

Marketing plan: zsamar barber salon

Business



Marketing Plan: Zsamar Barber Salon Promotion strategy The plan will focus on channels to be used to reach out o the target group. The available resources will be kept into consideration while drafting the promotional strategy. The strategy will target both existing customers and potential new customers. The service uniqueness will be a tool in designing this strategy. The model will involve blogs and testimonials, discounts, direct sales promotions and radio adverts.

Blogs and testimonials

Having identified the market segment, the management will involve itself in promoting its services using local blogs and testimonials. Internet blogs will be a preferred mode of promotion as the majority of the target group uses internet with blogs being their preferred destination. The strategy will be aimed at attracting new customers using the platform. The new customers then will have the opportunity to enjoy services of the barbershop at their own convenient time. Existing customers will be used as a tool of promotion. The satisfied customer will be requested to refer the services to their neighbors, friends and family members. The target market will set the preference on the choice of blogs to be advertised from in that the blogs being used should capture both the old and young clients.

Discounts

The pricing strategy will involve offering discounted prices to new customers as a way of maintaining them. Special offers will also be given to loyal customers and for those who use the referral program will have halved priced services. A branded car will notify the customers on the discounts being offered at the business.

Sales promotion

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The strategy will target the mini league and another promotion event to promote the services by the shop. This will involve using family members to issue out flyers that will indicate the location, address, and the services offered at the business.

Advertising

The section will involve local radio stations at the initial stages of the business operation. The business will then cut down the advertisement cost by using word of mouth, branding the business assets and placing signpost to give direction to customers. Design business cards will distribute to the local residents with an aim of using them to recommend the services to other potential users. Receipts being offered after service will contain detailed information about the business and will be used as means of advertising the business to friends and family members.

Budget

The budget will focus on the cost of the advertisement within the first three months of the business operations. The budget will be aiming at reducing the promotional cost over the three months and increasing revenue and market share of the business.

Expenses

Monthly cost

Month 1

Month 2

Month 3

Total Costs

Radio advert

\$ 2500

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0

0

Printing papers

\$ 150

\$ 100

\$ 100

Outsourced services

\$ 250

\$ 200

\$ 200

Internet expenses

\$ 200

\$ 200

\$ 200

Testimonial expenses

0

0

0

Car branding

\$ 300

\$ 300

\$ 300

Total

\$ 3400

\$ 800

\$ 800

\$ 5000

The budget will be based on monthly expenses per given item with adjustments being recommended after the third month.