

Good Beauty Chicago

March 2018

**By Indira Midha, Hillary
Levey, and Onix Nava**

Welcome to Good Beauty Chicago!



Goals & Philosophy

- ★ Goals of our Social Media Campaign
 - Increase general awareness of salon
 - Increase amount of customers purchasing services
 - Increase amount of customers purchasing products
 - Connect and partner with beauty brands
 - Reach Key Performance Indicator (KPI) goals within 3 month campaign

Key Demographics

- ★ Women
 - In their twenties
 - Located in Greater Chicagoland area



Ads - Instagram Product Promotion

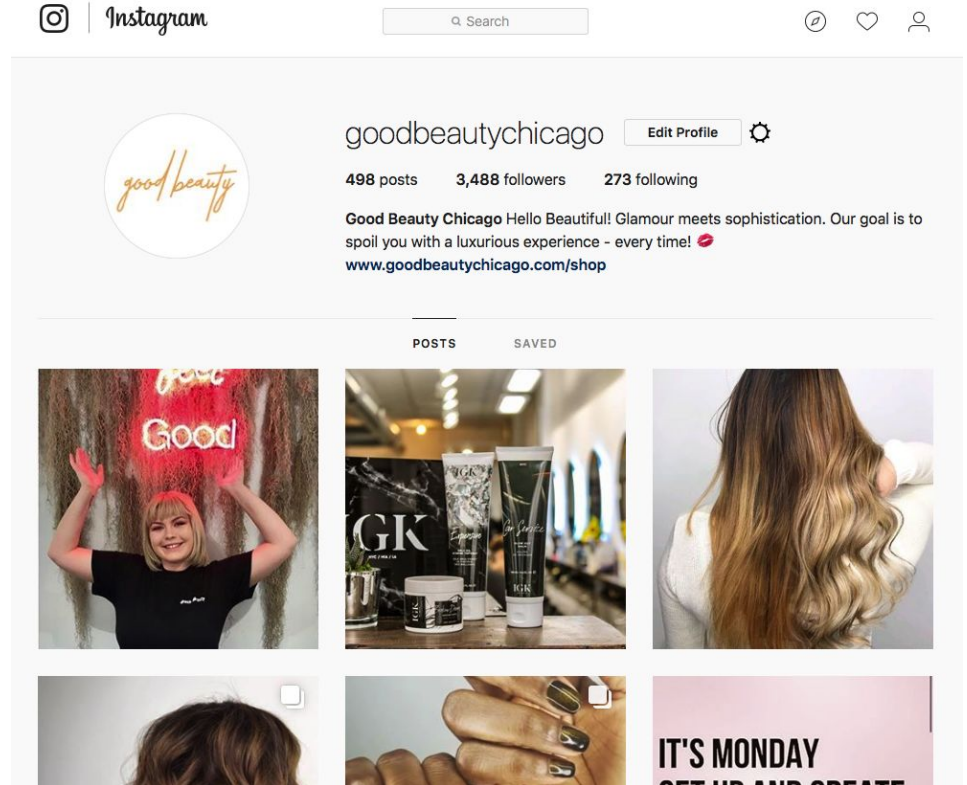
good/beauty



Caption: “Hey #GoodBeautyBabes! Want silky smooth hair? Good Beauty has got you covered! This MoroccanOil treatment is perfect for all hair types, and displays results within the first application! Click “Learn More” to go get yours now!”

KPI's - Instagram

- ★ Increase likes by 50%
- ★ Increase followers by 5%
- ★ Hashtag #GoodBeautyChicago



Ads - Twitter Service Promotion

Tweet: "Calling all #GoodBeautyBabes! Prep your toe nails for sandal season with our Spa Pedicure and get a FREE Regular Manicure while you're here! Call (312) 600-2777 to book yours today!"



KPI's - Twitter

- ★ Increase likes by 50%
- ★ Increase followers by 10%

The image shows a screenshot of the Twitter profile for 'Good Beauty Chicago' (@GoodBeautyChi). The profile banner features the 'good beauty' logo in a gold script font over a photo of a modern salon interior. The profile bio describes the business as an upscale, glamorous, and relaxed hair salon in Chicago's Logan Square neighborhood. It includes the address (5777 N Milwaukee Ave, Chicago), website (goodbeautychicago.com), and a note that it was joined in June 2009. The profile statistics are: 2,759 Tweets, 1,760 Following, 1,970 Followers, 233 Likes, 2 Lists, and 0 Moments. A recent tweet from 19 hours ago says 'Meet this GOOD Beauty! Welcome to the team Alisha ❤️ #WCW' and features a photo of a woman with her hands raised in front of a 'feel Good' sign. The right sidebar shows 'Your Tweet activity' with 3,436 impressions over the last 28 days and a list of accounts to follow, including BackRoomReg, Hyphenated-Nation, and The Final Cut.

Tweets	Following	Followers	Likes	Lists	Moments
2,759	1,760	1,970	233	2	0

Ads - Facebook Product Promotion

“Hey #GoodBeautyBabes! Want silky smooth hair? Good Beauty has got you covered!

This MoroccanOil treatment is perfect for all hair types, and displays results within the first application!

Click [here](#) to go get yours now!”

good beauty


















KPI's - Facebook

★ Increase reach by 50%

Your 5 Most Recent Posts >

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach ?	Engagement	Promote
02/28/2018 5:28 pm	 Special announcement from our Victoria & Aliaa about our March	Video	Global	109 	26 13 	Boost Post
02/28/2018 5:17 pm	 To the Ladies in the film ' Mi Vida Loca' we're hoping some part of t	Image	Global	34 	2 2 	Boost Post
02/28/2018 1:54 pm	 Meet this GOOD Beauty! Welcom e to the team Alisha 💕 #wcv	Image	Global	27 	0 2 	Boost Post
02/27/2018 9:15 pm	 Still thinking about that IGK Hair # brokendreams texture paste? Get	Image	Global	20 	1 1 	Boost Post
02/27/2018 5:06 pm	 #transformationtuesday 🙌 hair b y @yarisbeautybook	Image	Global	48 	0 3 	Boost Post

Ads - Snapchat Service Promotion



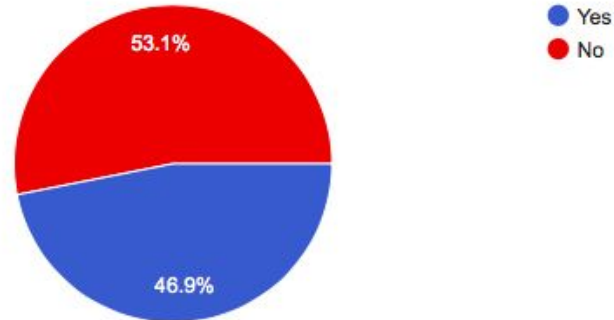
Ads - Consumer Perception (Survey)

good beauty



If you saw this ad on Instagram with the caption "Hey #GoodBeautyBabes! Want silky smooth hair? Good Beauty has got you covered! This MoroccanOil treatment is perfect for all hair types, and displays results within the first application! Click "Learn More" to go get yours now!" Would you be influenced to go to Good Beauty for this product?

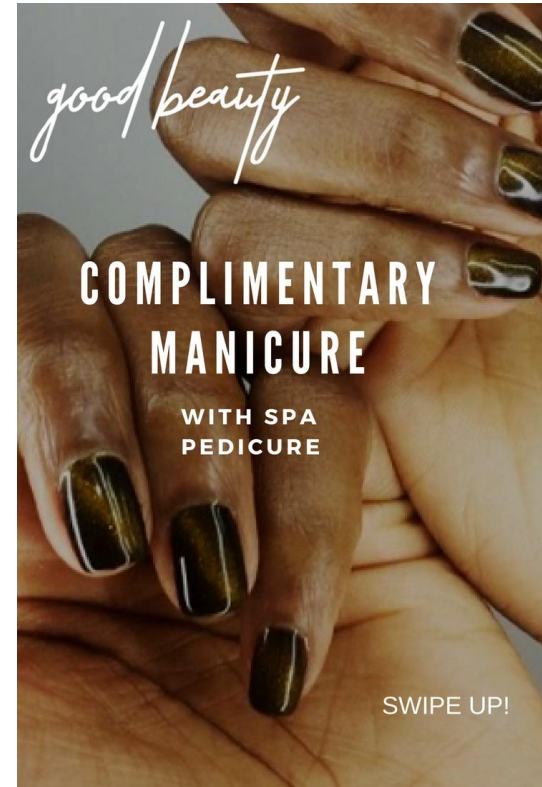
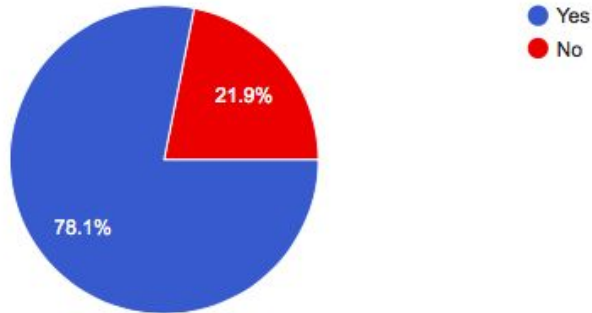
32 responses



Ads - Consumer Perception (Survey)

Scrolling Through Snapchat, if you saw this ad would it intrigue you to swipe up and want to go to Good Beauty to receive this service?

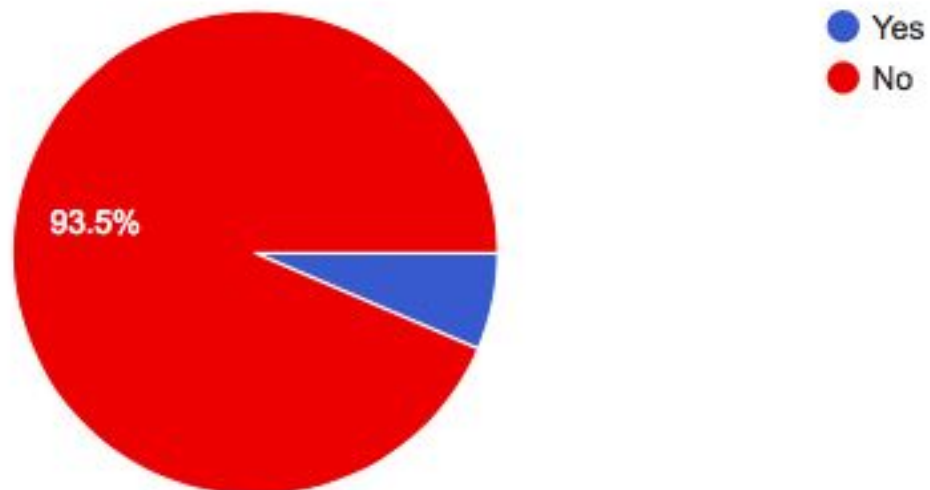
32 responses



**Where we
are now...**

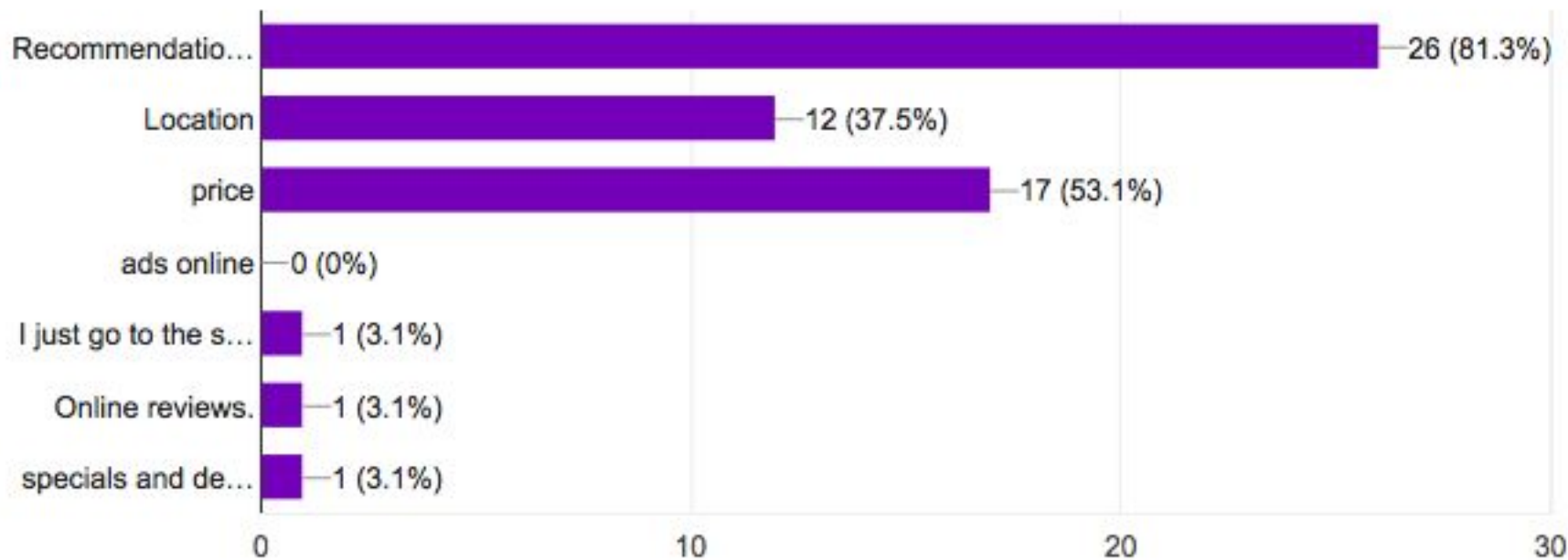
Have you ever heard of the Salon Good Beauty Chicago?

31 responses



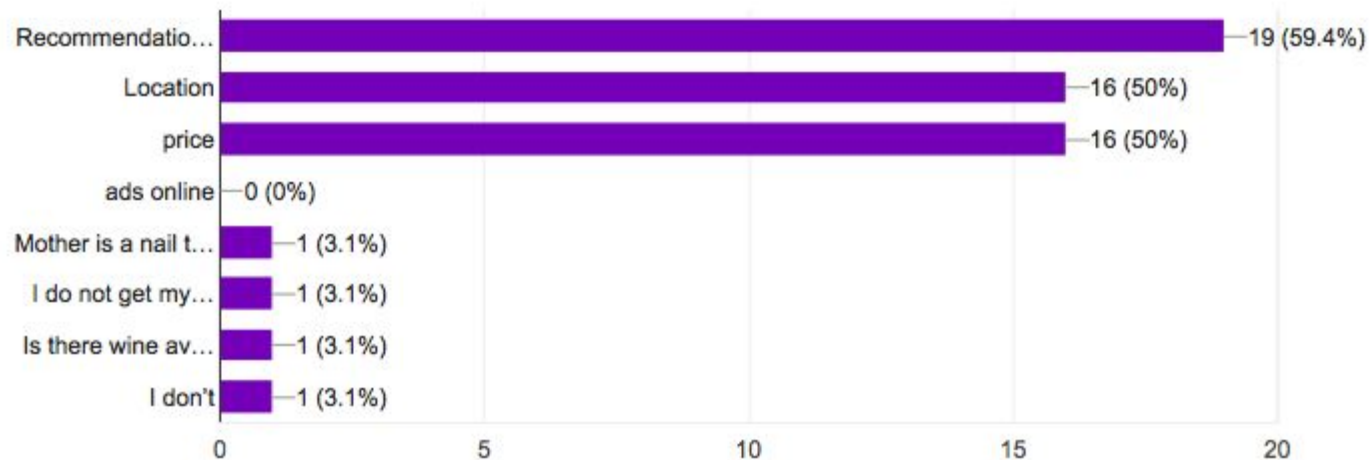
How do you choose where to get your hair done?

32 responses



How do you choose where to get your nails done?

32 responses



Ideal Salon descriptions from real potential customers

“Higher end products, clean facilities, good lighting, relaxing environment”

“Spa like experience. Natural/ Organic products. Fair Price and good service. Convenient hours and location”

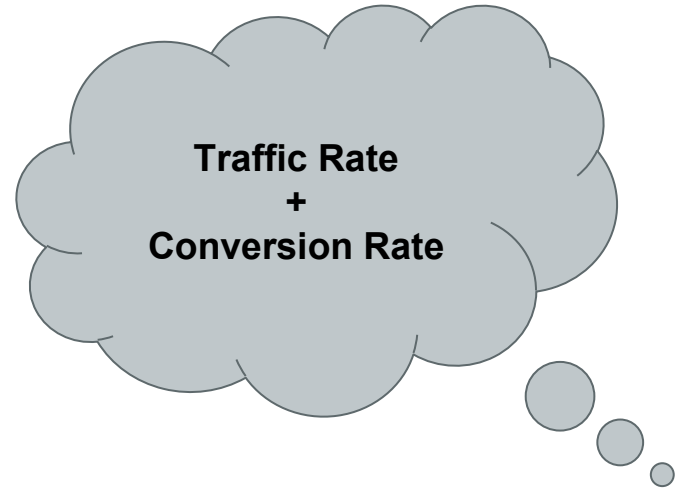
“generous reward programs for frequent customers, super friendly environment and cruelty free product options”

“A contemporary/ industrial/ modern sort of feel. air products that are organic, cruelty free etc. Having the Option to have drinks brought to you while you're waiting for your hair to set, etc. would be nice. Magazines available to read while watching TVs. Hair, nail, spa and massage options available”

How to get
there...

Areas of growth

- ★ Draw Attention to the company
 - Find ways to be more visible to publics
 - Media presence
- ★ Facebook
 - Groups
 - Sites
- ★ Youtube
 - Beauty Guru
- ★ Billboards/ flyers
- ★ Showcases
- ★ Sponsorships



Conclusion

You provide your customers with beautiful services,

We'll provide you with more beautiful customers!

Let's get our #GoodBeauty on!

The logo for 'good beauty' is written in a cursive, orange-brown font. The word 'good' is on the left and 'beauty' is on the right, separated by a vertical line. The text is set against a light gray rectangular background.