



# More Hair

MARKETING SUCCESS GUIDE (OCT. 2020)  
*PRESENTED BY PYNK LEMONADE, LLC*







"You don't say thank  
you, you say *More Hair.*"



# Overview

This is a systematic plan for utilizing specialized marketing tactics marketing to facilitate the connection between MoreHair and their audience. The following is a marketing strategy proposal that can be used as a guide for MoreHair. The purpose and anticipated end result of the proposal is to ensure the success MoreHair by communicating with a larger audience and ensuring a sales revenue of \$1 million by the end of 2021.

This strategy is meant to act as an overarching plan to assist in executing strategies for MoreHair. This plan can be used to increase promotion, bring awareness to the company and lead to possible sponsorship, partnership and monetization opportunities.

## OBJECTIVES

- Create compelling social media pages that drive traffic.
- Connect with users across multiple online traffic channels (ads, email marketing, social media) and deliver them to MoreHiar hopefully converting individuals to clientele.
- Systematically build meaningful relationships with visitors and turn them into clients.
- Use data to better understand and optimize MoreHair marketing strategies
- Ensure engagement of patrons with MoreHair.
- Acquire a larger audience on social media.







# About

MoreHair exists to help people feels good about themselves. In delivering natural, preservative-free hair care products made with premium-grade oils, butters, and herbs, MoreHair's vision is to shift people's mindsets what is possible for their hair health.

–MoreHair





A majority of Black consumers say that their priorities about their appearance have not changed during the pandemic, which gives insight into their regard for personal style. Hair is foundational to Black consumers' looks, so they will continue to buy haircare products during lean economic times. However, people in a dire financial situation will downgrade their brand options to adjust to a new economic reality.

**- TOYA MITCHELL, SENIOR ANALYST, MULTICULTURAL REPORTS MINTEL  
(US BLACK HAIRCARE: INCL IMPACT OF COVID-19 MARKET REPORT)**



# Market Research

## THE DEFINITION

The organic hair care market consists of a variety of products containing natural ingredients that should be free of any synthetic ingredients and do not contain toxin such as petrochemicals, parabens, silicone, and solvents. Organic haircare products are gathering increasing momentum from consumers who are adopting eco-friendly ingredients for routine hair care and treatment of various hair problems. A large array of products in the organic hair care market are effective in preserving the natural oils. (SOURCE: Fact MR)







# Organic Hair Care

Organic Hair Care Market size is expected to witness a surge in demand owing to rising usage of natural constituents based products as they are healthy for hair. Increasing demand for sulphate free products is predicted to propel industry growth. Upsurge in personal care and beauty industry is also one of the key factor to support the product demand. Rapid boom in e-commerce sector in another reason which will drive the industry growth over the forecast period. Rising awareness regarding benefits of healthy hair among customers will generate revenue from 2017 to 2024. Consumers are switching to organic products over chemical based products due to their refreshing properties and post use benefits. Practice of using botanical ingredients among other various trends is adopted by several manufacturers.



# Let's Go Global

The global natural hair care product market size is anticipated to reach USD 12.66 billion by 2027., expanding at a CAGR of 4.7% from 2020 to 2027. Growing concerns related to hair issues, such as hair fall, dandruff, dull hair, and split ends, and acceptance of natural hair care products because of their naturally hydrating, protecting, and strengthening properties, have been some of the crucial factors driving the market. Millennials who are among the prominent consumers of natural cosmetics and personal care products have been surging the demand for natural hair care products. These consumers take a holistic approach to the ingredients when it comes to choosing personal care products and opting for naturally derived ingredients. Additionally, customized solutions offering and new product launches in the market place are expected to boost the product demand.

Source: Natural Hair Care Product Market Size, Share & Trends Analysis Report By End Use, By Distribution Channel, By Region And Segment Forecasts, 2020 - 2027







# Key Notes

- By end-use, the women segment led the market and accounted for 72.6% share of the global revenue in 2019. The rising importance of natural hair care product purchasing and increasing per capita income of women workforce are the key factors fueling the growth for this segment
- The online distribution channel is expected to emerge as the fastest distribution channel in the forecast period. The increasing availability of a wide range of natural hair care products of different brands, free delivery, and seasonal discount on e-retailer platforms are among the major reasons driving the segment
- Asia Pacific is the fastest growing regional market with a CAGR of 5.0% from 2020 to 2027. Growing preference for natural hair care products among millennials and increasing disposable income have been boosting the number of first-time buyers, which is expected to drive the market in the region.



# The Fact of the Matter

- In 2016, the United States hair industry statistics show more than 33% of the beauty and personal care segment worldwide, with 15% of the sales focused on haircare.
- Shampoo holds the largest market share in the haircare segment and is estimated to grow to \$30 billion USD by 2023 compared to \$24 billion USD in 2016.
- At the top of 2019, the United States has generated a revenue of \$12 million USD in the haircare market alone.
- The next biggest revenue generator, after the U.S., in the haircare market is Japan, having generated almost \$7 million so far in 2019.
- The hair industry statistics show that the market in the U.S. will be accelerating at a CAGR of close to 2%.
- Hair industry statistics show that 52% of consumers prefer to buy natural or organic shampoo.
- There were 650,000 barbers, hairdressers, and cosmetologists in the U.S. in 2014, and that figure is expected to increase by 10% by 2024.
- Haircut and hair styling services accounted for the largest percentage of services in the hair and nail salon industry in 2017.
- The average American spends approximately **\$89.95** USD on haircare products in a year.
- African American shoppers spent \$473 million total in haircare in 2017, accounting for 8.8% of sales that year.







# Global Organic Hair Care Market: Segmentation

## ON THE BASIS OF PRODUCT TYPE, ORGANIC HAIR CARE

- Shampoos & Conditioners
- Oils & serums

## ON THE BASIS OF HAIR TYPE

- Normal
- Dry
- Oily





# Key Players

ESTÉE LAUDER



- KAO CORPORATION
- AVEDA CORPORATION
- THE COLGATE-PALMOLIVE COMPANY
- THE HAIN CELESTIAL GROUP, INC

- AVALON NATURAL PRODUCTS, INC.
- ESTÉE LAUDER COMPANIES INC.
- BENTLEY LABS (GB)
- ONESTA HAIR CARE



- BIO VEDA ACTION RESEARCH PVT. LTD.
- LAKMÉ COSMETICS S.L. (HINDUSTAN UNILEVER)
- GIOVANNI COSMETICS, INC.



# Buyer Persona

Main Target Market: Women Ages 25-35



**WOMEN (PRIMARY)**

- Black Women with natural hair
- Wear variations of styles
  - Curly girls/Kinky curls
  - Locs/Braids
  - Straight natural
  - Buzz Cuts
  - Braids/Twist outs
- Minimalists vs. Product Junkies
- Shopping at:
  - Target/Walmart
  - Local Beauty Supply/Sally
  - Ulta/Sephora
- \$45K - \$70K Salary
- College Students



**SALONS/STYLISTS (SECONDARY)**

- Salons have an audience that includes ages 35+
  - That audience has a salary of \$75K
- Industrial Sized Products specific to salons/stylists
- Boutique Salons/Black-owned
  - The average hair salon revenue is \$245,000
- Salon Suites



**MEN (TERTIARY)**

- Man ages 27-35
- Focus on Balms and Butters
- Beards
- Durag lovers
- Seasonal hair growth
- Locs
- More simplistic
- Use their girlfriend's products
- Typically buy one product, maybe 2
- Use multi-use products





# Products

**\$299 - FOR ONE KIT**

- Drinking Tea
- Pre-Poo
- Hair Butter (2 types)
- Shampoo
- Conditioner (Hair Masque)
- Hair Tea Rinse
- Growth Butter
- Growth Oil
- Onion Juice (Paired with Conditioner)





# Plan of Action

- Focus Group
- Before and After images
- 2-3 months growth
- Customer Reviews
- Influencers (Tiered)
  - YT Girls/Guys
  - IG Girls/Guys
  - Micro-Influencers/Everyday People
  - Tabitha Brown
  - Cultural Influencers
  - Popular Hair Stylists
    - PR list to send to stylists to use on celebs
  - Hair Style Hold Videos (Influencers)
    - Twist Outs
    - Flexies
    - Roller Sets
    - Protective Styles
    - Wash & Go's
    - Minimalists





# Plan of Action

- Transparency of Ingredients (Social)
- Exclusive partnerships with salons/stylists (like DevaCurl)
- E-mail marketing
- Website Build & SEO
- Social Ads/ Retargeting
- Event Vending
  - CurlFest
  - Circle of Sisters
  - Essence Fest
  - College Fairs (Post pandemic)
    - Student Activities - goodie bags
    - Freebies
    - Graduate student activities
- Free Samples
- Printed Graphics
- IGTV/IG Live/Reels (Social)
- Offers
- Subscription (Curlbox)
- Danielle personal platform





# Inspiration

- The Lip Bar
  - Growth Strategy
  - Partnerships
- Pattern Beauty
  - Fresh Branding
- Shea Moisture
  - Brand Familiarity
  - Diversification into men's market
- Fenty
  - Relatable
  - Engagement
- CurlBox
  - Convenient Subscriptions
  - Surprise Factor
- I love Honey Mami
  - Organic Ingredients
- The Loc God
  - Raw & Friendly Approach
- Belle Bar
  - Understanding of Product



# Phases

1

PHASE 1  
(OCT - DEC)

- Brand development
- Website development
- Content development
- Social media page creation
- Focus Group

2

PHASE 2  
(JAN - MAR)

- Develop Ad Plan
- Develop Outreach plan
- Create Email Marketing Campaign
- Publicity Strategy
- Begin Outreach & Ads (Starter)

3

PHASE 3  
(APR - JUN)

- Attend, vend, participate in networking events
- Develop Partnership Plans
- Outreach to potential partners

4

PHASE 4  
(JUL - SEPT)

- (Year-in review)
- Updated Branded Content (Where necessary)
- Launch Partnerships
- Explore new market trends/content ideas
- Develop updated campaigns
- Amplify ad spend





# Costs to Expect

Advertising: \$1,500 – \$3000 (starting over a period of 3 months)

Ad specialist – \$90/hr

Marketing Management: \$2,000/m (starting)

Graphic Design: \$250-\$500

Website Developer: \$1500 – \$3000

Social Media Management: \$1500/m

PR – \$500 – \$1000 (full scope project)



# Thoughts & Suggestions

- CONSIDER DOING MORE RESEARCH ON INDIVIDUAL PRICES THAT MATCH AUDIENCE PRICE POINTS
- PARALLEL BRANDING FROM DANIELLE'S PERSONAL CONNECTIONS TO NEW PAGES
- ESTABLISH "EXPERT" PERSONA
- FOCUS OTHER MARKETING TACTICS ON "UNPOPULAR" HAIR AUDIENCES
- USE "GOOGLE MY BUSINESS"
- CONSIDER SUBSCRIPTION OPTIONS
- CREATE BENEFITS PACKAGE
- DEVELOP AFFILIATE MARKETING PROGRAMS
- LET SOCIAL MEDIA BE YOUR FRIEND
- NETWORKING EVENTS, POP-UP SHOPS, VIRTUAL EVENTS, ARE YOUR FRIENDS!





PYNK LEMONADE, LLC  
[www.pynklmn.com](http://www.pynklmn.com)

**Chloé Francena Adams**

CMO, Marketing Strategist

[chloe@pynklmn.com](mailto:chloe@pynklmn.com)

732-881-1197

**Asha Brown**

Marketing Strategist

[asha@ashaelaine.com](mailto:asha@ashaelaine.com)

919-621-7480

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