Erica J Myers

MCO437: Audience Acquisition and Engagement

Instructor:  Dr. Syed Ali Hussain

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## Module 3: Social Media Metrics & KPIs

**Rationale:**

For this assignment, I chose Sally's Salon because it seemed familiar to me. My sister owned a beauty salon. Plus, I have friends with salons and I would like to know how to help them during this transitional time.

I have chosen Instagram for the campaign.  Based on personal experiences, Instagram needs the least amount of "babysitting"/"time consumption" than the other social media outlets. The normal wait for a response can range between minutes to 24-hours, unlike Twitter, which was mentioned as users expecting a repsonse within an hour. Since this would be a partnership of posting, as a social media manager, I wouldn't be able to continue to interrupt the client's performance to answer questions from the public. This would allow the owner of Sally's Salon to set aside time during the day to respond to users about particular services, procedures, etc. Also Instagram's layout is optimal for a portfolio of services, styles, etc. Instagram is prime for video content, usually up to one minute. However, longer content would fall under the IGTV category. The disadvantage of IGTV, like the Stories feature, is that the video could not be filmed horizontally, but stuck to vertically-filmed photage.

My Instagram campaign is a welcome back to a bit of normalcy. Still using puns, we want to feel like a friend, someone familiar to returning consumers and even to new consumers. We are also calling consumers to action to set up an appointment by letting them know "appointments are available", "book an appointment today", and "sign up"

The images of this video are of three women of different backgrounds.  For returning customers, they should feel welcome because they understand everyone is welcome. For new customers, they should feel included by the diversity. I decided to use no music. This decision is because Instagram has become more strict about the usage of music and copyrights. They will not mute your audio like YouTube would. Instagram will remove your post if it violates copyrights. This means that if I used copyrighted music, my ad may be removed and not seen by potential clients.  That would be a waste of time and effort.

Common hashtags were used, although with the AdParlor Mock Up, you are limited to your charater count. On Instagram, I would be able to add up to 30 hashtags on my post and not limited to 90 characters. I feel the ones I was limited to are suffice in search efforts to bring up my latest posts for the latest hashtag searches.

The other reason I chose Instagram was I had made a note for the reading of the lecture materials that "brands see an engagement rate of 4.21% on Instagram as an average. Instagram also makes it easy to "repost" with a mention, since "96% of users discuss companies that they don't follow". This is where the hashtags come in to keep the company name in the pathway of users.

**Elements:**

**Logo:**

Illustration Of A Girl Taking A Salon Hair Dryer.

https://www.storyblocks.com/images/stock/illustration-of-a-girl-taking-a-salon-hair-dryer-sxdxbxiw7dwj6gt0amv



**Instagram**:

**Image – StoryBlocks:**

Image – StoryBlocks: Street punk or hipster girl with blue dyed hair. Woman with piercing in nose, violet lenses, ears tunnels and unusual hairstyle stands in city. Slow motion
https://www.storyblocks.com/video/stock/street-punk-or-hipster-girl-with-blue-dyed-hair-woman-with-piercing-in-nose-violet-lenses-ears-tunnels-and-unusual-hairstyle-stands-in-city-slow-motion-sqbt_n8n5zj7gj5atn

Image – StoryBlocks: Woman portrait. Afro American girl in casual clothes is looking at camera and smiling, posing on a white background. Wearing jeans spring jacket.
Contributor: DanielDash

https://www.storyblocks.com/video/stock/woman-portrait-afro-american-girl-in-casual-clothes-is-looking-at-camera-and-smiling-posing-on-a-white-background-wearing-jeans-spring-jacket-bhffzx0k4jue65c88

Image – StoryBlocks: Pretty young woman with a lovely friendly smile

https://www.storyblocks.com/video/stock/pretty-young-woman-with-a-lovely-friendly-smile-ewf1uno55eiknw77r9
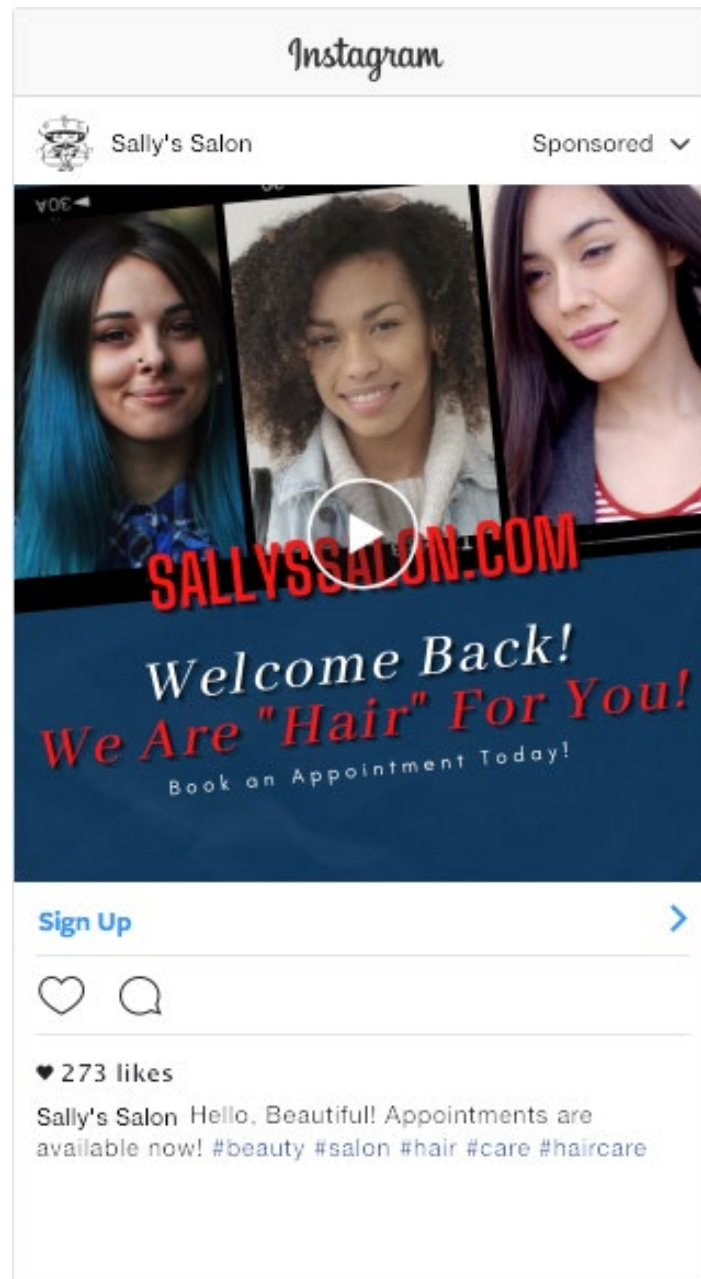
# KPI

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| **Specific** | | I want to generate the previous numbers of qualified appointments from web clicks from Instagram and organic searches from the web. |
| **Measurable** | | I want to bring in 30% of the clientele immediately and gradually increase by 10% to accommodate the potential of additional staff. |
| **Attainable** | | Because there are additional procedures due to the pandemic, Sally cannot take on the full customer load everyday which they once had. I would like start with six appointments a day and grow from there. |
| **Relevant** | | I am setting this goal because with the extra cleaning and sanitation between services, I believe that Sallys will need to increase staff. If staff is increased, that could be a potential of six appointments per stylist a day. |
| **Time-Bound** | | As the routine cleanings and sanitizings between appointments become familiar, I would like to increase the appointments by an additional two heads per week, until Sally's staff is back to the original one-hour appointment for the work day. |

I will admit that I am not familiar with the analytical part of social media marketing. It seems difficult to do a SMART when it comes to a service because it's not like a product, which you could have more stock than necessary.  Services take time and with the pandemic, extra steps are necessary for the safety of the clientele.  I am guesstimating about a 12-hour day 9AM – 9PM for a salon. Although I have seen my sister and other stylists work way past normal business hours.   The salon cannot be crowded and walk-ins will not be allowed.  Walk-ins may account for a large amount of business for a salon. Based on my sister's experience, she could perform a "head" an hour, roughly 12 clients a day. With the extra care, I am going to estimate that half of your customers are not coming back due to health and safety concerns. It's difficult to determine the increases when it comes to service-oriented business.