



La Beauté

Hair and Beauty Studio

Presentation Highlights

Goal: Brand awareness

Social media strategy and Marketing

Social Media Content Types

Social Media Calendar

Social Media Platform

Hashtags and Keywords



Brand Awareness

Why does Brand Awareness Matter?

Initial marketing initiatives' focus should be on building brand awareness. First impressions matter when it comes to brand recognition and introducing potential customers to a product or service, just like they do when meeting new individuals.

A clear and cohesive brand identity is integral to the success of your salon business. It helps to develop accurate strategies and is a guaranteed way to stand out in a competitive market. Branding involves carving out a unique yet memorable identity for your business. It involves eye-catching logos with appealing colors, customer service, quality products, flexibility, and convenient scheduling, interiors and, effective marketing.



Brand Awareness Strategy

KEEP CONSISTENCY IN VOICE AND IMAGE

Consistency is the most important method for increasing your brand awareness. When changes are frequent and appear to be random, people react adversely.

SOCIAL MEDIA ACCOUNTS

Salons are successfully using social media and online advertising options to reach out to, build relationships with and generate business from online connections.

CONTENT MARKETING IMAGES

Just look at social media platforms these days to see that visual content marketing is on the rise. Words are great. So are video and audio. But images? They communicate fast

FOCUS ON VALUES AND EMOTIONS

Customers form meaningful ties with brands that are built on values and beliefs, especially in marketing. 89% of buyers prefer to go to salons that reflect their beliefs.



Brand Awareness Strategy

OTHER WAYS TO RAISE BRAND AWARENESS ORGANICALLY:

- Maximize your organic social media presence; Consistently post in social media accounts every week.
- Create shareable infographics
- Improve SEO with user-intent-related keywords
- Unique personality; Develop a voice for your brand
- Freebies, Discounts, Samples and Giveaways

