**AIDA MARKETING STRATEGY**

**MY COMPANY IS ELITE GROUP BEAUTIFUL HAIR SALON**

**A (Awareness): I will be running a PR campaign four months prior to launch, will be promoting in social events like awards, reach people through DOOH platforms. This salon will be exclusively for teenage girls and women. I will also run a digital media campaign (Instagram, youtube, google ads and FB) to target my customers.**

**Platform: (fb, insta, google ads, youtube)**

**Demographic: females (age: 14 to 65)**

**Interest: people willing to experiment different hairstyles (high class people and celebrities)**

**Content: video ads, display ads.**

**I (Interest): By research we got to know that females are loyal if the offer is compelling. So I will be executing a direct mail campaign to offer a free consultation or 50% discounts on special occasions for haircuts.**

**D (Desire): Close to opening of the salon. We will run exclusive local launch events which will be advertised through local press and social media. This creates a local buzz for people wanting an invite and excited to see new salon.**

**A (Action): Clear CTAS will be positioned on FB site (call to reserve), the website(call to book), and local advertising (call in to receive discount or offer)**