

FACEBOOK ADVERTISEMENT STRATEGY- SMART STYLE HAIR SALON

Client Overview

Smart Style Hair Salons are conveniently located in Walmart stores across the United States, Canada, and Puerto Rico. Smart Style is a full-service hair salon that provides the hairstyle you want at an affordable price, all in a welcoming and relaxing environment. Smart Style is proud to be part of Regis Corporation, the world's largest and leading hair salon company. In 1922, Paul and Florence Kunin opened Kunin Beauty Salon, which quickly expanded into a chain of value-priced salons located in department stores. Their son Myron bought the chain in 1958 and changed the company name to Regis. Myron saw the retail trend move toward the convenience of mall shopping and began to move the salons out of department stores to freestanding operations in enclosed shopping malls. It was back in 1958 when Regis' corporate franchised locations to operate under concepts such as Supercuts, Smart Style, Master Cuts, Regis Salons, Sassoon Salon, Cost Cutters and First Choice Haircutters. Regis maintains ownership interests in Empire Education Group in the U.S. and the MY Style concepts in Japan. Today, Regis Corporation (NYSE:RGS) is a leader in beauty salons and cosmetology education. The company owns, franchises, or holds ownership interests in approximately 8,000 locations.

Market Analysis

As per our analysis and discussion with the client, Target Potential Market will be segmented into three different segments.

- **Men will typically make up 60-65% of the clientele.** Men have shorter hair requiring a faster, simpler job.
- **Females who cannot afford an upscale salon.** Women tend to favor a female specific upscale salon if they can afford it. There is not often a difference in quality of an upscale salon relative to a family hair salon other than a upscale salon will tend to pamper you more, only accepts appointments, and the facility is generally a bit plusher. Someone who is fiscally responsible as opposed to someone who likes opulence will favor a family style salon.

- **Young mothers with children.** Most young children are notoriously difficult when it comes to getting haircuts. A family style salon is a more laid-back place that allows the children to play while they are waiting and then will work with the parents in calming the kids nerves when they are ready for their shearing.



The Facebook Strategy will consist three ad campaigns as present above namely Hair Services, Sales: Hair Products and Brand Awareness. The Ad sets In each of the campaigns are as given above. Following are the 3 campaigns shown in the table below along with their objectives.

Campaign Objectives

Campaign	Awareness	Consideration	Conversion
Hair Services	Reach	Traffic	Store Visits
Sales:Hair Products	Reach	Engagement	Product Catalog Sales
Brand Awareness	Brand Awareness	Traffic	Conversions

The smart style salon aims to nurture the quality of customer hair alongside giving them trendy makeovers. To achieve this not only do they provide their customers with haircuts and relaxers but also offer hair products that allow the style to last long and repair the damaged hair quality by their

nutritional hair treatments. Keeping in mind the immense competition the salon chain faces, it intends to increase its brand awareness by distributing special offers that lure more and more customers towards the salon.

To achieve the above objectives, we intend to run a campaign which would include one collective search and display network and an individual display network campaign. The search and display network would feature 2 campaigns i.e. the Hair services campaign and the Sales: Hair products campaign having a total of 6 ad sets. The display network involves only one campaign i.e. Brand awareness consisting of 3 ad sets.

As displayed by the above model, the goal of attracting new customers and retaining the old ones can be achieved by focusing on the *Brand Awareness campaign*, the *Sales campaign* can be carried out to direct the customers to the webpages that allow them to buy hair products thereby increasing the sales of the salon, and the *Hair Services campaign* can be targeted to educate and attract more visitors to the physical location.

Following are some of the Ad-Creatives that we shall be using



SMART STYLE BOGO OFFERS

