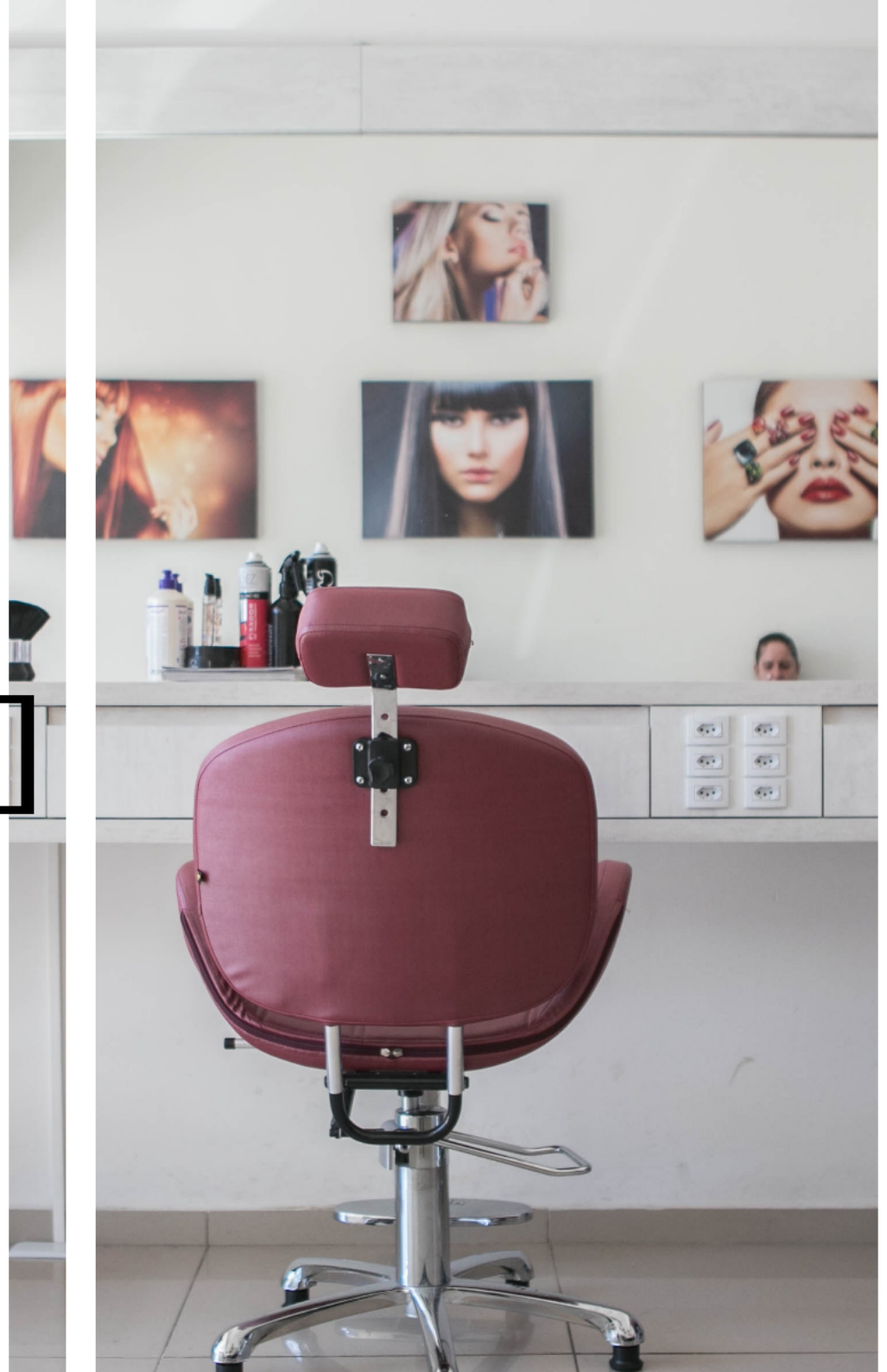


Hair Creatique Beauty Bar + UWomen PR

Madison Paddock, Tori Hill,
Cheyenne Wood, Sophie Greenberg

December 2018



A hand holding a silver hair dryer against a pink background. The hair dryer is silver with a black cord and a blue button. The hand is holding the handle of the dryer.

Executive Summary

- **Problem:** Lack of clear mission statement
- **Research:** Triangulated research plan – social listening analysis, survey, focus groups
- **Recommendations:** Student campus representative program, student discount, SEO optimization for website

Problem + Opportunity Statement

Hair Creatique Beauty Bar has the potential to be successful but lacks a clear mission to drive the organization towards success.



Analyzing the Situation

Lack of a clear mission...

-
- Disconnect between business ideas and execution
-

-
- Unprofessional online image
-

-
- Inconsistent social media branding and brand image
-

Analyzing the Competition:

Kitchen Beauticians



- Work out of their kitchen instead of a salon
- Low prices, hard for salons to compete

SWOT

Analysis: Internal Factors

+ Strengths

1. Research on
"creamy crack"

2. Instagram

3. Variety of
services

4. Chic
environment

— Weaknesses

1. Website

2. No domain

3. Hard to find
on social media

4. Works alone

SWOT

Analysis: External Factors

+ Opportunities

1. Celeb trend of natural hair
2. Hair relaxing is expensive
3. Diverse Syracuse community
4. 73% of Millennials seek out natural hair products
5. Upstate Medical University

— Threats

1. Negative sentiment amongst public about natural hair
2. High salon changing rate
3. Kitchen beauticians
4. High publicity of other Syracuse salons

Key Public#1

Jenna Smith

- African American college students
- Social media savvy
- Involved in Greek life and social events



Key Public#2

Rebecca Scott

- Middle-class professional
- Works with clients daily
- Primarily uses Facebook and Instagram



Research Objectives

1

Identify which salon services are most important to Syracuse University students.

2

Explore the media habits of Syracuse University students and professionals in Syracuse.

3

Determine the reasons why key publics visit salons throughout the year.

Research Methodology



**Social
Listening
Analysis**



Survey



Focus Groups

Research Methods




- Meltwater
- 4 hours
- 30 social media posts
- Content Analysis
- Jan. 1, 2018 – Oct. 31, 2018



- Female Syracuse University students
- Online
- 10 Questions
- 147 participants
- Qualtrics Data Analysis



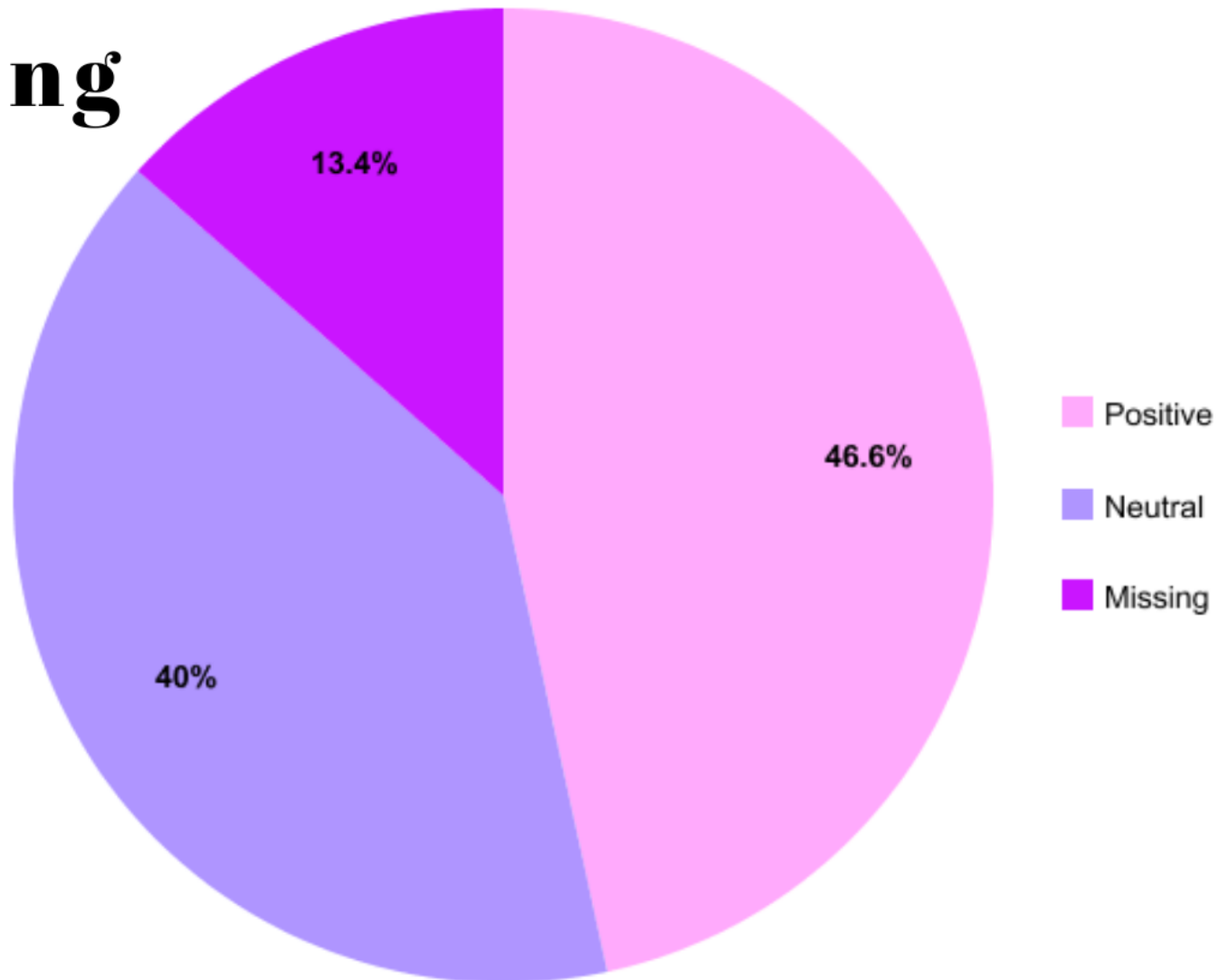
- Group 1 – Female Syracuse University students
- Group 2 – Young female professionals in Syracuse
- Syracuse University campus
- 30 minutes per group
- 8 participants

A hand holding a silver hair dryer against a pink background. The hair dryer is silver with a black cord and a blue button. The hand is light-skinned and is holding the handle of the dryer. The background is a solid pink color.

Summary of Results

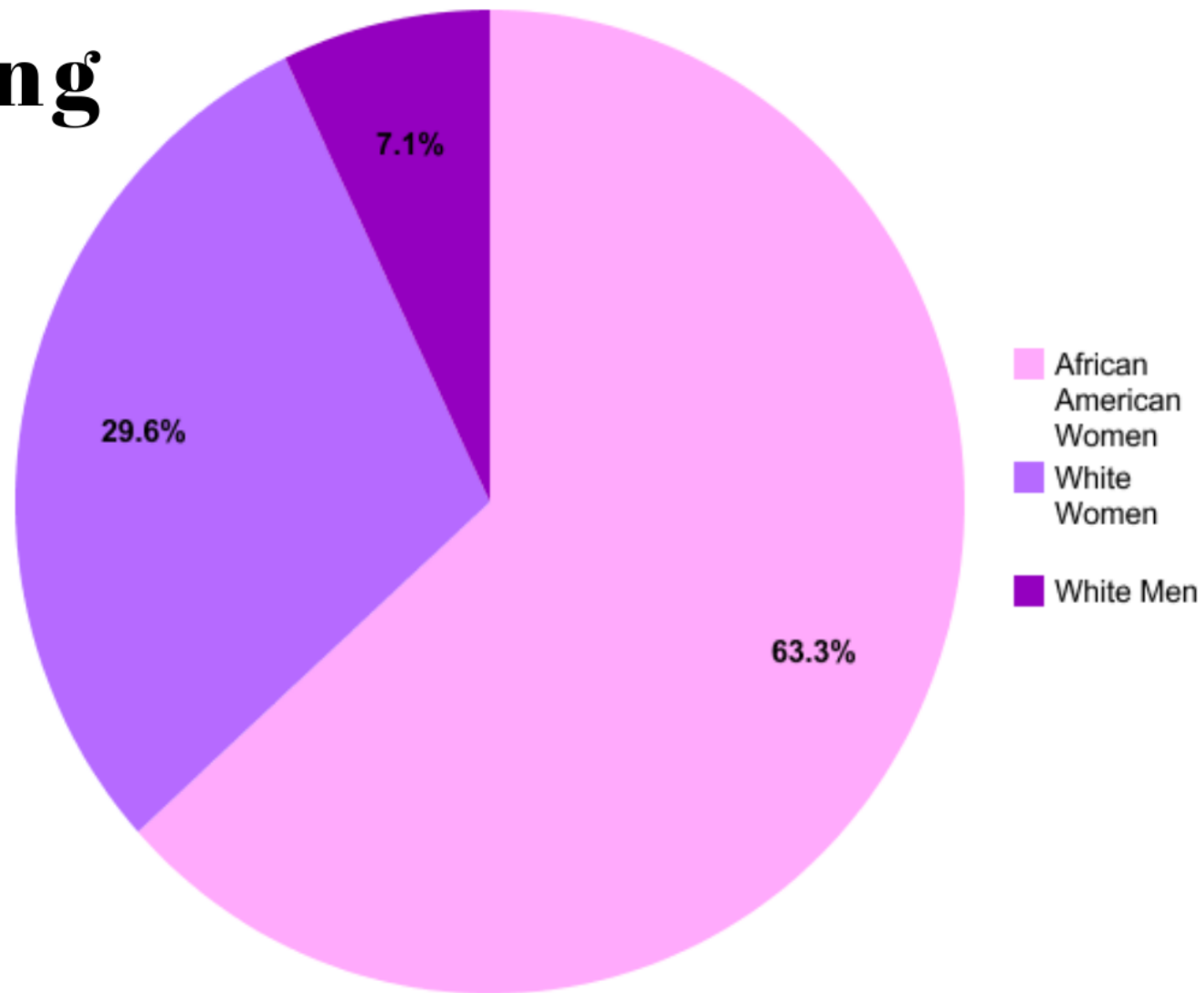
Social Listening Analysis

Summary 1: Neutral to positive salon sentiment in Syracuse, NY



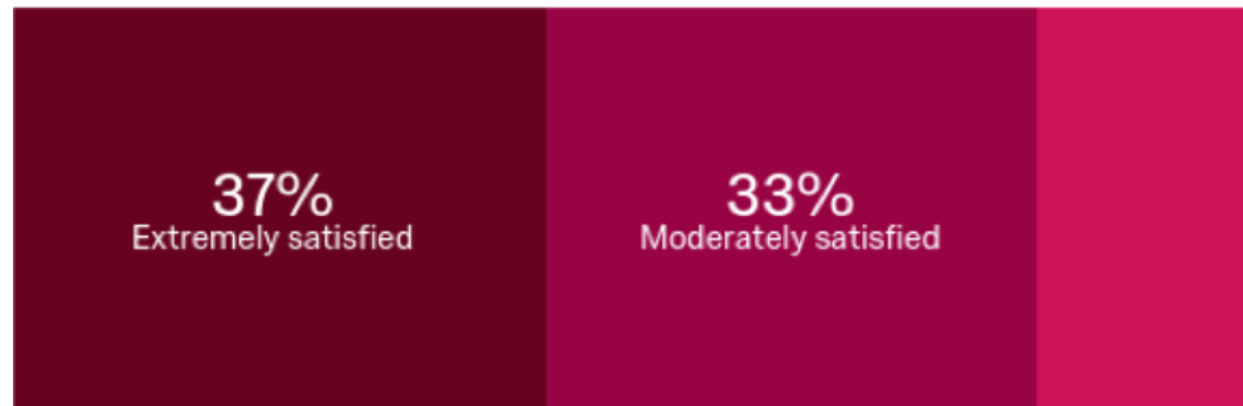
Social Listening Analysis

Summary 2: African American women are most likely to discuss salons and hair trends on social media



Survey

Summary 1: High satisfaction of students who have visited salons in Syracuse, NY



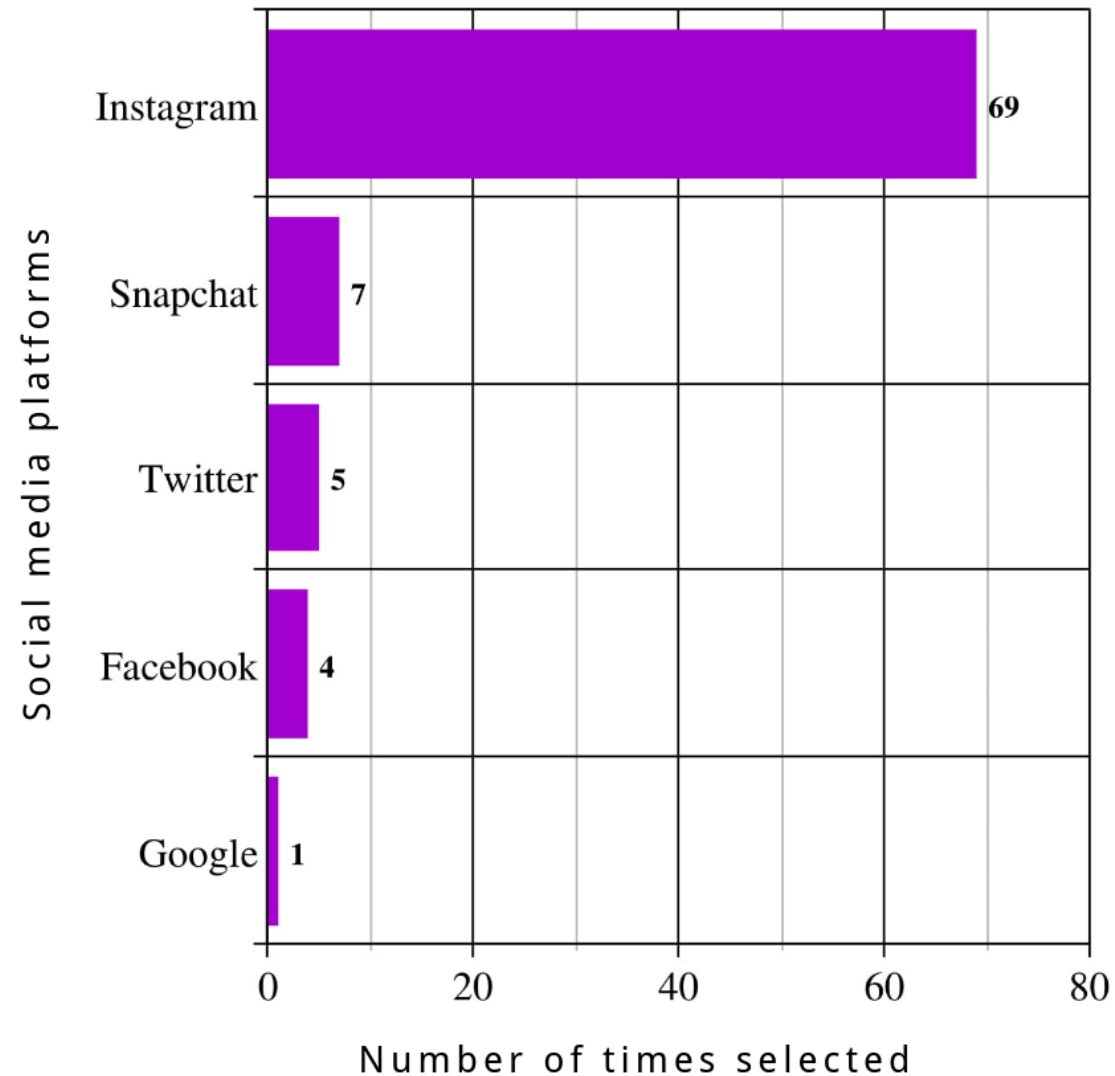
■ Extremely satisfied (37%) ■ Moderately satisfied (33%) ■ Slightly satisfied (15%)

■ Neither satisfied nor dissatisfied (7%) ■ Slightly dissatisfied (0%)

■ Moderately dissatisfied (7%) ■ Extremely dissatisfied (0%)

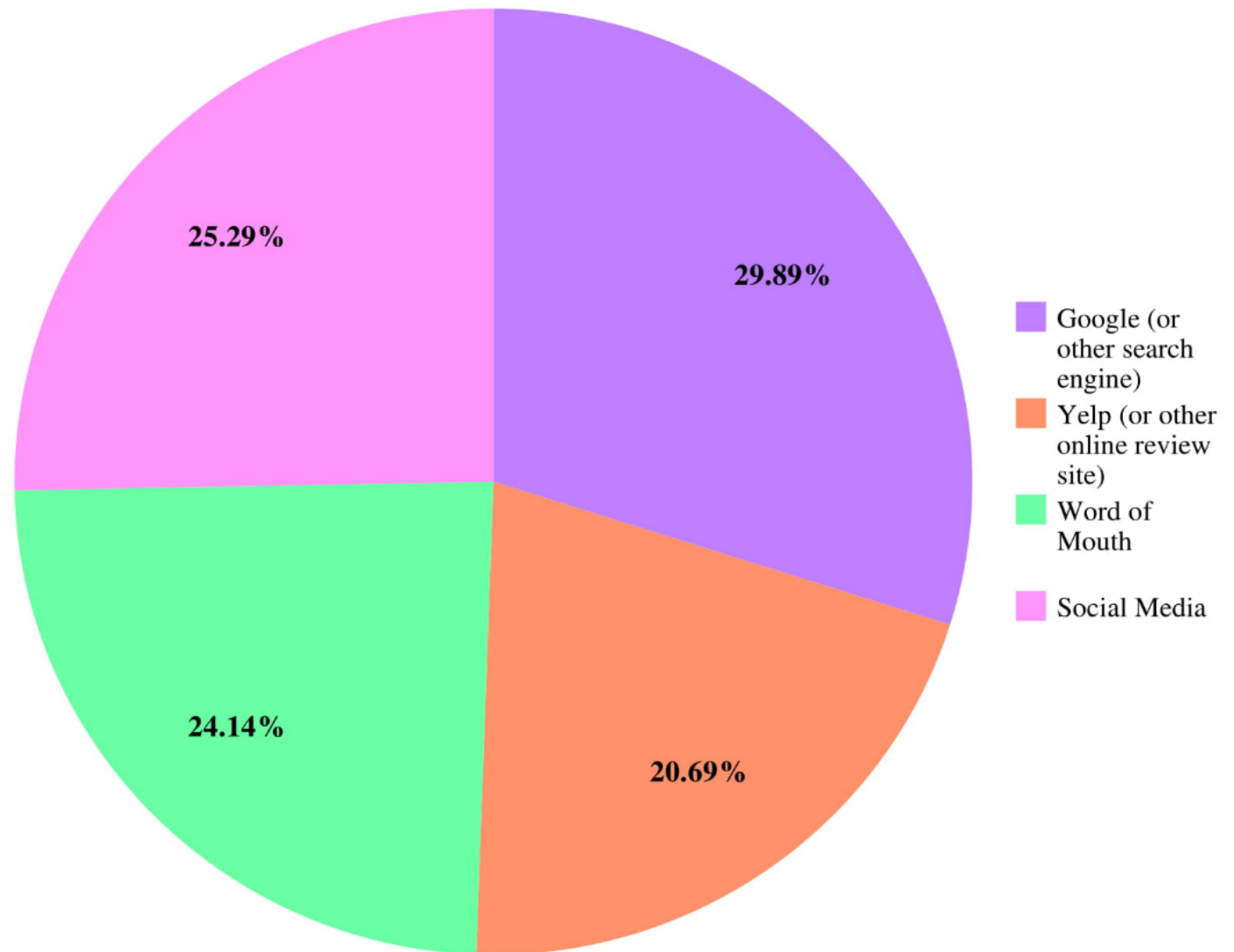
Survey

Summary 2: Most prevalent social media platforms among students



Survey

Summary 3: Most important tools in finding a new business in Syracuse, NY



Focus Groups

THEME 1

Students are reluctant to try new salons without positive recommendations from trusted peers and social media research.

THEME 2

Female professionals living in Syracuse, New York, seek to have a full, enjoyable salon experience with a wide range of services available to them during their visit.



U Women PR's Recommendations

SU Campus Representative



MirandaBrody • Follow

MirandaBrody

There's nothing better than a fresh out and blowout...try

[@HairCreatiqueBeautyBar](#) for all your salon needs. Close to campus and amazing results. Mention me and get 10% off your first out [#HOBBrandRep](#)

alexandra_lambrou Love, love, LOVE!!!



228 likes

Add a comment...



Student Discount

Hair Creatique Beauty Bar

2307 South Salina Street Syracuse, New York 13205
(315)-879-3095

STUDENT DISCOUNT

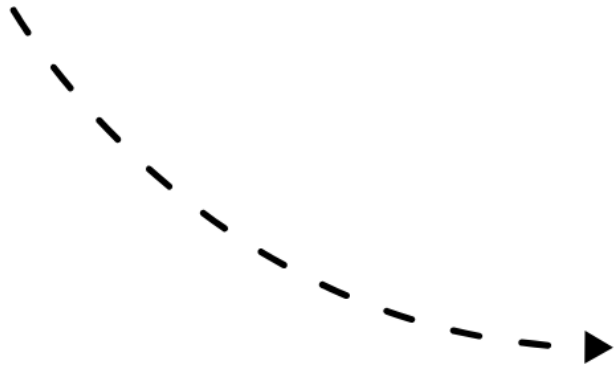
Just show us your Syracuse University student ID and receive 20% off
your next blow out and cut!

Expires May 10, 2018. One coupon per visit. Cannot combine with
any other offer or discount.

Visit our website: <https://haircreatiquebeautybar.wordpress.com>



Search Engine Optimization



What is SEO?

Design



Branding



Content



Usability





Questions?

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