UK hair market.

Brand: The Rush Hair name is well-known and recognised in the UK.

Facilities: Rush Hair has a significant national presence and a big customer base thanks to its more than 90 sites.

Experienced Staff: Rush Hair works with knowledgeable and professional hair stylists, which aids the business in providing top-notch services.

Wide Range of Services: The business provides a variety of hair services, such as cuts, colours, treatments, and styling, which draw customers.

Weaknesses:

Price: Compared to other salons, Rush Hair's service prices can be somewhat pricey, which may put off some prospective consumers.

Dependency on Employees: If any of the company's skilled employees quit or retire, it could be a problem.

Limited Reach: Despite having a large number of facilities around the UK, Rush Hair is not present in other nations, which restricts the potential consumer base.

Opportunities:

Diversification: The business might think about expanding its offerings to include more beauty services or goods.

Online Presence: Rush Hair can expand its online presence to attract more customers and boost revenue.

Threats:

Rush Hair must contend with **fierce competition** from other UK salons in the highly competitive hairdressing sector.

Technology developments might make it simpler for people to take care of their hair at home, hence lowering the need for professional services.

Marketing Strategy

Rush Hair UK will attempt to draw in a wide variety of clients with its first digital marketing campaign, which aims for storytelling, personalisation, and social media involvement. Here are some examples of the clientele they may seek out and the reasons they would go to Rush Hair UK (Ylimartimo and Lehtinen, 2019).

Style-conscious clients, Customers who are interested in keeping up with the most recent hair trends and styles can be drawn to Rush Hair UK. These clients are probably active on social media and may be looking for a salon that can assist them in getting the look they want.

Rush Hair UK may also attract **clients searching for a salon** that can style hair for special occasions, such as bridal parties or promoters (Korppi, 2021). For a better, more specialised service that would help customers look their best on their big day, these clients could be willing to pay extra.

Rush Hair UK may also market to consumers who are interested in all **facets of wellness and beauty**. These clients might be searching for a full-service salon that offers a variety of hair and beauty services, such as spa services, hair extensions, and colouring. The overall goal of Rush Hair UK's digital marketing campaign is to draw clients who value quality, personalization, and attention to detail. By narrating gripping tales

Target Audience

The primary target demographic for this campaign is young adults and adolescents, between the ages of 18 and 35, who are interested in hair and beauty (Mohd Satar *et al.*, 2019). The advertising campaign will focus on people who want personalised hair styling experiences with high-quality offerings at reasonable costs. Additionally, it's likely that members of the target demographic use social media sites like Instagram, Facebook, and Twitter.

Value or Market Proposition

Giving clients a distinctive and personalised hairstyling experience is the campaign's value proposition. The campaign attempts to showcase the skill and originality of Rush Hair's hair stylists, displaying their capacity to change a customer's appearance in a way that is specific to their personal tastes. A larger audience may access Rush Hair's services because to the campaign's emphasis on how reasonably priced they are.

Customer Journey

This campaign's customer journey begins with first involvement on social media sites like Instagram, Facebook, and Twitter. To pique the interest of the intended audience, the campaign will employ captivating images and storytelling tactics. Customers will be urged to engage with the company by sharing, liking, and commenting on the postings, which will foster a sense of community and boost social media activity.

Making an appointment with a Rush Hairstylist is the next step in the customer process. Customers will have the option of making online reservations, which will make scheduling a visit simple and practical. The advertising campaign will highlight the customised character of the services, displaying the skill of the hair stylists and their capacity to produce a style that is unique to each client.

The client will receive a soothing and individualised hair styling experience during the actual salon visit. The hair stylist will spend time getting to know the client's wants and goals before offering professional guidance on how to attain the desired look. Additionally, the consumer will have access to a variety of top-notch hair products that are offered for sale.

The client journey is concluded with follow-up interaction on social media channels. In order to foster a feeling of community and promote social media engagement, Rush Hair will encourage customers to post about their experiences on social media using hashtags and other engagement strategies (Kuan *et al.*, 2020). Additionally, in order to encourage return visits, the campaign will feature unique discounts and incentives.

Tactical Channel Plan

Hero Content

- Make a customised video advertisement that focuses on the target market and highlights the brand's USP.
- The brand's website, social media sites, and YouTube; publish the video advertisement.
- Start paying networks to promote your video ad.

Hub Content

- Write weekly blog entries for the purpose of educating and entertaining the intended audience.
- The brand's website and social media channels should post the blog entries.
- On relevant forums and groups, share the blog content.

Hygiene Content:

- Create social media posts that promote the brand's products/services.

- Publish the social media posts on the brand's social media platforms.
- Run a paid promotion of the social media posts on relevant channels. To develop a working budget and forecast for the first digital marketing campaign created for Rush Hair with three pillars of personalization, social media engagement, and storytelling, they would need to first establish some assumptions and goals for the campaign.

Predictions:

- The campaign will last three months.
- Women between the ages of 18 and 35 are the target demographic.
- The campaign will emphasise showcasing Rush Hair's brand-new collection of eco-friendly trainers.
- Facebook, Instagram, and TikTok will all be used by the campaign for social media interaction.
- To personalise the campaign, email marketing will be used.

For storytelling, the campaign will work with influencers and leverage blog postings.

Goals:

- Produce 50,000 social media impressions.
- 30% more people visiting the website.
- Obtain a click-through rate (CTR) for email marketing of at least 2%.
- 500 conversions (purchases) from the sustainable sneaker line should be generated.

Here is a budget and prediction for the campaign based on these presumptions and objectives:

Cost Budget

Facebook's cost for social media advertising is \$5,000 (\$1,000/month).

\$2,500 per month on Instagram

\$2,500 (or \$833.33 each month) on TikTok

Influencer partnerships: \$10,000 (\$3,333.33 per month)

\$2,500 (\$833.33 per month) for email marketing

\$27,500 total budget

Forecast:

Social media impressions on Facebook were 250,000.

375,000 impressions on Instagram

125,000 views on TikTok

Five influencer partnerships with a combined following of 500,000 people

To a database of 10,000 subscribers, 10 personalised email messages were issued.

Results anticipated:

50,000 impressions on social media during engagement

30% increase in website traffic

2% CTR for email marketing

Calculations: 500

The team can anticipate the following outcomes if the typical cost per click (CPC) on social media is \$0.50 and the conversion rate are 1%:

Social media promotion 1,250 in advertising costs for 2,500 clicks (1250 from Facebook, 1875 from Instagram, and 375 from TikTok).

Influencer partnerships: 5,000 clicks (\$10,000 in influencer fees assuming a 1% conversion rate)

Email marketing costs \$2,500 for 200 clicks (assuming a 2% CTR and 10,000 subscribers).

Spending total anticipated: \$13,750

It may anticipate that the campaign will bring in \$50,000 in sales, yielding a return on investment (ROI) of 264%, assuming an average order value of \$100. Overall, this budget and prediction ought to serve as a strong foundation for Rush Hair, the UK's first digital marketing campaign that emphasises personalisation, social media involvement, and

Personal Survival Budget

Section	Things to look for	Monthly Cost
A	Rent	29,000 Euro
	Suppliers provision	15,000 Euro
	Staff Insurance and incentives	58,000 Euro
B	Housekeeping and electricity charges	19,000 Euro
	Complete Cost	120,000 Euro
	Total Income	256,000 Euro
	Total Survival Income Required	497,000 as backup

(Table No.1: Personal survival Budget)

Source: Created by the learner

“Back up plan”

Short Term Backup Plans

Maintain an emergency fund so that the business can continue to run in the event of a financial crisis, a sharp decline in demand, or other emergencies.

Reduce Dependence on a Single Product/Service That May Be Vulnerable to Market Fluctuations: Diversify the Products/Services Offered to Customers.

Long Term Backup plans

Establish strategic alliances with potential partners to take advantage of their resources and strengths to help the company's operations.

To increase revenue streams, Create new revenue streams that can supplement or replace current ones by opening up new markets or introducing fresh goods and services.

Part 2. A digital-first creative pitch

"Developing and presenting a creative content example for the Hero brand activation that increases target audience attention in a particular customer segment"

An excellent technique for Rush Hair to connect with their target audience and interact with them is by emphasising customization and storytelling in their new First marketing campaign. Rush Hair can use the ROI creative framework to implement a hero brand activation creative content that will increase their target audience's attention in a particular consumer group.

The ROI creative framework calls for producing material that is original, impactful, and relevant. Using this methodology, Rush Hair can make sure that their creative content connects with their target audience and generates substantial interaction.

Relevance: By determining the precise client group they wish to target and customising the content to fit their interests and preferences, Rush Hair can make sure that their creative material is relevant (Kuan *et al.*, 2020). This could involve developing content that highlights these offerings while employing data analytics to determine which goods or services are most in demand in this market.

Originality: By thinking outside the box and coming up with novel and unexpected ideas, Rush Hair can make their creative content more original. For instance, they may collaborate with a well-known influencer in the fashion or lifestyle industries to produce a film or social media campaign that creatively and distinctively highlights Rush Hair products.

Last but not least, Rush Hair may make sure that its creative material has an impact by concentrating on a call-to-action (CTA) that inspires its target audience to perform a certain action, like completing a purchase or enrolling in a loyalty programme (Ghoshal, 2020). In order to gauge the effectiveness of their efforts, they can also monitor the campaign's outcomes using metrics like engagement rate, click-through rate, and conversion rate. Overall, Rush Hair may increase their target audience's attention in a particular consumer segment and drive meaningful engagement with their brand by using the ROI creative framework to implement a hero brand activation creative content.

"Creating a creative content example for a Hub conversion landing page that converts visitors"

It was a wise marketing strategy choice by Rush Hair to incorporate storytelling and personalization into their marketing effort. They may foster brand loyalty and raise the likelihood of repeat business by giving their clients a more tailored experience. Rush Hair should concentrate on producing appealing creative content that draws visitors and motivates them to take action in order to implement their hub conversion landing page (Taylor *et al.*, 2020). This can be accomplished by emphasising the advantages of their good or service and employing a clear call-to-action (CTA). Rush Hair can rationalise its work by examining the anticipated return on investment for each piece of content they produce using a ROI creative framework. By doing this, they may prioritise.

"Creating a useful hygiene content example that is intended to engage current clients"

To engage current clients, Rush Hair's new First marketing campaign combines storytelling, customization, and practical hygiene advice. We must evaluate this campaign's efficacy in terms of return on investment (ROI) and how it fits with the company's business objectives in order to evaluate the strategy and tactical plan utilising the ROI creative framework.

Return on Investment (ROI) Creative Framework: The ROI creative framework measures the return on investment (ROI) of marketing efforts in terms of the income or cost savings realised. The following crucial components make up the framework:

Business objectives: The campaign should support the overall strategy of the organisation and be in line with its business objectives.

Target audience: The campaign should be planned to effectively reach and interact with the target audience.

Implementation of the campaign's message and creative strategy: The campaign's message and creative strategy must be appealing and pertinent to the target audience.

Media: In order to reach the campaign's target audience, the most efficient media channels should be used.

Metrics and measurement: Using pertinent metrics in line with the campaign's objectives.

Reviewing the First Marketing Campaign for Rush Hair:

Business objectives: Rush Hair First's marketing initiative supports the organization's objectives to improve client engagement, retention, and loyalty (De Datta, 2021). The campaign attempts to strengthen the company's brand values and develop a personalised, emotional connection with current clients.

Target market: The advertising effort is directed at repeat buyers who are already familiar with the brand. The objective is to strengthen the bond with these clients and win their continued commitment (Sheth, 2019).

Media channels: To reach consumers where they are most likely to interact, the campaign makes use of a variety of media channels, including social media, email, and website content. Customers may interact with the business on their terms thanks to this strategy, which guarantees that the message is presented in a personalised and pertinent manner.

Indicators and measurement: Useful indicators, such as consumer engagement, retention, and loyalty, are used to assess the campaign's effectiveness. These metrics show how well the campaign performed in meeting its aims and are in line with the company's business objectives. Overall, the Rush Hair First marketing initiative is a clever plan that supports the company's objectives and successfully appeals to its current clientele.

The campaign's theme and creative execution are centred on customization, storytelling, and practical hygiene information. Customers are meant to feel valued and appreciated through the personalised approach, and the storytelling component forges an emotional bond and upholds the company's core values.

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FINAL GRADE

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GENERAL COMMENTS

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