

OCEAN EYES AUSTRALIA PRESENTS

MARKETING STRATEGY

The Edit

Miracle Hair Treatment





KEY DISCUSSION POINTS

- The Product: Miracle Hair Treatment
- Influencer Program
- Key Sales Points
- Direct Email Marketing / Blog
- Social Media August Content Calendar

PRODUCT: MIRACLE HAIR TREATMENT



Formulated from Australian organic ingredients, The Edit's Miracle Treatment, used weekly is a dream come true for all hair types.

Completely free of any parabens, silicone and anything artificial, you can rest assured that only best ingredients make up the recipe for this 'beauty in a bottle'

Key Ingredient Oils: Argan, Jojoba, Castor and Aloe Vera

INFLUENCER PROGRAM

- Locate and connect with 10-20 Adelaide based influencers and gift them one bottle on the promissory they use the treatment as directed and provide before and after photos at agreed time.
- Locate and connect with 50-100 Adelaide based micro influencers and offer them 50% off first purchase of treatment in exchange for before and after photos at agreed time
- All influencers to be set up with promotional code unique to them to distribute to their followers They will receive 5% Commission on each sale produced using their code.
- Each influencer to be given brand package with logos, colour scheme and guidelines of post aesthetic.



“ People do not buy goods and services. They buy relations, stories & magic.

Seth Godin

Education is key to sales. A customer will not purchase unless they can identify a personal need from a product. Hold a team meeting to discuss the following selling points:

~The difference between features & benefits~

FEATURE: Sleek white bottle

BENEFIT: Matches decor of most bathrooms

FEATURE: Castor oil - main ingredient

BENEFIT: Known to reduce hairfall

KEY SALES POINTS





EMAIL MARKETING & BLOG

These tools can increase traffic to your web page. Ensure posts are scheduled weekly and are loaded with content rich keywords (SEO) in order for Google to rank them highly.

- Post weekly to ensure a consistent and engaged audience.
- Use a combination of topics ranging from how-to's, product highlights, before and after photos and behind the scenes to keep interest.
- Double up the blog content as a weekly EDM campaign to your database
- Personalise the contact to your customer! Remember their birthdays, know their names, what services they had last visit, when they are due to attend again etc.

THE EDIT

Marketing Plan

SOCIAL MEDIA CALENDAR

AUGUST 2020

SUN	MON	TUE	WED	THU	FRI	SAT
Introduction Week Familiarise clients & launch product	Insta post/story. Product detail post		Insta post/story, Flat lay product post		Blog / EDM Informative piece - ingredients F&B	
	Insta post/story, Flat lay product post	Blog post & EDM Influencer spotlight		Introduce Treatment: - Insta post/story In salon use of product		
Influencer return on investment posts	Insta post/story, Flat lay product post		Blog post & EDM about Australian manufacture of product		Insta post/story, Flat lay product post	Social media post: Influencer before & after
	Social media post: Influencer before & after		Blog Post / EDM Influencer write up		Insta post/story, Flat lay product post	

Example Instagram Posts



Product post

Flat Lay

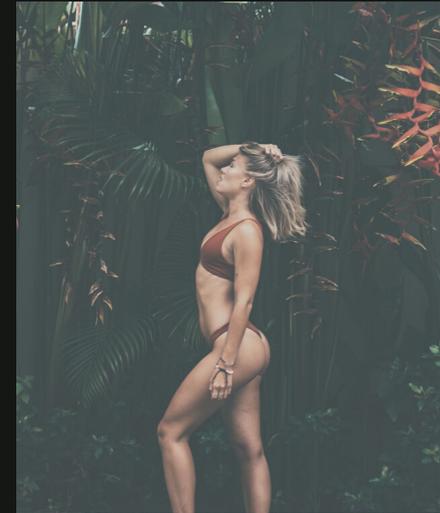
We are super excited to introduce our newest miracle product!. Loaded with all natural ingrediants, your hair will never feel the same again!



Live action shot post

In salon

All our stylists are now using our very own, in-house miracle treatment. Come in and see how it will change your hair for the better!.



Inspirational post

Breaks up sales based posts

From where we'd rather be <3.

BO-TARAH ROSE

Ocean Eyes Digital Services

Copywriting

Blogging

Social Media Management

Website Content

Product write ups

Bios

Resumes & Cover Letters

Social Media Content Design

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