

# **BIRDS BARBERSHOP**

## Final Recommendations

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**December 1st, 2023**

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# PROBLEM STATEMENT

# WE WILL DEVELOP A PLAN TO ENSURE A SUCCESSFUL LAUNCH

## PROBLEM STATEMENT:

We aspire to attract a minimum of 100 new customers while retaining at least 2,312 (95% of the previous location's run rate) loyal patrons within the initial 30 days of operation of the new 6th Street Birds location.



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# RESEARCH REVIEW RECAP

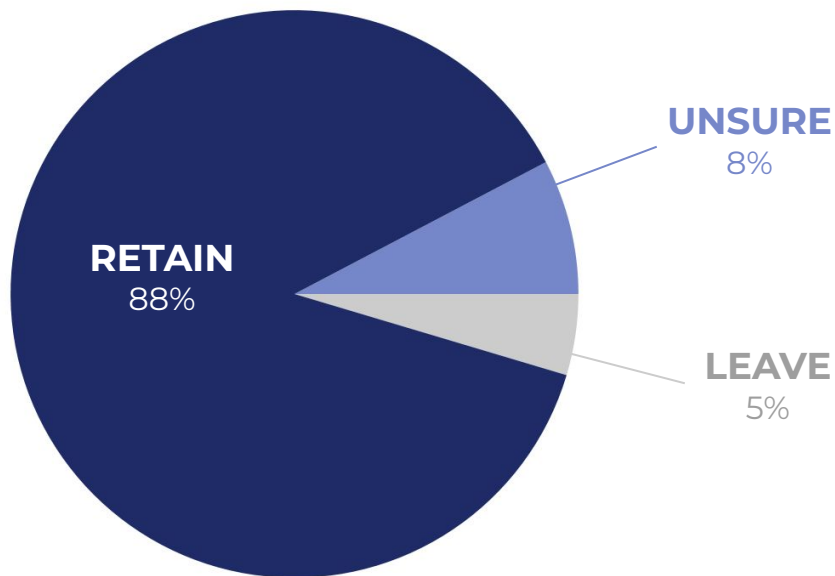
# OUR FINDINGS ARE BASED ON DATA COLLECTED FROM:

We first conducted interviews to understand high-level takeaways before moving into more finite research methods such as surveys.

METHODOLOGY	SAMPLE	WITH THE GOAL TO UNDERSTAND:	RESEARCH INSTRUMENT + DETAILED FINDINGS
Expert Interviews	6	Successful location transition strategy (launch, retention, etc.)	Appendix A
Birds Team Interviews	5	Current business objectives, positioning, new location plans, and internal insights	Appendix A
Customer Interviews	8	Birds customer experience and high-level insights	Appendix A
Customer Surveys	65	Buying habits and value offerings from a consumer perspective	Appendix B
Secondary Data	-	Trends in the E 6th area and personal care services industry	Appendix E

# MAJORITY OF 6TH STREET CUSTOMERS PLAN TO STAY WITH THE MOVE

*With our goal of retention for 95% of current customers, it is important that we capture the current customers who are unsure.*

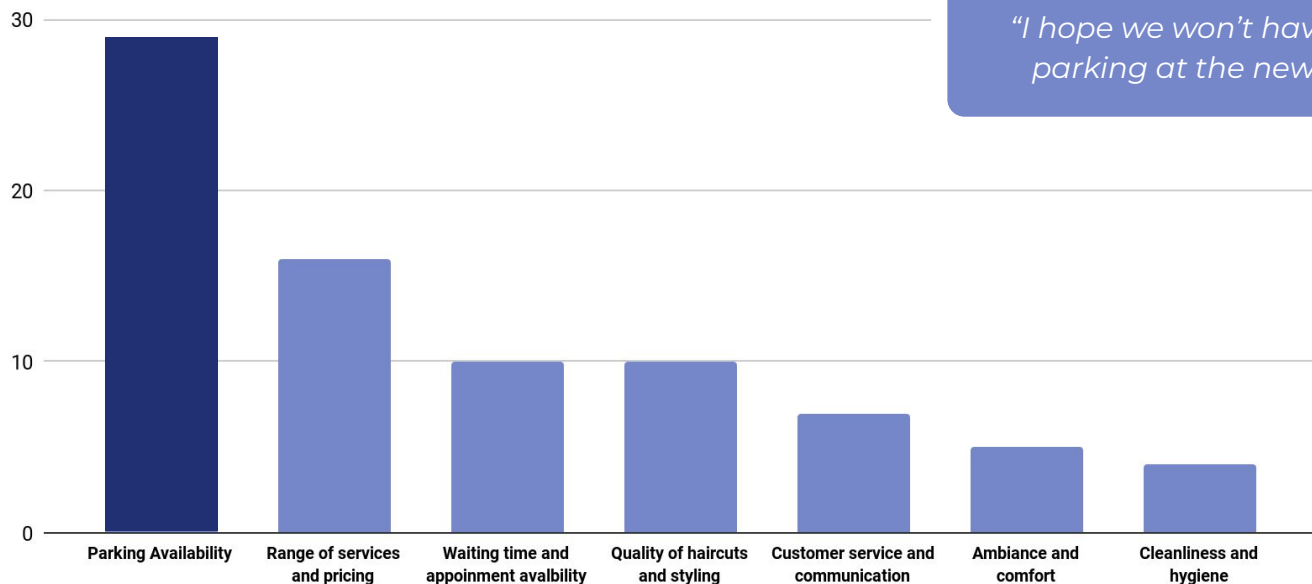


*Customers reported whether they believed the move down the street would change their purchase behavior at Birds.*

*Source: Birds Barbershop 6th Street Customer Survey (n=65)  
Date: 10/26/2023*

# PARKING AVAILABILITY IS THE BIGGEST BARRIER TO ENTRY FOR NEW CUSTOMERS

*Luckily, this issue will be resolved with the new location! Aside from more expensive pricing as mentioned by customers, Birds fulfills all other aspects of business that are valued by customers.*



*"I hope we won't have to pay for parking at the new location."*

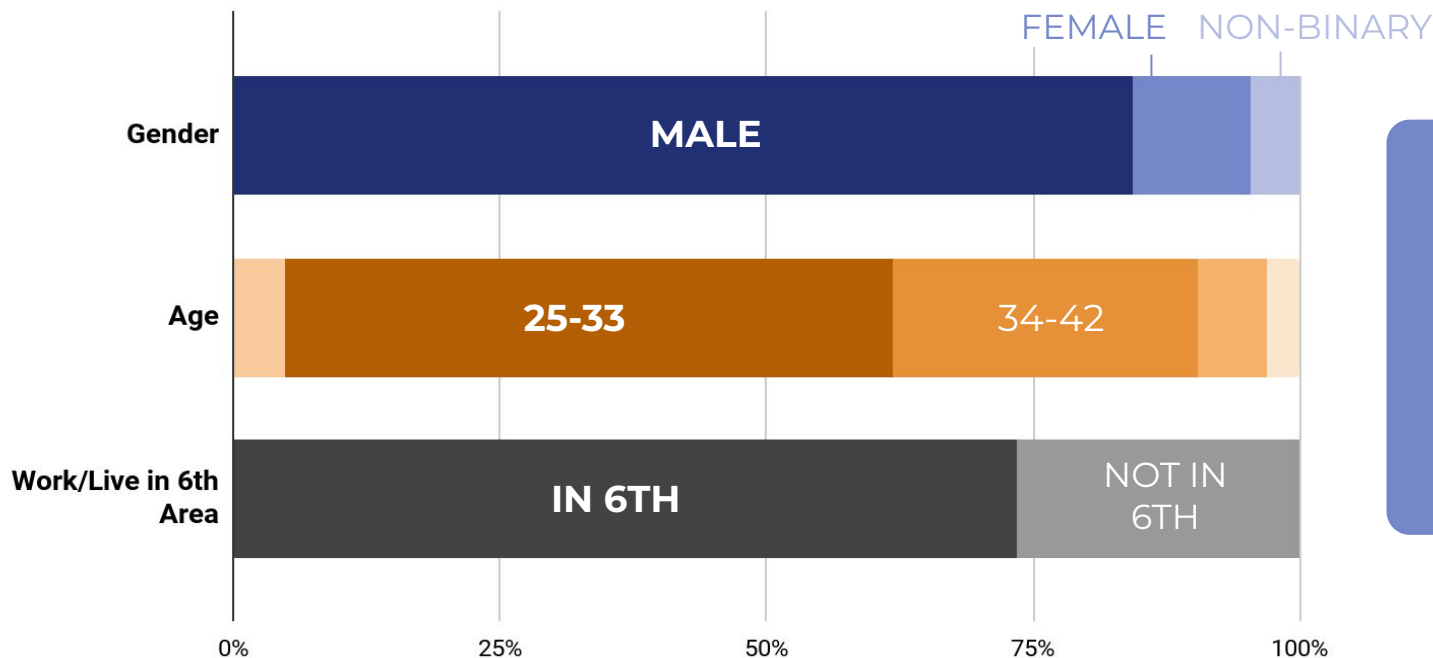
*Customers identified which things they believe Birds could improve on.*

*Source: Birds Barbershop 6th Street Customer Survey (n=65)  
Date: 10/26/2023*



# MOST CUSTOMERS ARE MILLENNIAL MALES WHO LIVE/WORK IN THE 6TH STREET AREA

*This gender breakout is good news, since men's haircuts are generally most profitable.*



## DEMOGRAPHICS OF 6TH STREET

Majority Male

Average Age: 32

Single Household

*Shortcuts (majority male) generate more \$/hour in revenue than other types of haircuts.  
Unlisted age groups are 16-24, 42-51 & 52+.*







*Source: Birds Barbershop 6th Street Customer Survey (n=65)  
Date: 10/26/2023*

# THIS IS THE IDEAL BIRDS 6TH STREET CUSTOMER

*This persona is a combination of the most profitable and common attributes found from our primary research.*



## BUSY BILL

-  Millennial Man
-  Live or work (tech) in the 6th Street area
-  Get their haircut alone
-  Book online
-  Once a month
-  They value location convenience

*This persona was created based on the characteristics identified on slide 11*

*Source: Birds Barbershop 6th Street Customer Survey (n=65)  
Date: 10/26/2023*

# RESEARCH REVIEW CONCLUSIONS

## CURRENT SITUATION:

- Our goal is 95% retention + 100 new customers
- Self-reported 6th Street customer retention rate of 88%
- We need to find a way to capture those who are unsure or are planning on leaving

## CUSTOMER DEMOGRAPHICS:

- Majority of 6th Street customers...
  - ◆ Demographics: male, between the ages of 25-33, and live in the 6th Street area
  - ◆ Behavior: get their haircut once a month and do so alone

## CRITICAL INSIGHTS:

- Most customers hear about Birds through word of mouth
- People value location convenience, followed by attractive pricing and positive online reviews, when selecting where to get their haircut
- Customers overwhelmingly report parking availability at the 6th Street location as the largest issue at Birds
- Purchase is the most vulnerable phase of the customer purchase journey due to parking availability and higher price point
- Floyd's Barbershop is Birds main competitor, but Birds has a stronger digital presence

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# EXECUTIVE SUMMARY

# KEY TAKEAWAYS

**BASELINE SUGGESTIONS**  
FOR AWARENESS & RETAINMENT

**CAMPAIGN IDEAS**  
TO GAIN NEW CUSTOMERS



Digital initiatives



Physical initiatives



Hyper-Local Initiative



Referral Initiative

**MOST  
FEASIBLE  
AND  
IMPACTFUL**

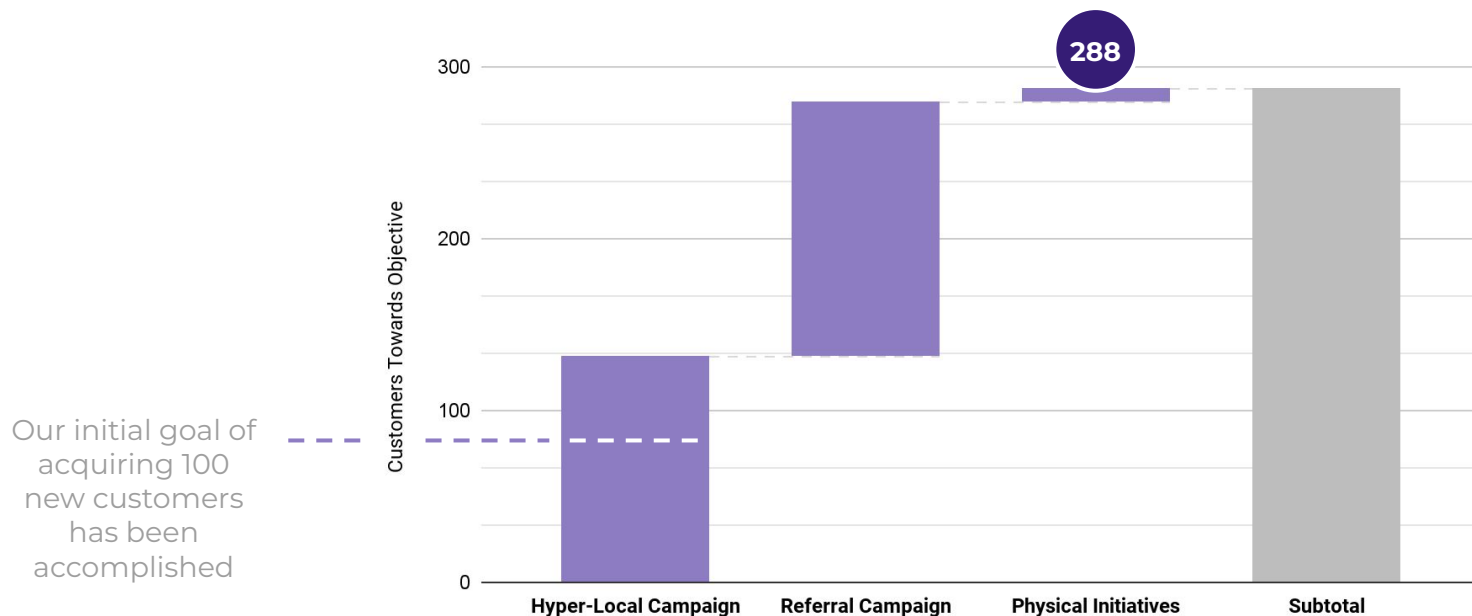
We will gain **288 new customers** and retain **95% of current customers** one month post-launch

TOTAL COST

**\$8,475**

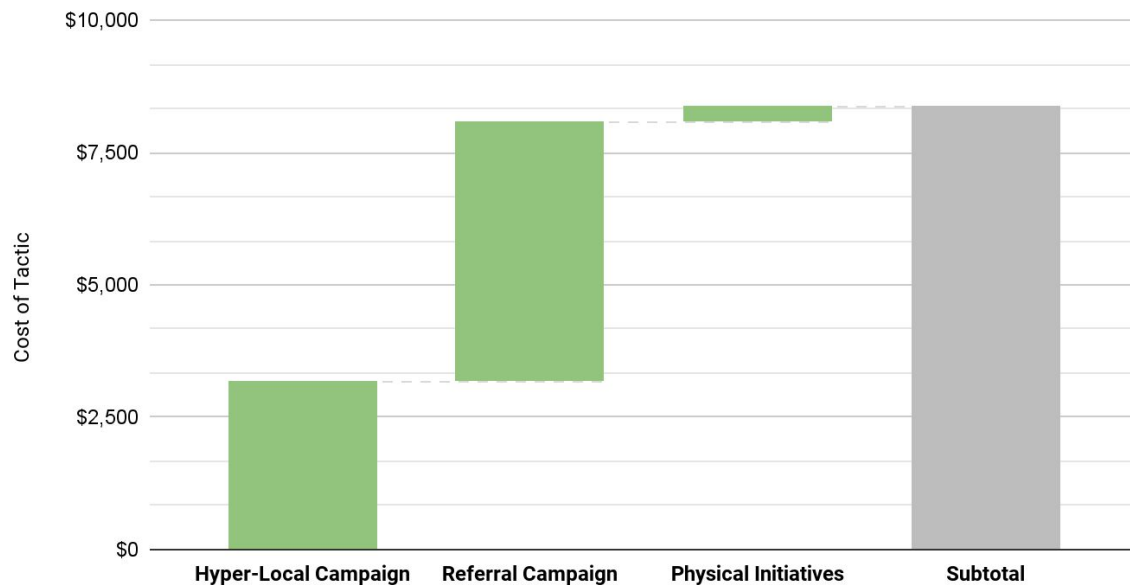
# A COMBINATION OF ALL PROPOSED TACTICS WILL ATTRACT APPROXIMATELY 288 NEW CUSTOMERS

*We were able to exceed our initial goal of 100 new customers within 1 month post-launch while remaining within budget by finding opportunities in Birds customers' purchase journeys.*



# ATTRACTING 288 NEW CUSTOMERS WILL COST APPROXIMATELY \$8,475

*Our most expensive recommendation is our Referral Campaign at 58% of total cost, followed by our Hyper-Local Campaign at 39% of total cost.*

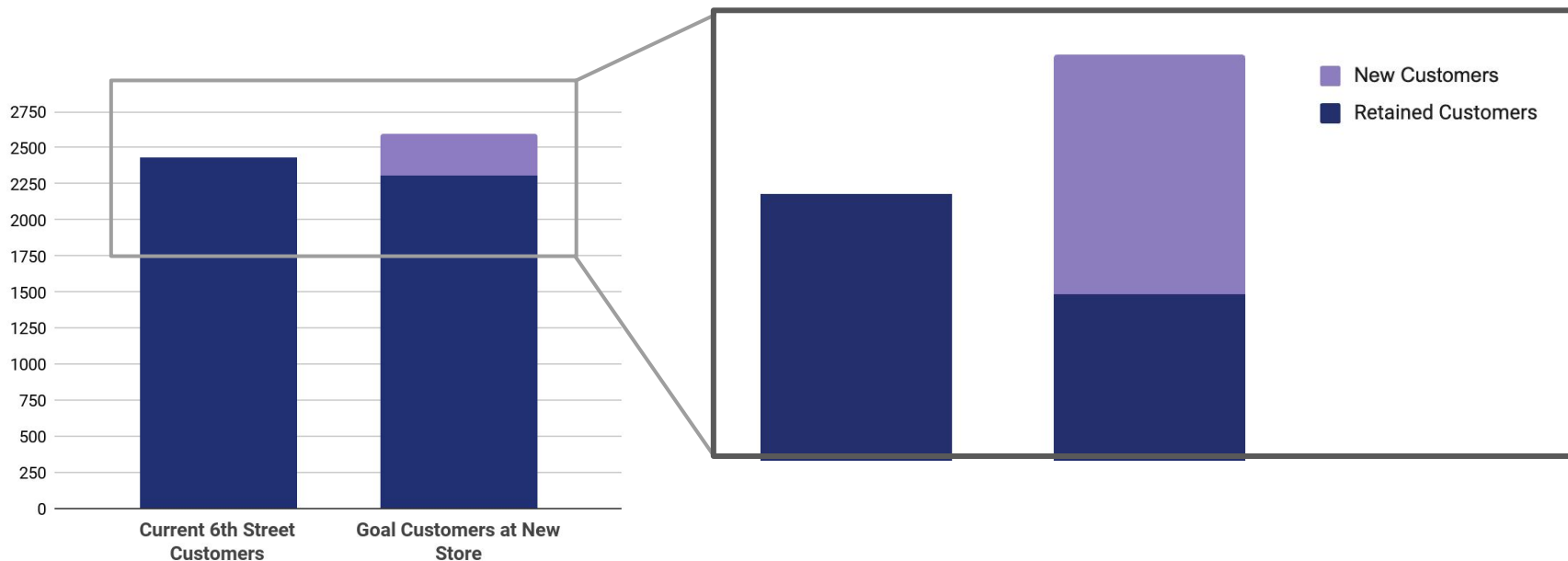


TOTAL COST

**\$8,475**

# WE NEED TO ATTRACT NEW CUSTOMERS + RETAIN EXISTING CUSTOMERS

We are projected to attract of **288 new customers** while retaining at least **2,312 loyal patrons** within the initial 30 days of operation.





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# FINAL RECOMMENDATIONS

BASELINE SUGGESTIONS FOR AWARENESS & RETAINMENT  
CAMPAIGNS TO GAIN NEW CUSTOMERS

# ***TWO STEP PLAN TO:*** **RETAIN CURRENT CUSTOMERS & GAIN NEW CUSTOMERS**

**BASELINE SUGGESTIONS**  
FOR AWARENESS & RETAINMENT

**CAMPAIGN IDEAS**  
TO GAIN NEW CUSTOMERS



Digital initiatives



Physical initiatives



Hyper-Local Initiative



Referral Initiative



# BASELINE SUGGESTIONS FOR RETAINMENT & AWARENESS



**GOAL:** *Increase awareness* for *current customers* of the 6th Street location about the:

- Location move
- New parking availability

+ thus, *retain them*.

# INFORMING CUSTOMERS OF THE MOVE THROUGH MULTIPLE CHANNELS WILL RETAIN THEM

*We suggest digital and in-person initiatives to promote retainment and awareness.*



## DIGITAL INITIATIVES

Social Media Posts

E-mails

Website banner



## IN-PERSON INITIATIVES

Stylists informing customers

Old location signage

New location signage



# DIGITAL INITIATIVES

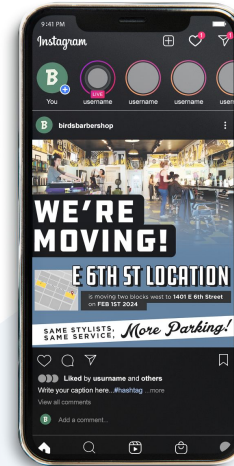
## BASELINE SUGGESTIONS



## CAMPAIGN IDEAS



**DIGITALLY SPREAD THE WORD**  
of the new location + parking  
availability



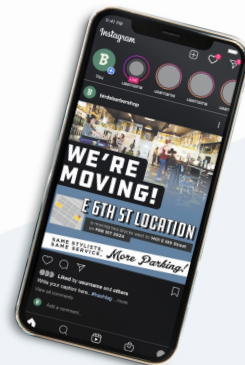
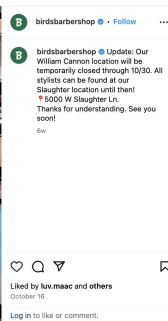
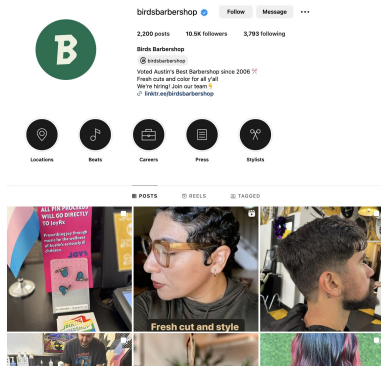
# CUSTOMERS NEED TO BE INFORMED ABOUT THE MOVE THROUGH DIGITAL CHANNELS

*Reaching customers at digital touchpoints they typically hit when interacting with Birds is necessary for informing them of the move.*

**DIGITALLY SPREAD THE WORD**  
of the new location + parking availability

## OBJECTIVE:

Retain customers by  
increasing their  
awareness of the move



# CUSTOMERS NEED TO BE INFORMED ABOUT THE MOVE THROUGH DIGITAL CHANNELS

*Reaching customers at digital touchpoints they typically hit when interacting with Birds is necessary for informing them of the move.*

**DIGITALLY SPREAD THE WORD**  
of the new location + parking availability

## PROMOTIONAL CHANNELS



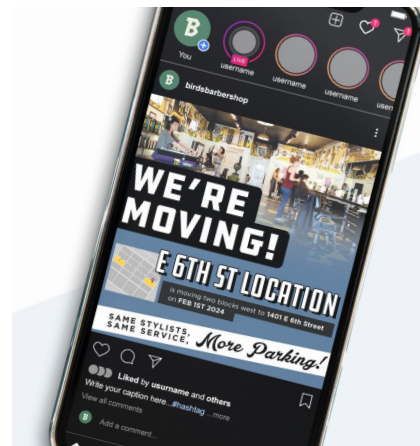
Social Media



Email



Online banners - app, website



See Appendix F for sample messaging  
See Appendix D for mockups

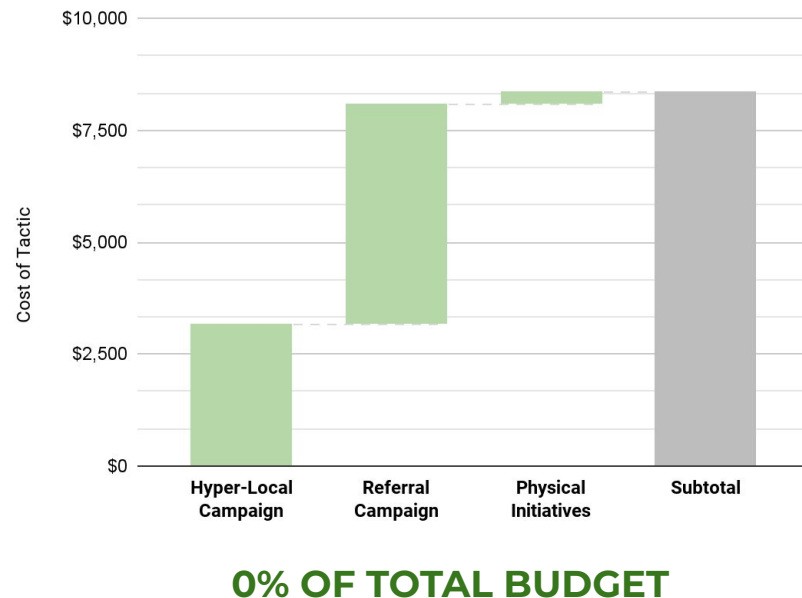
# THERE ARE NO DIRECT COSTS ASSOCIATED WITH INFORMING CUSTOMERS VIA DIGITAL CHANNELS

*Indirect labor costs, consisting of designing and distributing social, email, and web content, are the only costs associated with this tactic.*

**DIRECT COSTS** None

**INDIRECT COSTS** Labor

CUSTOMER ACQUISITION COST	TACTIC COST
\$0 / customer	\$0





# IN-PERSON INITIATIVES

## BASELINE SUGGESTIONS



## CAMPAIGN IDEAS



## POSTAGE SIGNAGE + PERSONALLY INFORM

customers of the new location +  
parking availability



# CUSTOMERS NEED TO BE INFORMED ABOUT THE MOVE WHEN THEY'RE ON SITE

*Reaching customers at physical touchpoints they typically hit when interacting with Birds is necessary for informing them of the move, especially by utilizing their personal relationships with stylists.*

**POSTAGE SIGNAGE + PERSONALLY INFORM**  
customers of the new location + parking availability

## OBJECTIVE:

Retain customers by  
increasing their  
awareness of the move



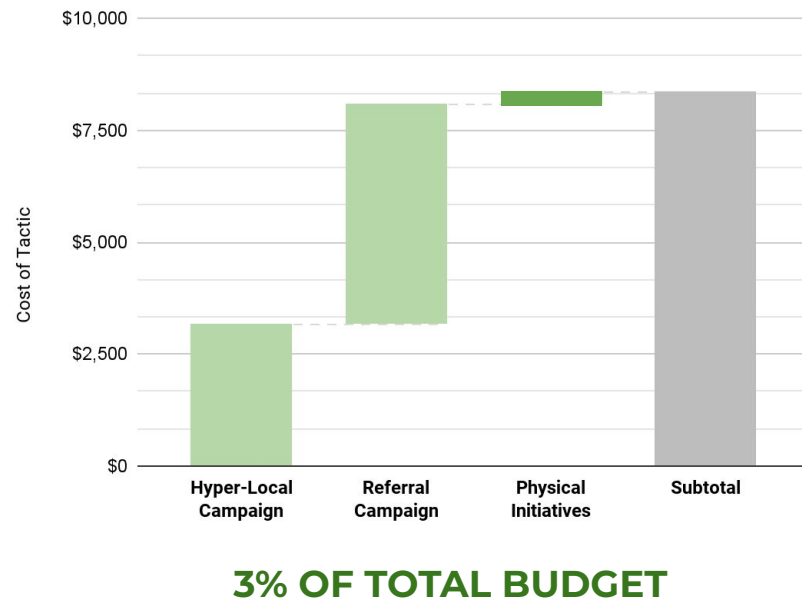
# IT WILL COST \$282 TO INFORM CUSTOMERS WHEN THEY'RE ON SITE

*The largest direct costs associated with this tactic are printing costs for physical materials.*

**DIRECT COSTS** Mounted posters  
Normal posters  
A-frame sign

**INDIRECT COSTS** Labor

CUSTOMER ACQUISITION COST	TACTIC COST
\$1.42 / customer	\$282



# CUSTOMERS NEED TO BE INFORMED ABOUT THE MOVE BOTH DIGITALLY AND WHEN THEY'RE ON SITE

*By utilizing a multitude of channels, we can ensure visibility of the move to majority of current 6th Street customers.*

**DIGITALLY SPREAD THE WORD**  
of the new location + parking availability

**POSTAGE SIGNAGE + PERSONALLY INFORM**  
customers of the new location + parking availability

WHY?

- **Word of mouth through stylists** is most effective for increasing consumer awareness
- **Parking is the biggest pain point** at 6th for those who were unsure
- **Customers interact digitally and in-person** throughout the CPJ

# WE WILL RETAIN OUR GOAL OF 95% OF CUSTOMERS THROUGH OUR IN-PERSON AND DIGITAL INITIATIVES

*Attribution is difficult to track for retainment, but by utilizing both digital and in-person channels, we can ensure visibility of the move to majority of current 6th Street customers.*



# CAMPAIGN IDEAS TO GAIN NEW CUSTOMERS



**GOAL:** *Increase awareness* for *potential customers* of:

- Birds Barbershop
- The 6th Street location

+ *Incentivize them* to book a first appointment.

# TAPPING INTO THE LOCAL NETWORK WILL ATTRACT NEW CUSTOMERS

*These campaign ideas are designed to increase awareness with new customers and incentivize them to book a first appointment at Birds' new 6th location.*



## HYPER-LOCAL INITIATIVE

Local coupon distribution



## REFERRAL INITIATIVE

Valentine's Campaign



# HYPER-LOCAL INITIATIVE

## BASELINE SUGGESTIONS



## CAMPAIGN IDEAS



**DISTRIBUTE POSTERS +  
\$6 FIRST-TIME DISCOUNT COUPONS**

to nearby apartment complexes and  
office buildings.





# TAP INTO THE CONCENTRATION OF OUR TARGET MARKET IN THE E 6TH AREA

*Reaching the young, male residents of E 6th Street will be possible by contacting them through their places of living and work.*

**DISTRIBUTE POSTERS + \$6 FIRST-TIME DISCOUNT COUPONS**  
to nearby apartment complexes and office buildings

## OBJECTIVE:

Incentivize locals to  
convert into first-time  
customers



See Appendix F for list of recommended apartment complexes and office buildings  
See Appendix D for mockups

# TAP INTO THE CONCENTRATION OF OUR TARGET MARKET IN THE E 6TH AREA

*Our primary and secondary research findings indicate that this campaign will be a success.*

**DISTRIBUTE POSTERS + \$6 FIRST-TIME DISCOUNT COUPONS**  
to nearby apartment complexes and office buildings

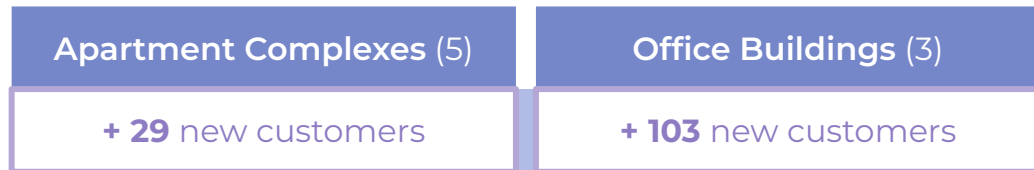
## WHY?

- There is a **high concentration of our target market** in E 6th
  - They **value location convenience** most highly in choosing a salon
- These buildings house **individuals in the middle of a life shift**

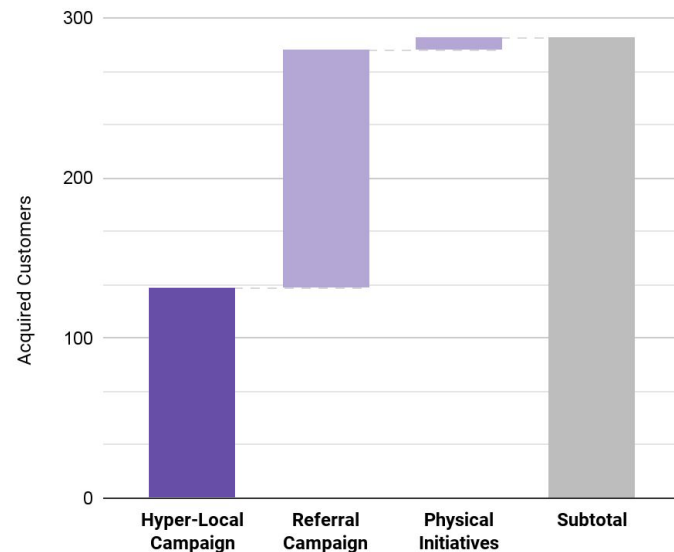
# WE WILL ACQUIRE 132 NEW CUSTOMERS THROUGH OUR HYPER-LOCAL INITIATIVE

*46% of all newly acquired customers will come from this initiative, making it one of the most impactful.*

## POSTERS + \$6 FIRST-TIME DISCOUNT COUPONS



**+ 132 total new customers**



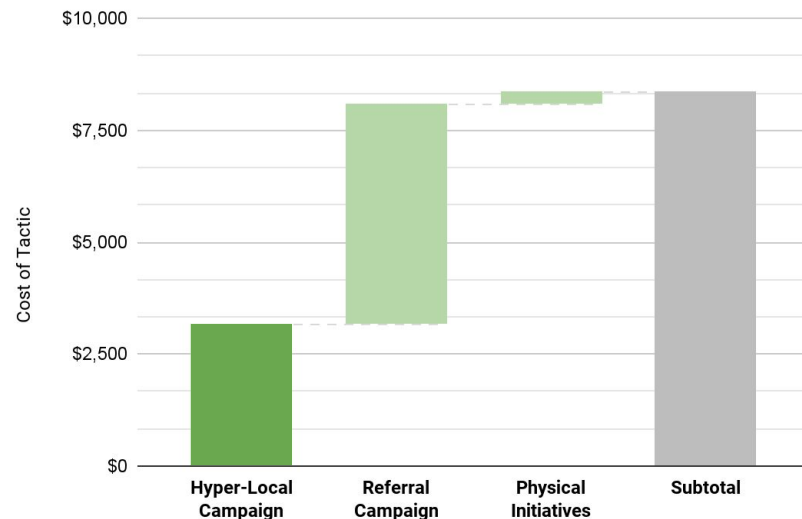
# IT WILL COST \$3,298 TO ACQUIRE 132 NEW CUSTOMERS THROUGH OUR HYPER-LOCAL INITIATIVE

*The largest direct costs associated with this tactic are printing costs for physical materials.*

**DIRECT COSTS** Discount Cards  
Print Posters

**INDIRECT COSTS** Discounts redeemed  
Labor

CUSTOMER ACQUISITION COST	TACTIC COST
\$25 / customer	\$3,298



**38% OF TOTAL BUDGET**

# REFERRAL INITIATIVE

## BASELINE SUGGESTIONS

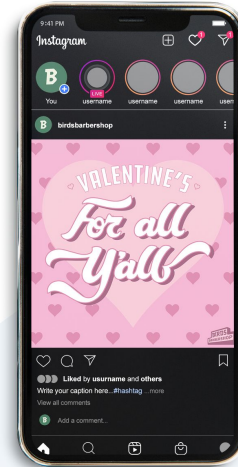


## CAMPAIGN IDEAS



## VALENTINE'S CAMPAIGN

to generate referrals



# VALENTINE'S DAY PRESENTS AN OPPORTUNITY TO INCREASE REFERRALS

*Relying on our existing customer network and the power of word of mouth, Valentine's presents a great opportunity to generate new customers through referrals.*

## VALENTINE'S CAMPAIGN to generate referrals

FEB 10th-18th

### OBJECTIVE:

Incentivize potential customers to book an appointment through referrals



# VALENTINE'S DAY PRESENTS AN OPPORTUNITY TO INCREASE REFERRALS

*Creating an enjoyable ambiance will increase word-of-mouth past those who engaged with the campaign and ensure a memorable experience.*

## VALENTINE'S CAMPAIGN to generate referrals

### CAMPAIGN ELEMENTS

- Free hair wash
- Champagne and chocolate
- Decorated space
- Special Valentine's playlist

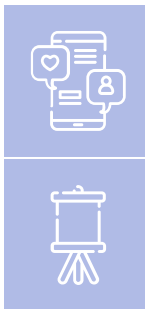


# VALENTINE'S DAY PRESENTS AN OPPORTUNITY TO INCREASE REFERRALS

*This campaign will be promoted through both digital and physical channels.*

## VALENTINE'S CAMPAIGN to generate referrals

### PROMOTIONAL CHANNELS



**Digital** - social and email

**Physical** - printed displays



See Appendix F for sample messaging and coffee shops  
See Appendix D for mockups



# VALENTINE'S DAY PRESENTS AN OPPORTUNITY TO INCREASE REFERRALS

*Our primary and secondary research findings indicate that this campaign will be a success.*

## VALENTINE'S CAMPAIGN to generate referrals

### WHY?

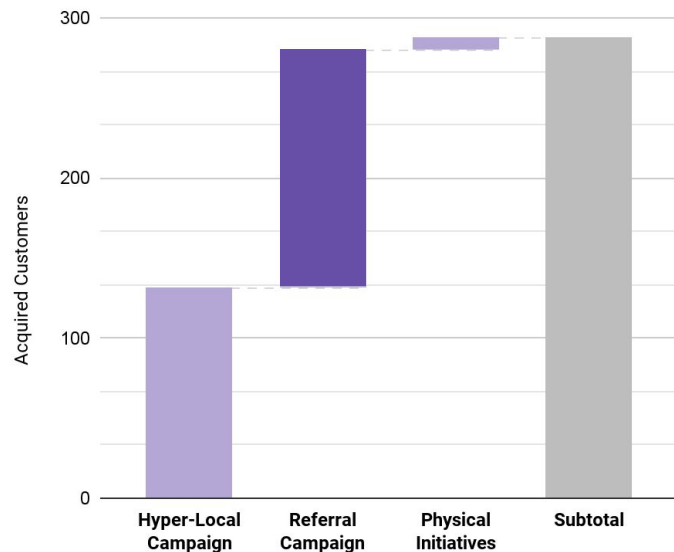
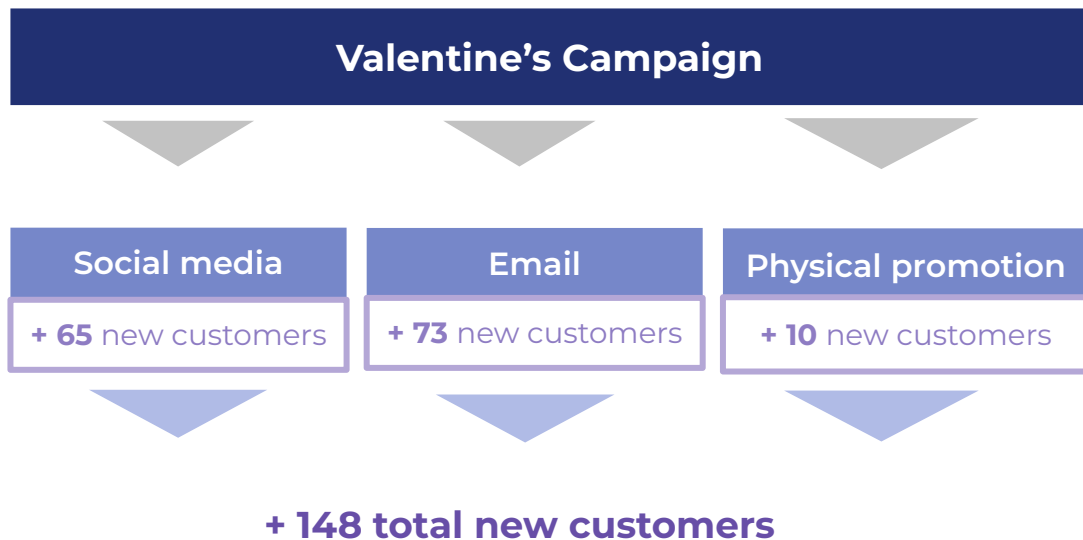
- **Word of mouth** is the best driver of awareness <sup>1</sup>
- **Increased % of customers plan to give gift of experience** for Valentine's Day (includes personal care services) <sup>2</sup>
- Fits with **Birds branding** (creative, inclusive campaigns)

Research shows that people, in general, tend to spend more during Valentine's  
See Appendix E

Source: (1) Birds Barbershop 6th Street Customer Survey (n=65)  
Date: 10/26/2023  
Source: (2) National Retail Federation (NRF), 2022  
Date: 11/30/2023

# WE WILL ACQUIRE 148 NEW CUSTOMERS THROUGH OUR REFERRAL INITIATIVE

*52% of all newly acquired customers will come from this initiative, making it one of the most impactful.*



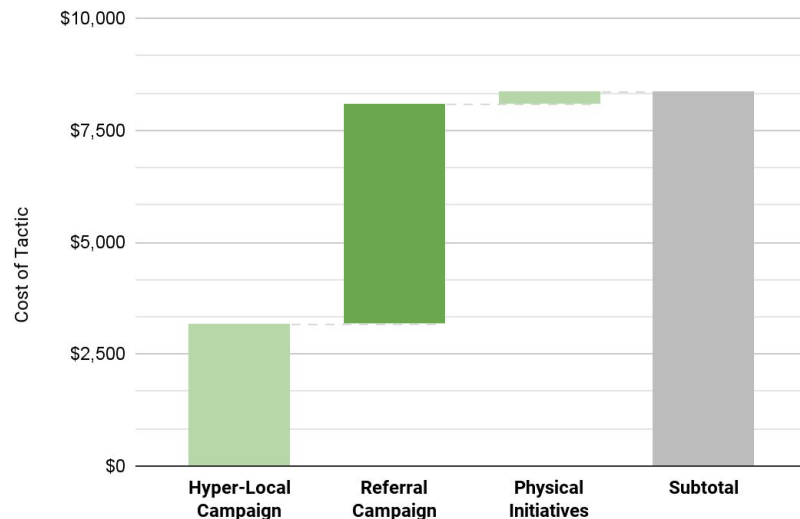
# ACQUIRING 148 NEW CUSTOMERS WITH THROUGH OUR REFERRAL INITIATIVE WILL COST \$4,895 TOTAL

*The largest direct costs associated with this tactic are experience-creators for customers, such as decorations, food, and drink.*

**DIRECT COSTS** Decorations, goodies  
Physical display  
Paid social

**INDIRECT COSTS** Free hair wash  
Labor

CUSTOMER ACQUISITION COST	TACTIC COST
\$33 / customer*	\$4,895



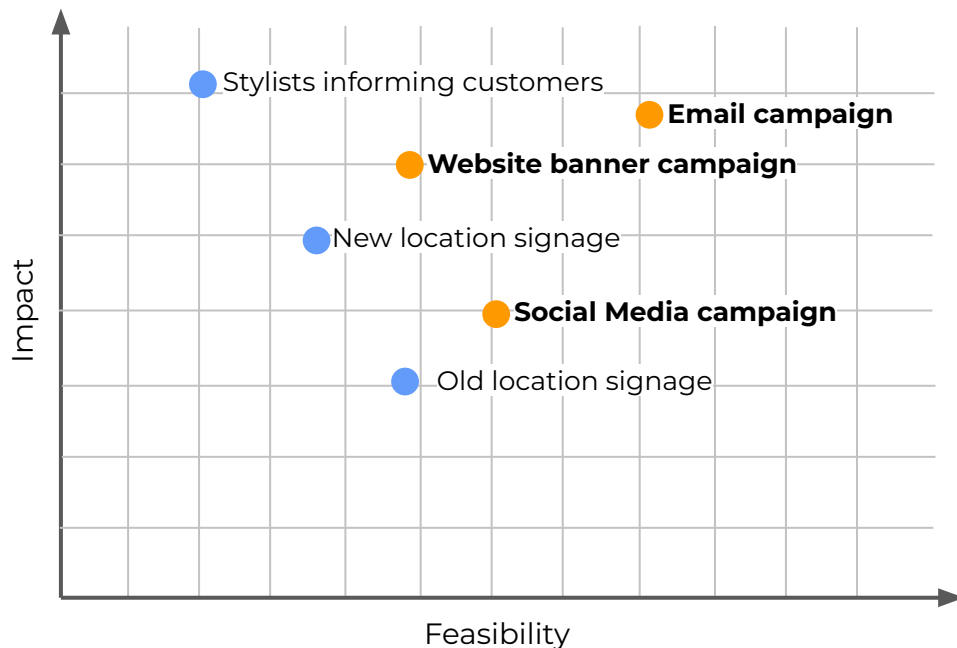
**58% OF TOTAL BUDGET**

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# CONCLUSIONS

# DIGITAL INITIATIVES ARE THE MOST IMPACTFUL AND FEASIBLE FOR RETAINING CURRENT CUSTOMERS

*The tactics of informing customers, the social media campaign and new location signage is most feasible and impactful. Overall, the digital initiatives are most necessary.*



## BASELINE SUGGESTIONS

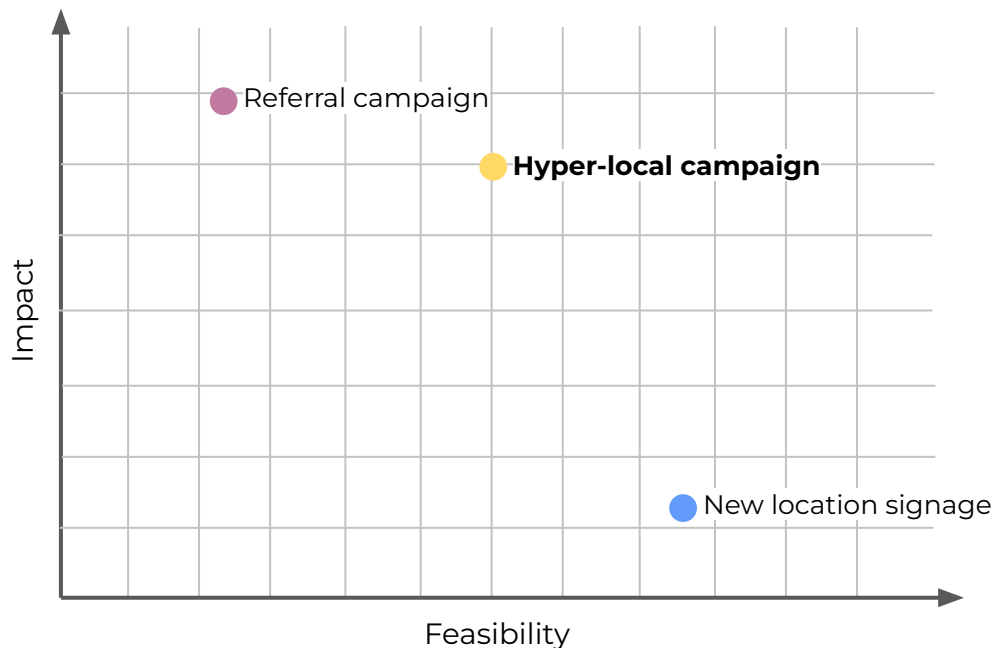
- Digital Initiatives
- Physical Initiatives

## CAMPAIGN IDEAS

- Hyper-local Initiatives
- Referral Initiatives

# OUR HYPER-LOCAL INITIATIVE IS THE MOST IMPACTFUL AND FEASIBLE FOR ATTRACTING NEW CUSTOMERS

*Although our referral campaign will generate the most impact, it is also the least feasible, making our hyper-local campaign the best option.*



## BASELINE SUGGESTIONS

- Digital Initiatives
- Physical Initiatives

## CAMPAIGN IDEAS

- Hyper-local Initiatives
- Referral Initiatives

# KEY TAKEAWAYS

**BASELINE SUGGESTIONS**  
FOR AWARENESS & RETAINMENT

**CAMPAIGN IDEAS**  
TO GAIN NEW CUSTOMERS



Digital initiatives



Physical initiatives



Hyper-Local Initiative



Referral Initiative

**MOST  
FEASIBLE  
AND  
IMPACTFUL**

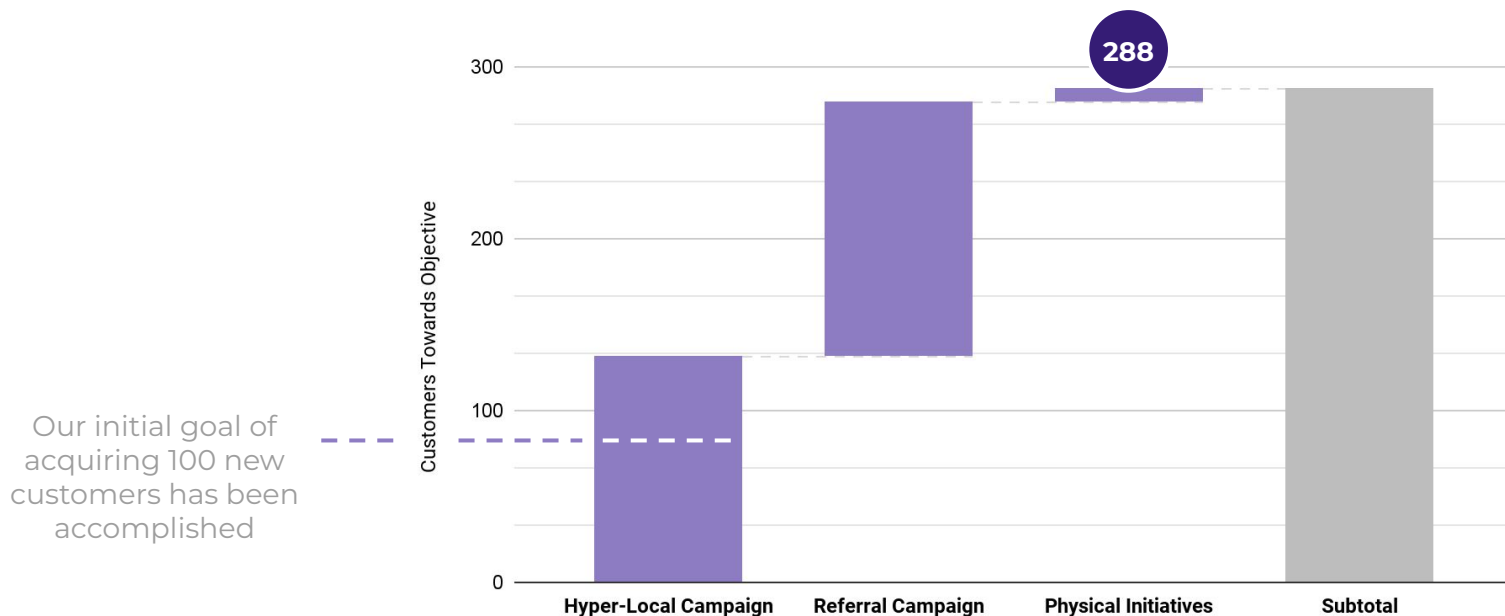
We will gain **288 new customers** and retain **95% of current customers** one month post-launch

TOTAL COST

**\$8,475**

# A COMBINATION OF ALL PROPOSED TACTICS WILL GAIN APPROXIMATELY 288 NEW CUSTOMERS

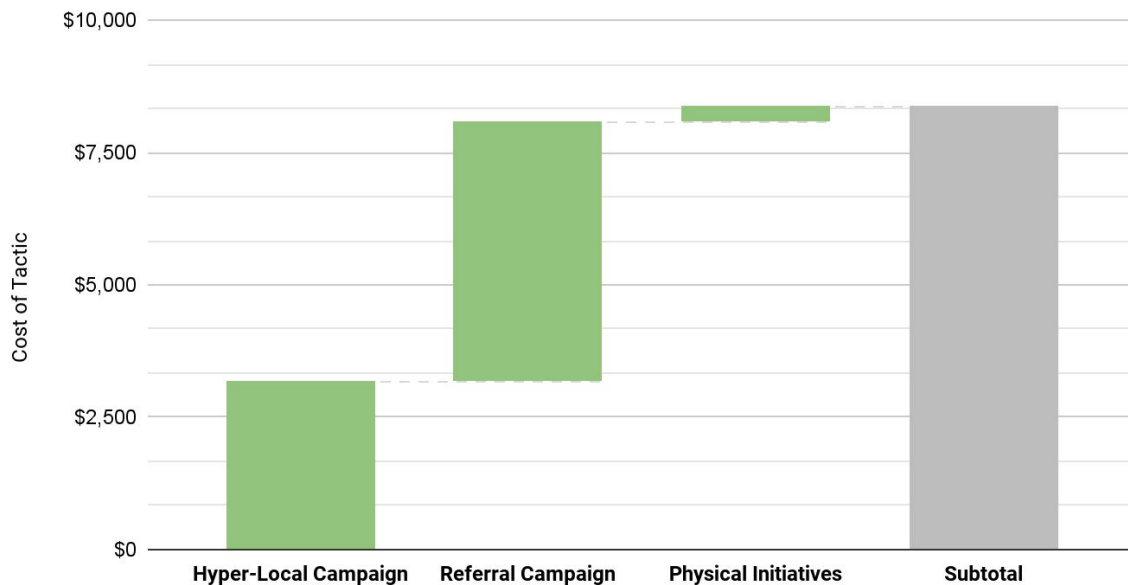
*We were able to exceed our initial goal of 100 new customers within 1 month post-launch while remaining within budget by finding opportunities in Birds customers' purchase journeys.*





# GAINING 288 NEW CUSTOMERS WILL COST APPROXIMATELY \$8,475





*Our most expensive recommendation is our Referral Campaign at 58% of total cost, followed by our Hyper-Local Campaign at 39% of total cost.*



TOTAL COST





**\$8,475**

# FULL TIMELINE FOR IMPLEMENTATION

	DECEMBER PREPARATION	JANUARY PREPARATION	FEBRUARY LAUNCH	MARCH EVALUATION
	Create <b>pre-launch posts and emails</b>	Send out <b>pre-launch posts and emails</b> Create <b>during-launch posts and emails</b>	Send out <b>during-launch posts and emails</b> <b>Weekly monitoring</b> of performance	Evaluate the impact of digital initiatives through <b>website analytics, conversion tracking, and media metrics.</b>
	<b>Design</b> materials Begin <b>staff orientation</b> <b>Order</b> A frame sign	Installation of <b>in-store displays</b> Continuously <b>inform current customers</b> about the relocation	<b>Place sign</b> at previous location	Asses the effect of physical initiatives through <b>foot traffic, revenue increase and post launch customer surveys.</b>
	<b>Design</b> materials <b>Print</b> materials <b>Reach out</b> to locations	<b>Post/hand out</b> materials	<b>Accept coupons</b> - give discount	Analyse the impact of the hyper-local initiative through <b>discount coupon redemptions, local community engagement and post launch customer feedback.</b>
	<b>Design</b> materials <b>Print</b> materials <b>Purchase</b> decorations	<b>Hang up posters</b> at coffee shops around the East 6th area <b>Announce the Valentine's campaign</b> on social media	<b>Reminder about campaign</b> on social media <b>Run campaign</b> in-store <b>Post stories</b> from Valentine's campaign on social media.	Evaluate the effectiveness of the Valentine's referral campaign through <b>referral conversion rates, customer acquisition costs and customer surveys.</b>

# SOCIAL MEDIA TIMELINE

Related to Referral Campaign  
Related to Digital Initiatives for Launch

	WEEK 1 JANUARY	WEEK 3 JANUARY	WEEK BEFORE LAUNCH FEBRUARY	LAUNCH FEBRUARY	WEEK 6 FEBRUARY	WEEK 7 (CAMPAIGN) 10-18TH OF FEB.
	<b>Post announcing the move</b> <i>Main feed + reposted in stories</i>	<b>Post informing about the Valentine's campaign</b> with #valentinesfory'all.	<b>Behind-the-scenes video</b> Short/sped up showing renovation/moving process.	<b>Opening post</b> Short video tour of new salon showing the final results.	<b>Reminder about Valentine's campaign</b> Post encouraging to book an appointment with #valentinesfory'all.	<b>Post stories from in-store</b> <i>showing the campaign offerings and atmosphere</i>
	<b>Post announcing the move</b> <i>Main feed + reposted in stories</i>	<b>Post informing about the Valentine's campaign</b> <i>Photo + text</i> with #valentinesfory'all	<b>Behind-the-scenes video</b> Short/sped up showing renovation/moving process.	<b>Opening post</b> Short video tour of new salon showing the final results.	<b>Reminder about Valentine's campaign</b> <i>Photo + text</i> Post encouraging to book an appointment with #valentinesfory'all.	<b>Post stories from in-store</b> <i>showing the campaign offers and atmosphere</i>
	<b>Post announcing the move</b> <i>Photo + text</i>	<b>Post informing about the Valentine's campaign</b> <i>Photo + text</i> with #valentinesfory'all	<b>Behind-the-scenes video</b> Short/sped up showing renovation/moving process.	<b>Opening post</b> Short video tour of new salon showing the final results.	-	-
	<b>Video post announcing the move</b> <i>Short text animation</i>	<b>Video informing about the Valentine's campaign</b> <i>Short text animation</i> with #valentinesfory'all	<b>Behind-the-scenes video</b> Short/sped up showing renovation/moving process.	<b>Opening post</b> Short video tour of new salon showing the final results.	<b>Reminder about Valentine's campaign</b> <i>Short text animation</i> and encouraging to book an appointment. with #valentinesfory'all.	-

# ADDITIONAL INITIATIVES WERE CONSIDERED

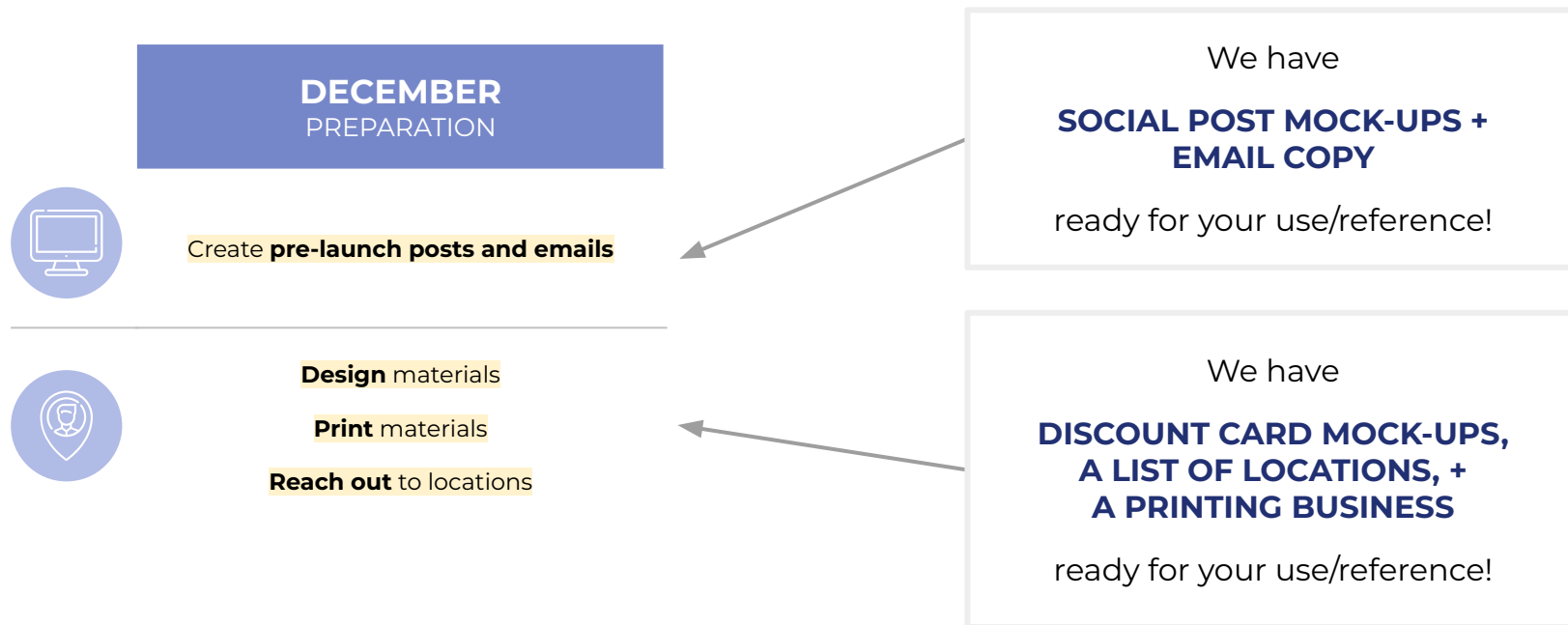
*We brainstormed, listed, evaluated and carefully chose our elected initiatives. The following initiatives were in consideration, but not chosen.*

- **Social media posting incentive:** repost haircuts to their own network for a discount/gift
- **Social media referral campaign:** post where customers had to like, follow and refer 3 friends in return for a discount/gift (post containing/increasing information for relocation)
- **In-store banners/displays:** considered during development of the new store location
- **Collaboration with local stores:** offering package solutions (“exclusive taco and haircut deal”)
- **Hosting a launch event:** free haircuts on the spot (like in past events) to get people in the door for the first time
- **Increase good reviews:** incentivize customers to leave good reviews with discount/gift to compete with boutique competitors

6

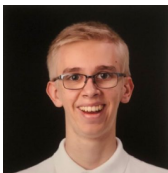
# PROPOSED NEXT STEPS

# THE IMMEDIATE PRIORITY SHOULD BE BEGINNING WORK ON THE DIGITAL & HYPER-LOCAL INITIATIVES



**THANK YOU!**

# FEEL FREE TO CONTACT US WITH ANY FURTHER QUESTIONS!



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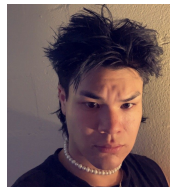
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# **APPENDIX**

# APPENDIX SECTIONS

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1

Appendix A - **Research | Interviews**

2

Appendix B - **Research | Customer Surveys**

3

Appendix C - **Cost Analysis**

4

Appendix D - **Mock ups**

5

Appendix E - **Secondary Research**

6

Appendix F - **Initiative Details**

# **APPENDIX A**

## **RESEARCH | INTERVIEWS**

# OVERVIEW OF EXPERT INTERVIEWS

INTERVIEW	OBJECTIVE
Interview with Media Supervisor at GSD&M	<i>Understand launch and location transition strategy, extra focus on hyper-local strategies</i>
Interview with freelance Social Media Manager	
Interview with Cain and Abel's	<i>Understand location transition strategy</i>
Interview with Cute Nail Studio	<i>Understand business processes of similarly sized and functioning businesses</i>

# INTERVIEW WITH MEDIA SUPERVISOR AT GSD&M

## Questions:

- What are the important components of launch plans?
- What promotion did you do prior to launch?
- What has worked? Why?
- What hasn't? Why?
- How many new customers did you gain?
- Good hyper-local channels?
- What issues came up unexpectedly?
- What would you have done differently?
- Customer retention post-launch/campaign?

## Interview notes:

<https://docs.google.com/document/d/1nxAAhmVbzGHDxRfGjiTHj2lOc2VfW2YUn1oAJjbWlZg/edit?usp=sharing>

# INTERVIEW WITH SOCIAL MEDIA MANAGER

- What are some of the most successful small businesses you've worked with, and what are the key factors that have contributed to their success?
- What are some of the biggest challenges that small businesses face, and how can they overcome them? What are some of the resources and support systems available to small businesses?
- Are there any specific strategies or initiatives that have been successful for other businesses in when it comes to launching a new location or revitalizing an underperforming one?
- What advice or recommendations do you have for Birds Barbershop in terms of marketing and promoting their new location, especially considering the potential limited brand awareness on E. 6th Street?
- Given your experience, what factors do you believe contribute most significantly to the success of a small business, and how can Birds Barbershop align with these factors?
- Can you share any insights into the importance of local partnerships or collaborations for small businesses in and how Birds Barbershop might explore such opportunities?

## INTERVIEW WITH SOCIAL MEDIA MANAGER CONT.

- Are there any government programs, resources, or incentives available in to support small businesses during a relocation?
- From a public relations and media perspective, what strategies do you think would be effective for Birds Barbershop to generate buzz and community interest in their new E. 6th Street location?
- What marketing strategies do you recommend to maximize our visibility and reach?

### Interview notes:

[https://docs.google.com/document/d/1RYfSa79-GEJb3q\\_9Rd5dvKIAIS9NQLpmY3YNO8cJ07Q/edit?usp=sharing](https://docs.google.com/document/d/1RYfSa79-GEJb3q_9Rd5dvKIAIS9NQLpmY3YNO8cJ07Q/edit?usp=sharing)

# INTERVIEW WITH GM AT CAIN AND ABEL'S

- What is your name and what is your role at the company?
- What were the management's main concerns before relocating?
- Could you describe the key components of your launch strategy for the relocation?
- Did you employ any marketing or promotional tactics to generate buzz and excitement around the launch?
- Did you set a specific goal for your launch? If so, what was that?
- What was your budget for the launch itself?
- How much buffer time was there between your old location and the new opening?
- How did you measure customer retention during and after the relocation?
- What strategies or initiatives did you implement to ensure a smooth transition for existing customers?
- How many customers have you been able to retain?
- Were there any marketing or advertising strategies that specifically targeted new customers for the relocated venue?



# INTERVIEW WITH GM AT CAIN AND ABEL'S CONT.

- Did you gain any new customers from the launch/relocation?
- What kind of comments have your customers made about the relocation?
- Have you taken any actions or made adjustments based on customer feedback related to the relocation?
- Did all your employees move to the new location?
- And did you face any challenges in retaining employees during the relocation process?
- What steps did you take to ensure a smooth transition for your staff to the new location?
- Could you share any specific unexpected issues that came up during the relocation?
- How did you address and resolve these challenges?
- Looking back, what do you consider the most successful aspect of the relocation and launch?
- Do you have any advice for other businesses considering a similar relocation and launch process based on your experience?

## Interview notes:

[https://docs.google.com/document/d/13tlqbs4c88wvUdi3B88fozAMgz\\_Yy4RhLL6KgNnXWh0/edit?usp=sharing](https://docs.google.com/document/d/13tlqbs4c88wvUdi3B88fozAMgz_Yy4RhLL6KgNnXWh0/edit?usp=sharing)

# INTERVIEW WITH GM OF CUTE NAIL STUDIO

## Questions:

- What is your role at the company?
- How were you impacted by COVID-19, and what measures did you take to adapt?
- Have you implemented any new technologies or practices as a result of the pandemic?
- How has staffing been for you, especially in terms of hiring and retaining talent?
- What strategies do you use for employee recruitment and retention?
- How do you collect customer feedback, and what methods or tools do you use to assess customer satisfaction?
- Do you have a customer loyalty program, and if so, how effective has it been?
- What are your primary promotional strategies for attracting new customers?
- Can you share any successful marketing campaigns or initiatives you've run?
- How did you engage with the local community to generate buzz and interest in the new store?
- Did you host any special events or activities to introduce the new location to the community?

# INTERVIEW WITH GM OF CUTE NAIL STUDIO CONT.

- Did the launch live up to your goals?
- How do you collect and manage customer data, and what do you use it for?
- What factors do you consider when selecting a new location? Do you consider factors like parking availability and foot traffic when choosing a location?
- How do you choose the design of your storefront? What factors play a role?
- Do you sponsor or support local events, sports teams, or cultural activities? If yes, how do you identify and select potential local partners for joint promotions or events?
- Can you describe your business's utilization rate or capacity management strategies?
- How do you optimize scheduling and resource allocation to ensure efficient operations?
- What is your capacity?
- What is the age distribution of your customers?

## Interview notes:

<https://docs.google.com/document/d/1PCOVSpL78SFuf6sDitQWylJM-V7mXkrVGQaLh9U4rVU/edit?usp=sharing>

# OVERVIEW OF BIRDS TEAM INTERVIEWS

INTERVIEW	OBJECTIVE
Interview with Birds stylist & front manager	Understand business objectives, positioning, new location plans and internal perspectives.
Interview with Birds director of education & director of operation	

# BIRDS STYLIST & FRONT MANAGER INTERVIEW

## Questions:

- Name, job title?
- For how long have you been working at Birds?
- How do you like working at Birds?
- Which factors do you think impact a client's choice of a haircut location the most?
- Why do you think people come here? (to Birds at 6th)
- What do you talk about?
- What is your idea of the public's general perception of Birds?
- What do you think is Birds main differentiator?
- Birds retainment? Aspects that people like the most?
- Typical customers? Where are they from? Repeat customers?

# BIRDS STYLIST & FRONT MANAGER INTERVIEW CONT.

- Why do you believe that 6th street is challenged more than your other locations currently? Barriers to entry for customers?
- What are the internal processes that you struggle with at Birds? At hair businesses in general?
- In your opinion, who are your main competitors?
- What do you believe the move of your 6th location will contribute to? Is it a viable solution to the problem of 6th underperforming?

## Interview notes:

<https://docs.google.com/document/d/1owjNcPEHXi3h5anijLzS3W7EoDwJ3l6lBUxQkbMplKY/edit?usp=sharing>

# INTERVIEW WITH BIRDS DIRECTOR OF EDUCATION & DIRECTOR OF OPERATION

## Questions:

- Why do you believe the 6th street location faces more challenges compared to your other stores at the moment? What specific barriers to entry do you identify for potential customers at this location?
- Could you elaborate on your strategies for attracting new customers, and could you share your assessment of the effectiveness of these strategies at the 6th street location?
- Could you describe the primary customer segment Birds caters to, and what customer segment does it not serve as effectively?
- What is the current comprehensive strategy for both customer retention and acquisition that Birds employs?
- What key factors do you believe distinguish Birds from its competitors in the same industry, and who are the main competitors, along with the strategies Birds employs to maintain a competitive edge in the market?
- Could you highlight Birds' most successful marketing campaign to date, and provide insights into why it was particularly effective?
- Will there be any partnerships or collaborations involved in the campaign, either with local businesses or influencers? How will these partnerships enhance the campaign's effectiveness?

# INTERVIEW WITH BIRDS DIRECTOR OF EDUCATION & DIRECTOR OF OPERATION CONT.

- Birds Barbershop has a strong commitment to community engagement. Can you provide examples of community initiatives or events that the company has been involved in, and how have these activities impacted the brand and customer loyalty?
- Are there any specific creative elements planned for the campaign, such as visual aesthetics, messaging tone, or interactive features? How do these elements resonate with the intended audience?
- Are there any potential challenges or obstacles anticipated in executing the campaign, and what strategies are in place to mitigate them?
- What is the timeline for the campaign, including key milestones and launch dates?
- Are there any specific events or occasions that will be leveraged for maximum impact?
- What metrics or key performance indicators (KPIs) do you use to measure the success of your operational strategies?

## Interview notes:

<https://docs.google.com/document/d/1SYI39bJEZoeY2oZcklQQF9b9XiZHktvdnYFtr0Ujbug/edit?usp=sharing>



# OVERVIEW OF CUSTOMER INTERVIEWS

INTERVIEW	SAMPLE	OBJECTIVE
Interview with customers of the 6th street location	6	<i>Understand Birds' value offerings from a consumer perspective</i>

# CUSTOMER INTERVIEWS

## Questions:

- How long have you been coming to Birds?
- Are there any other places you considered getting your haircut before coming here?
- Which factors are the most important to you when choosing a hairdresser/barbershop?
- Why did you choose Birds? Did they fulfill these factors?
- Where did you hear about Birds?
- How often do you get your haircut?
- What services do you get? Do you always book the same stylist?
- How do you book an appointment? Online, via phone, walk-in, etc.
- How do you get to Birds? Do you live nearby (if yes, how long)?
- Why did you choose this location?

# CUSTOMER INTERVIEWS CONT.

- Are there any things you don't like about Birds/this location specifically?
- This Birds location is moving down the street in January- Do you plan to continue getting your haircut at this location? Any concerns?
- What suggestions do you have for getting current customers like you move to the new location?

## Interview notes:

[https://docs.google.com/document/d/1qUMsZd5OTQpC\\_Lu4n-X33AVDwZ\\_VYajwAQjaSaguh7k/edit?usp=sharing](https://docs.google.com/document/d/1qUMsZd5OTQpC_Lu4n-X33AVDwZ_VYajwAQjaSaguh7k/edit?usp=sharing)

# **APPENDIX B**

## **RESEARCH | CUSTOMER SURVEYS**

# CUSTOMER SURVEYS

INTERVIEW	SAMPLE	OBJECTIVE
Survey responses from customers of the 6th street location	65	<i>Understand Birds' value offerings from a consumer perspective</i>

# CUSTOMER SURVEYS

## Questions:

- Which best describes you?
  - First time customer of Birds
  - Regular customer of Birds (I always go here)
  - Occasional customer of Birds (I sometimes go here, but not always)
- How frequently do you get your hair cut?
  - Multiple times a month
  - Once a month
  - Every few months
  - Once/twice a year
  - Rarely/never
- Do members of your immediate family (Spouse and/or Children) also get their haircut at Birds Barbershop?
  - Yes, spouse
  - Yes, children
  - Yes, spouse & children
  - No, just me
  - Other (Please specify)

# CUSTOMER SURVEYS CONT.

- How did you hear about Birds Barbershop?
  - Word of mouth
  - Social media
  - Online search
  - Other (Please specify)
- Please rank the following factors based on how important they are to you when choosing a haircut location (1 being most important, 7 being least important)
  - Location convenience
  - Positive online reviews
  - Seeing a specific stylist
  - Recommendations from people I know
  - Attractive pricing
  - LGBTQIA+ friendly environment
  - Unique features
- Please rank the following factors based on how important they are to you when choosing to visit Birds (1 being most important, 7 being least important)
  - Location convenience
  - Positive online reviews
  - Seeing a specific stylist
  - Recommendations from people I know
  - Attractive pricing
  - LGBTQIA+ friendly environment
  - Unique features

# CUSTOMER SURVEYS CONT.

- What areas do you think Birds Barbershop could improve on (Check all that apply)?
  - Quality of haircuts and styling
  - Range of services and pricing
  - Customer service and communication
  - Waiting time and appointment availability
  - Ambiance and comfort
  - Cleanliness and hygiene
  - Parking availability
  - Other (Please specify)
  
- Which other service providers have you considered getting or gotten your hair cut at?
  - Floyds Barbershop
  - Supercut
  - Great Clips
  - Sports Clips
  - Other (Please specify)
  
- What gender do you identify with?
  - Male
  - Female
  - Non-binary
  - Prefer not to say
  - Other

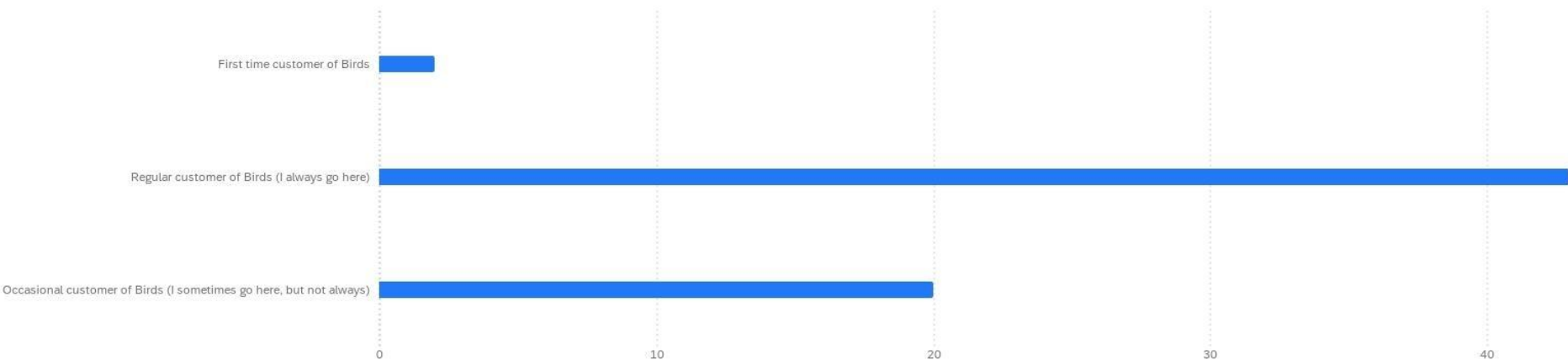


## CUSTOMER SURVEYS CONT.

- What is your age?
  - Under 16
  - 16-24
  - 25-33
  - 34-42
  - 43-51
  - 52-60
- Do you live or work in the E 6th Street area (within 1-2 miles of this Birds location)? - Selected Choice
  - Yes
  - No
  - Other (Please specify)
- This Birds Barbershop location will be moving 2 blocks east on E 6th Street in the coming months. Do you believe that this will change your purchase behavior at Birds?
  - Yes
  - No
  - Unsure
  - Other (Please specify)
- Please provide any other information you'd like to provide to us regarding your experience at Birds.
- Would you be interested in being contacted regarding your answers? If so, please provide your email below.

# SURVEY RESPONSES

Which best describes you? 65 ⓘ



# SURVEY RESPONSES

How frequently do you get your hair cut? 65 ⓘ

Q3 - How frequently do you get your hair cut?	Percentage	Count
Multiple times a month	22%	14
Once a month	48%	31
Every few months	26%	17
Once/twice a year	3%	2
Rarely/never	2%	1
Sum	100%	65

# SURVEY RESPONSES

Do members of your immediate family (Spouse and/or Children) also get their haircut at Birds Barbershop? 65 ⓘ

Q4 - Do members of your immediate family (Spouse and/or Children) also get their haircut at Birds Barbershop? - Selected Choice	Percentage	Count
Yes, spouse	12%	8
Yes, children	3%	2
Yes, spouse & children	6%	4
No, just me	77%	50
Other (Please specify)	2%	1
Sum	100%	65

# SURVEY RESPONSES

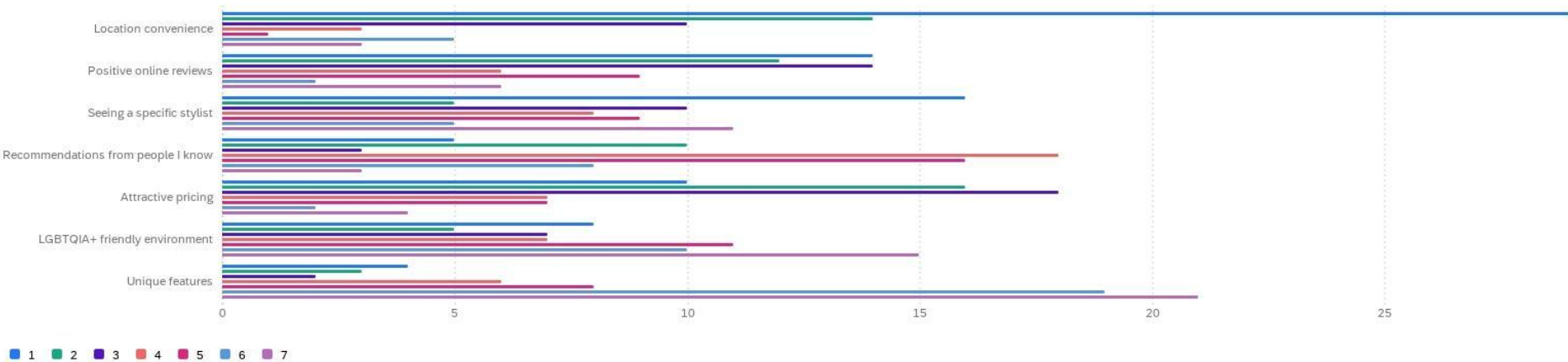
How did you hear about Birds Barbershop? 65 ⓘ

Q5 - How did you hear about Birds Barbershop?	Percentage	Count
Word of mouth	57%	37
Social media	8%	5
Online search	31%	20
Other (Please specify)	11%	7
Sum	106%	69

# SURVEY RESPONSES

\*These values have been inversed in our charts (Visual representation, quantitative representation on next slide)

Please rank the following factors based on how important they are to you when choosing a haircut location (1 being most important, 7 being least important)\*\* 65 ⓘ



# SURVEY RESPONSES

\*These values have been inversed in our charts (Quantitative representation, visual representation on previous slide)

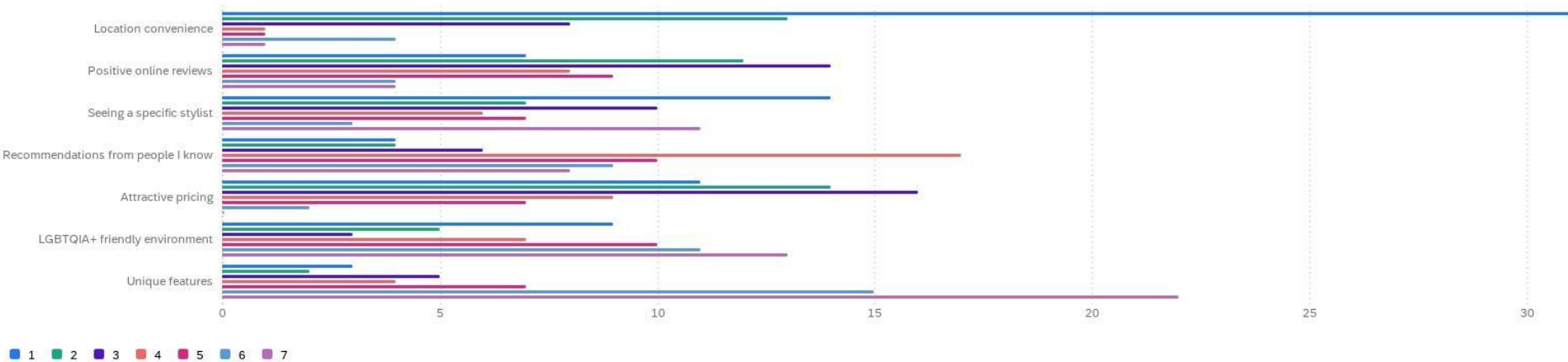
Please rank the following factors based on how important they are to you when choosing a haircut location (1 being most important, 7 being least important)\*\* 65 ⓘ

Please rank the following factors based on how important they are to you wh... ↑	1	2	3	4	5	6	7
Location convenience	29	14	10	3	1	5	3
Positive online reviews	14	12	14	6	9	2	6
Seeing a specific stylist	16	5	10	8	9	5	11
Recommendations from people I know	5	10	3	18	16	8	3
Attractive pricing	10	16	18	7	7	2	4
LGBTQIA+ friendly environment	8	5	7	7	11	10	15
Unique features	4	3	2	6	8	19	21

# SURVEY RESPONSES

\*These values have been inversed in our charts (Visual representation, quantitative representation on next slide)

Please rank the following factors based on how important they are to you when choosing to visit Birds (1 being most important, 7 being least important)\*\* 60 ⓘ





# SURVEY RESPONSES

\*These values have been inversed in our charts (Quantitative representation, visual representation on previous slide)

Please rank the following factors based on how important they are to you when choosing to visit Birds (1 being most important, 7 being least important)\*\* 60 ⓘ

Please rank the following factors based on how important they are to you wh... ↑	1	2	3	4	5	6	7
Location convenience	31	13	8	1	1	4	1
Positive online reviews	7	12	14	8	9	4	4
Seeing a specific stylist	14	7	10	6	7	3	11
Recommendations from people I know	4	4	6	17	10	9	8
Attractive pricing	11	14	16	9	7	2	0
LGBTQIA+ friendly environment	9	5	3	7	10	11	13
Unique features	3	2	5	4	7	15	22

# SURVEY RESPONSES

What areas do you think Birds Barbershop could improve on (Check all that apply)? 58 ⓘ

Q8 - What areas do you think Birds Barbershop could improve on (Check all that apply)? - Selected Choice	Percentage	Count
Quality of haircuts and styling	17%	10
Range of services and pricing	24%	14
Customer service and communication	12%	7
Waiting time and appointment availability	17%	10
Ambiance and comfort	9%	5
Cleanliness and hygiene	7%	4
Parking availability	48%	28

# SURVEY RESPONSES

What areas do you think Birds Barbershop could improve on (Check all that apply)? Other (Please specify) ⓘ

I love the place

Its all good!

None

Close to work

None.always happy

It's good

# SURVEY RESPONSES

Which other service providers have you considered getting or gotten your hair cut at? 51 ⓘ

Q9 - Which other service providers have you considered getting or gotten your hair cut at? - Selected Choice	Percentage	Count
Floyds Barbershop	29%	15
Supercut	8%	4
Great Clips	12%	6
Sports Clips	12%	6
Other (Please specify)	39%	20
Sum	100%	51

# SURVEY RESPONSES

Which other service providers have you considered getting or gotten your hair cut at?: Other (Please specify) ⓘ

I used to see Mathew at this location but he left so I could to a private suite stylist typically but too far away for regular curs

Kings when I want to spend > \$50 base

Local Barbershops via google search

Local businesses

Ward's Barbershop

Sorek

# SURVEY RESPONSES

What gender do you identify with? 65 ⓘ

Q10 - What gender do you identify with? - Selected Choice	Percentage	Count
Male	83%	54
Female	11%	7
Non-binary	5%	3
Prefer not to say	0%	0
Other	2%	1
Sum	100%	65

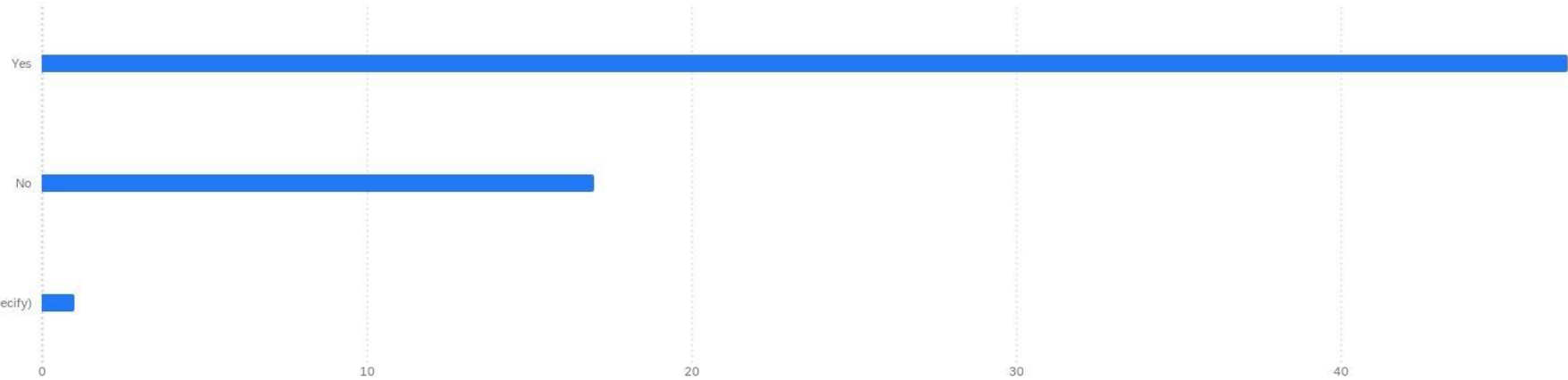
# SURVEY RESPONSES

What is your age? 65 ⓘ

Q11 - What is your age?	Percentage	Count
<16	0%	0
16-24	6%	4
25-33	55%	36
34-42	28%	18
43-51	6%	4
52-60	2%	1
+61	2%	1

# SURVEY RESPONSES

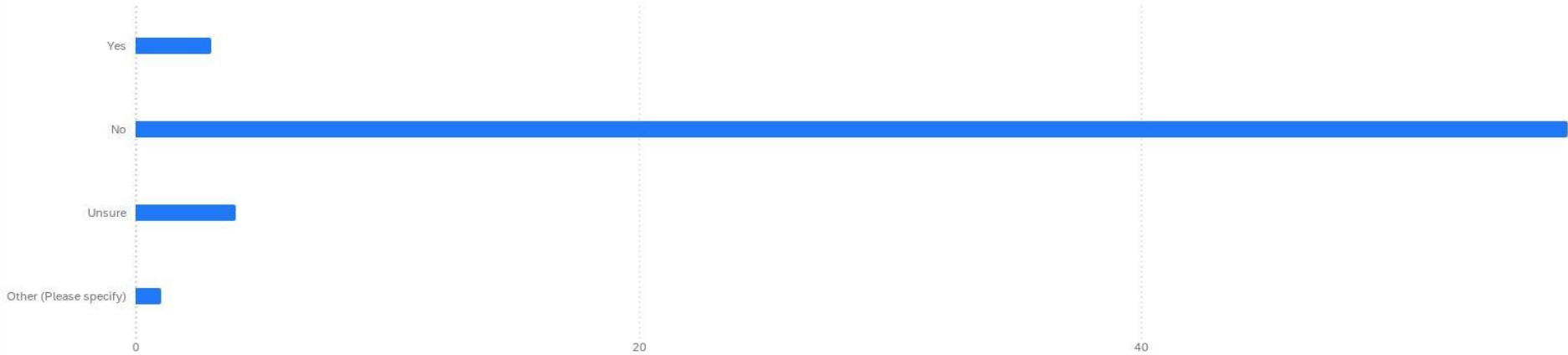
Do you live or work in the E 6th Street area (within 1-2 miles of this Birds location)? 65 ⓘ





# SURVEY RESPONSES

This Birds Barbershop location will be moving 2 blocks east on E 6th Street in the coming months. Do you believe that this will change your purchase behavior at Birds? 65 ⓘ



# **APPENDIX C**

## **COST ANALYSIS**

## COST ANALYSIS (INCL. LABOR HOURS)

LAUNCH TACTIC	COST FACTORS
In-Person Initiatives	<i>Old Store Signage, New Store Signage &amp; Stylists Telling Customers</i>
Digital Promotion	<i>Social Media, Email &amp; Website Banner</i>
Hyper-Local Campaign	<i>Design, Print &amp; Discount</i>
Valentine's Day Campaign	<i>Social Media, Stylist Services &amp; Physical Products</i>

## IN-PERSON INITIATIVES (OLD LOCATION SIGNAGE) - COST

Item	December	January	February	Total	Assumptions
Mounted posters (24x36)	\$85	-	-	\$85	<a href="https://www.uprinting.com/large-format-posters-printing.html">https://www.uprinting.com/large-format-posters-printing.html</a>
Normal posters (24x36)	\$29	-	-	\$29	<a href="https://www.uprinting.com/large-format-posters-printing.html">https://www.uprinting.com/large-format-posters-printing.html</a>
A frame sign (24x36)	\$130			\$130	
Physical stand	\$38			\$38	
<b>Total Monthly Staff hours</b>	\$282	\$0	\$0	\$282	
<b>Total Cost</b>				\$282	
<b>Average Customer Retention Cost</b>				\$1,611	Total Cost \$113.93 / 175 unsure customers
<b>Average Net Return per Customer</b>				\$28,388	Average Customer Acquisition Cost \$0.65 - Average haircut \$30

# IN-PERSON INITIATIVES (OLD LOCATION SIGNAGE) - LABOR HOURS

Item	December - Design	January - Setting up in store	February	Total
Mounted posters 24*36	4	1	-	5
Normal posters 24*36	4	1	-	5
<b>Total Monthly Staff hours</b>	8	2	0	10
<b>Total Hours</b>				10

## IN-PERSON INITIATIVES (NEW LOCATION SIGNAGE) - COST

Potential Location Categories	Impact on Objective (# of customers)	Cost to Implement
Flyer initiative	12.5	\$270
Banner(s) Initiative	7.5	\$263.70
Stand initiative	7.5	\$38.35
	<b>27.5</b>	<b><u>\$572.05</u></b>

# IN-PERSON INITIATIVES (NEW LOCATION SIGNAGE) - LABOR HOURS

Item	December	January	February	Total
Flyer initiative	4	4	4	12
Banner(s) Initiative	4	2		
Stand initiative	4	2	-	6
<b>Total Monthly Staff hours</b>	8	8	0	18
<b>Total Hours</b>				18

## IN-PERSON INITIATIVES (STYLISTS TELLING CUSTOMERS) - LABOR HOURS

Item	December	January	February	Total	Assumptions
Developing ideas	2 hours total for 1 person	-	-	2 staff hours	The material can be prepared in 2 hours
Stylists information meeting	2 staff hours	-	-	2*8 = 16 total staff hours	A meeting is needed and can be done in 2 hours or less.
<b>Total Monthly Staff hours</b>	18	0	0		
<b>Total staff hours</b>				18	



## DIGITAL PROMOTION - LABOR HOURS

Item	January	February	Total
<b>Social media posts</b>	-	-	
Announcement post	1	-	1
Behind the scenes video	-	4	4
New location is open video	-	3	3
<b>Email</b>	2	-	2
Website/app banner + Push/SMS notification	2	-	2
<b>Total Monthly Staff hours</b>	5	7	12
<b>Total staff hours</b>			12

# HYPER-LOCAL CAMPAIGN - COST

Item	December	January	February	Total	Labor Hours	Assumptions
Design materials	0	-	-	0	6	Done in-house
Print discount cards	64,00	-	-	64,00	1	Cost per flyer \$0.57, quantity of 500 (25% rate at 100 goal) <u>Source</u>
				0,13		Cost per card
				500		Quantity
Print posters	41,72	-	-	41,72	1	Cost per poster \$1.49, quantity of 28 (4 per location) <u>Source</u>
				1,49		Cost per poster
				28		Quantity
Discount	-	-	3192	3192	-	133 new customers * (Average haircut \$30 - \$7 discount)
				133		New customers
				30		Average haircut cost
				6		Discount
<b>Total Monthly Cost</b>	105,72	0	3192		8	
<b>Total Cost</b>				<b>3.297,72</b>		
<b>Average Customer Acquisition Cost</b>				<b>24,79</b>		Total Cost \$3165.71 / 133 new customers
				133		New customers
<b>Average Net Return per Customer</b>				<b>5,21</b>		Average Customer Acquisition Cost \$23.80 - Average haircut \$30
				30		Average haircut cost

## HYPER-LOCAL CAMPAIGN - LABOR HOURS

Item	December - Designing and contacting	January - Setting up in store	February	Total
Discount cards	1	2	-	3
Posters	2	1	-	3
<b>Total Monthly Staff hours</b>	3	3	0	6
<b>Total Hours</b>				6

# VALENTINES DAY CAMPAIGN - COST

Item	Cost	Links
Balloons (220 pcs)	\$33,98	<a href="https://www.amazon.com/Balloons-Valentine-Valentines-Engagement-Supplies/dp/B081GCNXXBS/ref=sr_1_6?crid=2BM9D20CNS0LU&amp;keywords=valentines+balloons&amp;id=1699915868&amp;srefix=valentines+balloons%2C&amp;ps%2C120&amp;sr=6-6">https://www.amazon.com/Balloons-Valentine-Valentines-Engagement-Supplies/dp/B081GCNXXBS/ref=sr_1_6?crid=2BM9D20CNS0LU&amp;keywords=valentines+balloons&amp;id=1699915868&amp;srefix=valentines+balloons%2C&amp;ps%2C120&amp;sr=6-6</a>
Candles (24 pcs)	\$13.39	<a href="https://www.amazon.com/Homemory-Flameless-Flickering-Christmas-Anniversary/dp/B086CN3JWM/ref=sr_1_5?crid=CAC9JIFRKGL4X&amp;keywords=valentines+candles&amp;id=1699916029&amp;srefix=valentines+candle%2C&amp;ps%2C116&amp;sr=8-5">https://www.amazon.com/Homemory-Flameless-Flickering-Christmas-Anniversary/dp/B086CN3JWM/ref=sr_1_5?crid=CAC9JIFRKGL4X&amp;keywords=valentines+candles&amp;id=1699916029&amp;srefix=valentines+candle%2C&amp;ps%2C116&amp;sr=8-5</a>
Champagne glasses (900 pcs)	\$561,375	<a href="https://www.amazon.com/Plastic-Champagne-Disposable-Toasting-Supplies/dp/B080T5NGJ3/ref=sr_1_2?crid=1HA0LDLTGDU4&amp;keywords=champagne+glasses+plastic+bulk+100&amp;id=1699916174&amp;refinement=op_n_feature_two_browse-bin%3A1697901801&amp;mid=16979011011&amp;se=pc&amp;srefix=champagne+glasses+plastic+bulk+100%2C&amp;ps%2C116&amp;sr=1-2">https://www.amazon.com/Plastic-Champagne-Disposable-Toasting-Supplies/dp/B080T5NGJ3/ref=sr_1_2?crid=1HA0LDLTGDU4&amp;keywords=champagne+glasses+plastic+bulk+100&amp;id=1699916174&amp;refinement=op_n_feature_two_browse-bin%3A1697901801&amp;mid=16979011011&amp;se=pc&amp;srefix=champagne+glasses+plastic+bulk+100%2C&amp;ps%2C116&amp;sr=1-2</a>
Champagne (125 bottles)		<a href="https://www.totalwine.com/wine/champagne-sparkling-wine/sparkling-wine/bout/bvclff/bout/p/948217502qlaetrue&amp;se=514&amp;id=cpc-Performance+Max%2BUS%2BTEXA%2BSTANDARD+PRIORITY_pooote_&amp;ocid=CiQKCOI/Ar6oBhD3ABIsAte-buMs6uu60K8sovNKEvY0uJFYQraV8BOPeivUymYatvdB26vDyJPPPaAJI_bEAL_w-wcB&amp;odsrc=aw.dg">https://www.totalwine.com/wine/champagne-sparkling-wine/sparkling-wine/bout/bvclff/bout/p/948217502qlaetrue&amp;se=514&amp;id=cpc-Performance+Max%2BUS%2BTEXA%2BSTANDARD+PRIORITY_pooote_&amp;ocid=CiQKCOI/Ar6oBhD3ABIsAte-buMs6uu60K8sovNKEvY0uJFYQraV8BOPeivUymYatvdB26vDyJPPPaAJI_bEAL_w-wcB&amp;odsrc=aw.dg</a>
Children's champagne (25 bottles)	\$92	<a href="https://www.walmart.com/ip/Martinielli-s-Gold-Medial-Sparkling-Apple-Cider-with-100-Pure-Juice-25-4-fl-oz/278486046">https://www.walmart.com/ip/Martinielli-s-Gold-Medial-Sparkling-Apple-Cider-with-100-Pure-Juice-25-4-fl-oz/278486046</a>
Chocolate (2500 pcs)	\$124,99	<a href="https://shop.hersheys.com/our-brands/kisses/034000160006.html">https://shop.hersheys.com/our-brands/kisses/034000160006.html</a>
Posters (1 pcs)	\$54,00	<a href="https://printusell.com/index.php?product/12x18-posters/">https://printusell.com/index.php?product/12x18-posters/</a>
Tote bags (250 pcs)	\$497,50	<a href="https://mrcjnt.com/shop/products/small-oil-bag-totes">https://mrcjnt.com/shop/products/small-oil-bag-totes</a>
Shampoo + conditioner (125 pcs)	\$2.250,00	<a href="https://www.verberproducts.com/search?type=product&amp;ct=travel+size">https://www.verberproducts.com/search?type=product&amp;ct=travel+size</a>
Stickers (1000 pcs)	\$38.7	<a href="https://www.printplace.com/products/bulk-stickers">https://www.printplace.com/products/bulk-stickers</a>
Free hair wash (750 pcs)	\$3.750,00	<a href="https://birdsbathershop.zenoti.com/webstoreNew/services/te507b58-ad44-46c7-806a-525df222e864">https://birdsbathershop.zenoti.com/webstoreNew/services/te507b58-ad44-46c7-806a-525df222e864</a>
<b>Total cost</b>	<b>\$4,616.91</b>	
<b>Total cost (with extras)</b>	<b>\$7,364,41375</b>	

## VALENTINES DAY CAMPAIGN - LABOR HOURS

Item	January	February	Total
<b>Social media posts</b>	-	-	
Announcement post	1	-	1
Behind the scenes video	-	4	4
New location is open video	-	3	3
<b>Email</b>	2	-	2
Website/app banner + Push/SMS notification	2	-	2
<b>Total Monthly Staff hours</b>	5	7	12
<b>Total staff hours</b>			12

# VALENTINE'S DAY CAMPAIGN - IMPACT

Instagram		Sources:
10,539	Followers	
2.5%	Exposure rate	
1%	Conversion rate	<a href="#">Average conversion rate on Instagram?</a>   BeProfit - Profit Analytics Community
2814	Paid Impressions	34 dollars for 7 days
<b>31</b>	<b>Resulting customers</b>	
Facebook		Sources:
9300	Followers	
2.5%	Exposure rate	
1.0%	Conversion rate	
2814	Paid Impressions	34 dollars for 7 days
<b>31</b>	<b>Resulting customers</b>	

# VALENTINE'S DAY CAMPAIGN - IMPACT

Twitter/X		Sources:
5513	Followers	
2.5%	Exposure rate	
1%	Conversion rate	
1	Resulting customers	
TikTok		Sources:
53	Followers	
118%	Exposure rate	<a href="https://www.ampfluence.com/brands-killing-on-tiktok/#:~:text=Organic%20Reach%20and%20Exposure%20for%20Brands&amp;text=The%20average%20organic%20reach%20for.reach%20is%20only%20about%205.2%25">https://www.ampfluence.com/brands-killing-on-tiktok/#:~:text=Organic%20Reach%20and%20Exposure%20for%20Brands&amp;text=The%20average%20organic%20reach%20for.reach%20is%20only%20about%205.2%25</a>
3.4%	Conversion rate	<a href="https://www.varos.com/blog/tiktok-ads-cpm-cost#:~:text=TikTok's%20average%20conversion%20rate%20is.be%20up%20to%2016%25!">https://www.varos.com/blog/tiktok-ads-cpm-cost#:~:text=TikTok's%20average%20conversion%20rate%20is.be%20up%20to%2016%25!</a>
2	Resulting customers	

# VALENTINE'S DAY CAMPAIGN - IMPACT

EMAIL	
5556	Newsletter list
66%	Open rate
2%	Conversion rate
73,33333333	Resulting customers

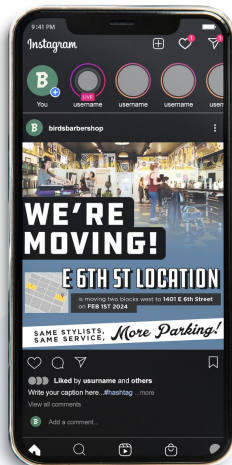


# TOTAL DIRECT AND INDIRECT COSTS

Campaign / Initiative	\$ Cost	Indirect cost
<b>BASELINE: Physical</b>		
<i>Stylists telling customers</i>	\$0,00	
<i>Old location signage</i>	\$244,00	
<i>New location signage</i>	\$38,35	
		0
<b>BASELINE: Digital</b>		
<i>Social media posts</i>	\$0,00	
<i>E-mails</i>	\$0,00	
<i>Website banner</i>	\$0,00	
		0
<b>CAMPAIGN: Hyper-Local</b>		
<i>Design cost</i>	\$0,00	
<i>Material cost</i>	\$105,72	
<i>Discount (lost revenue)</i>	\$3.192,00	
		\$3.192,00
<b>CAMPAIGN: Referral</b>		
<i>Valentine's campaign (lost revenue)</i>	\$4.894,88	
		3750,00
<b>Total</b>	<b>\$8.474,95</b>	<b>\$6.942,00</b>

# **APPENDIX D**

## **MOCK UPS**





# WE'RE MOVING!



## E 6TH ST LOCATION

is moving two blocks west to **1401 E 6th Street**  
on **FEB 1ST 2024**

SAME STYLISTS,  
SAME SERVICE,

*More Parking!*







# WE'VE MOVED LOCATIONS!

Find us two blocks West on  
**1401 E 6th Street**



# RAW FILES

[https://drive.google.com/file/d/15XP1dLtKITioSq\\_wWkV-trg2ffFb62fv/view?usp=sharing](https://drive.google.com/file/d/15XP1dLtKITioSq_wWkV-trg2ffFb62fv/view?usp=sharing)



# **APPENDIX E**

## **SECONDARY RESEARCH**

## SECONDARY DATA: BASELINE DIGITAL INITIATIVES

LAUNCH TACTIC	LINK
Social Media	
Email	<a href="https://docs.google.com/document/d/1W6br4Y9DikBGETjxMDKIMdINSSaugiB1rQVVbadzKwM/edit?usp=sharing">https://docs.google.com/document/d/1W6br4Y9DikBGETjxMDKIMdINSSaugiB1rQVVbadzKwM/edit?usp=sharing</a>
Website Banner/App	

## SECONDARY DATA: BASELINE IN-PERSON INITIATIVES

LAUNCH TACTIC	LINK
Stylists Tell Customers	
Old Store Signage	<a href="https://docs.google.com/document/d/1vSTWXnvqR5xuiKc-7_Z2ZHF2tIIfohsepMQMy7WhREU/edit?usp=sharing">https://docs.google.com/document/d/1vSTWXnvqR5xuiKc-7_Z2ZHF2tIIfohsepMQMy7WhREU/edit?usp=sharing</a>
New Store Signage	

# SECONDARY DATA: CAMPAIGN HYPER-LOCAL INITIATIVE

LAUNCH TACTIC	LINK
Local Coupon Distribution	<a href="https://docs.google.com/document/d/1tWKNUEBanZZmJDK5x9LZw4FIJJXkgxBTqX9qDNvsOY/edit?usp=sharing">https://docs.google.com/document/d/1tWKNUEBanZZmJDK5x9LZw4FIJJXkgxBTqX9qDNvsOY/edit?usp=sharing</a>

# SECONDARY DATA: CAMPAIGN REFERRAL INITIATIVE

LAUNCH TACTIC	LINK
Valentines Day Campaign	<a href="https://docs.google.com/document/d/1H18-RB4OkqE5GPubkC3pKhdw_RsqC63f-ebvr7xEC-M/edit?usp=sharing">https://docs.google.com/document/d/1H18-RB4OkqE5GPubkC3pKhdw_RsqC63f-ebvr7xEC-M/edit?usp=sharing</a>

## SECONDARY DATA: DEMOGRAPHICS OF THE EAST 6TH STREET AREA

WEBSITE NAME	LINK
The Advertiser	<a href="https://data.theadvertiser.com/american-community-survey/block-group-2-census-tract-901-travis-county-texas/population/white-not-hispanic/num/15000US484530009012/area/">https://data.theadvertiser.com/american-community-survey/block-group-2-census-tract-901-travis-county-texas/population/white-not-hispanic/num/15000US484530009012/area/</a>

# SECONDARY DATA: OTHER KEY INSIGHTS

KEY INSIGHTS	LINK
Other Secondary Data Deemed Relevant	<a href="https://docs.google.com/document/d/18e5EapAvsIUuHl2m7hjol7mfnrQCoXv1LZ2F5c1qCFA/edit?usp=sharing">https://docs.google.com/document/d/18e5EapAvsIUuHl2m7hjol7mfnrQCoXv1LZ2F5c1qCFA/edit?usp=sharing</a>

# **APPENDIX F**

## **INITIATIVE DETAILS**



# INITIATIVE DETAILS

INITIATIVE	LINK
Digital Initiatives	<a href="https://docs.google.com/document/d/1ufV9lnGFP8OHVtz2d05tH8stYYHgkYE1/edit?usp=sharing&amp;ouid=108876145701147282680&amp;rtpof=true&amp;sd=true">https://docs.google.com/document/d/1ufV9lnGFP8OHVtz2d05tH8stYYHgkYE1/edit?usp=sharing&amp;ouid=108876145701147282680&amp;rtpof=true&amp;sd=true</a>
Hyper-Local Campaign	<a href="https://docs.google.com/document/d/1sZqgHoN6_SChWjwSyu5SGNObqmaDOdj7TJF82NkOaW0/edit?usp=sharing">https://docs.google.com/document/d/1sZqgHoN6_SChWjwSyu5SGNObqmaDOdj7TJF82NkOaW0/edit?usp=sharing</a>
Referral Campaign	<a href="https://docs.google.com/document/d/1l4AJQJHTPyVKaPNLu6XQndCG-Dw5_i4jbpLQG0j7GRw/edit?usp=sharing">https://docs.google.com/document/d/1l4AJQJHTPyVKaPNLu6XQndCG-Dw5_i4jbpLQG0j7GRw/edit?usp=sharing</a>