

IMC Paper

Lasheyee Spy will start as a little sole esthetician business with room to grow. Because this is my business, I will first rent a little studio for 600 a month to build my clientele. With the company just starting, my job is to make it very relaxing for everyone and anybody to enjoy themselves and get pampered with facials and waxes. I am a licensed esthetician in Florida. I have been licensed for a year. The end goal with Lasheyee Spy is to become a black-owned resort. I also want to become a licensed massage therapist within the next couple of months.



Advertizing- I will start advertising with Instagram and TikTok since those two are the most popular websites. I will be able to reach all age groups by promoting between them. Plus, it costs a little for a new business to start getting Instagram and TikTok to run advertisements for your company. When the company begins to grow, I will reach out to more prominent organizations for ads, such as TV, radio stations, any social media platform, and magazines. The company will eventually be able to do business-to-business advertising, professional advertising, and trade advertising.

Direct marketing- direct marketing for my business will be that I will be hands-on, and I do not have employees currently, so I will be getting direct sales for my company. I would eventually start selling facial and massage products for my business, but until then, I will be doing solo esthetician and massage therapy.

Direct Internet marketing -I will first use Instagram in TikTok; with that being said, I will post before and after photos of my clients on social media. I will also be recording the videos to be posted on TikTok, of course, with my client's permission. I stated earlier that I eventually would like to be able to come up with a product to sell. I will post all my products on Instagram and then other social media accounts. I will use TikTok to potentially get my clients to talk about my products and post for advertising. I would also like to do a YouTube channel to discuss esthetician and massage therapy, how it suits long-term effects, and things like that to promote my business. Within a couple of months, I will have my website and an app that I will launch to help with my direct Internet marketing. It'll be an easy way for my clients to reach me, book appointments, and, of course, like I said, when I do start to sell products, they can go directly to my website to buy those products.

Amazon. Those are the future upcoming goals.

Sales promotion- yes, with me just starting, I do sales promotion once a month. I give 10% off to new clients and 15% off to clients who recommend new clients to me for their next appointment. I also deal with people who allow me to record and post them on my social media account when it comes to my facials so that I am promoting advertisements all in one through my clients and their appreciation.

Personal selling- besides what I post on social media and reaching out to my classmates around Florida A & M University, I have not been doing personal selling. I want to be able to pick that up a little bit more next semester, but so far, it's just what I do online and a couple of people that I've run into within class.

Message/Messaging- That beauty is affordable; you must find the products that work for your skin. **Identifying Markets-** my identified market will be all age groups. I do feel like the age of 13 plus is a great age to start getting facials and learning about a skin routine, so I would love to be able to help young females and males understand how to keep up with their skin. I want to reach out to the younger generation more regarding skin routine. I do know for a fact that if I want to reach a certain income, I will have to reach out to older clients more because they're the ones that have a job and they're able to pay for this, but as I said, my goal is to reach out to all age groups because you're never too young or too old to be pampered.

Market Segmentation- I'm still working on finding one market segmentation because I'm just starting; I do know that when my business starts to grow more, I need to narrow it down as far as it comes to geographics the best location for my spa right now I just found something that was affordable for me to rent which I do feel like it is a great location. I would like not to divide my business into psychographics but to have a company that is affordable for everybody's lifestyle, from high-income to low-income, because everybody must understand how to care for their skin and find products that work for them.

Advertising Objectives & Budgeting - I do not have much money for this category. I do have 300, which I am trying to spread out. I have reached out to Instagram and TikTok to ask them to allow me to post advertising ads with my logo. I am also trying to find a reasonable print shop to print business cards and posters that I can hang around town. Still, most of my money goes towards social media advertising for my budget because it's easier to reach people that way, especially the young generation.

Creative Strategy (Planning & Development - My campaign slogan is "Beauty can sometimes feel like a pain, but when you're done, did the pain give you the boost of self-esteem you needed?". "Your body needs to feel appreciated and relaxed. Never feel guilty to pamper yourself."

Creative Strategy (Implementation) – What are the types of appeals and informational/rational? Emotional? What specific types? Combination of appeals? What execution style? I'm still working on this strategy. I have not once recently agreed on what I will do, but I am nearing it down.

Media Channels? (types of media used, period used) - I'm currently still on social media. Still, eventually, yes, I would love to get to media channels. A goal for me within two years is for my business to be strong enough to produce on TV, radio station billboards, and all of those traditional media.

Internet, Digital, and Social Media to use- I will start on Instagram and aim to add another social media platform every two months. I don't want to do many social media platforms simultaneously because it gets complicated. Still, it becomes much more manageable if you start working on another social media platform every two months. You already have that one social media platform down, and you know that you need to post every week or so due to your YouTube channel.