

# Day 4

Niche: Barbershops

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**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 ([Epos Now](#)).

**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 ([TheCostGuys](#)) ([Epos Now](#)).

## 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 **VSL/ad creation** as my service.

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

1. **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.