## Day 4

Niche: Barbershops

## I have done this research over numerous barbershops businesses:

- 1. Business Strategies: Barbershops generate revenue through:
  - **Service Diversity:** Offering various grooming services such as haircuts, shaves, and treatments.
  - **Retail Sales:** Selling grooming products like shampoos, conditioners, and styling products.
  - Membership Programs: Offering packages or memberships for regular customers to ensure consistent revenue.
  - Partnerships and Events: Collaborating with local businesses and hosting events to attract new customers (Epos Now).
- 2. Marketing Potential: Video marketing services can significantly benefit barbershops by:
  - Showcasing Skills: Demonstrating barber skills and styles through video tutorials and social media.
  - **Customer Testimonials:** Sharing customer experiences and testimonials to build trust.
  - Promotions and Announcements: Using video content to promote special offers, events, and new services (<u>Epos</u> <u>Now</u>).

- **3. Digital Marketing Platforms:** Barbershops commonly use the following digital marketing platforms:
  - **Instagram:** For showcasing haircuts, styles, and engaging with customers.
  - Facebook: For community building and event promotion.
  - **YouTube:** For detailed video tutorials and customer testimonials.
  - **Google My Business:** For local SEO and managing customer reviews (<u>TheCostGuys</u>) (<u>Epos Now</u>).

## CONCLUSION

99.99% of barbershops and their media presence consist of videos and images showcasing their skills, before and after transformations, and similar content.

They focus heavily on brand awareness.

However, I noticed a gap: no one focuses on direct response marketing or actively sells their services and/or grooming products.

By identifying this gap, I chose to offer <u>VSL/ad creation</u> as my service.

## My marketing plan is(ToFu-MoFu-BoFu):

- Capture Attention: Utilize platforms such as Instagram, Facebook, and TikTok to attract potential clients.
- 2. **Direct Traffic:** Guide them to the barbershop's website.

3. **Convert Visitors:** Present a compelling Video Sales Letter (VSL) on the website to convert visitors into paying clients.