

Top Player Analysis - Hair Salon In Houston, Texas
Business Objective – Convert Passive Intent Traffic Into Clients

Top Player: @Revhair
Funnel: Social Media Funnel (Instagram)

Who Am I Talking To?

Avatar: Chelsea Dominguez

- age 18-29
- She's from San Antonio
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- She's on the Explore Page On Instagram looking for hairstyling ideas

Where Are They Now?

- Wants to look beautiful and get compliments from (status)
husband/boyfriend
friends & family
- levels of awareness - 3

problem aware

solution aware

1. go to a professional hair salon
2. do it by themselves

- levels of sophistication - 5

Experience

[Reviews]:

"Every session starts with him sitting down with me one-on-one LISTENING/asking what I want. I've gotten to where I just ask him what he wants to do with my hair. He is a TRUE ARTIST & works MAGIC. He knows what colors & cuts look good on my skin tone/face shape & current trends. I've let him push the limits with colors that I never imagined looking good on me & literally every time ends up being "the best ever"!

My hair has gotten very long & full over the years. People are constantly asking if I've got extensions & how it's so healthy. It's all thanks to Eric. This last appointment, HE gently asked ME if I was ok backing off of the highlights around my face because that area was showing

signs of damage -- that's someone who truly CARES about your hair -- not just doing it for the picture.

I cannot wait to go back for my fall color change! Eric always welcomes me with a smile and everyone is always so nice offering drinks and even snacks!

Tiffany is amazing at color, cut and style and has helped make my hair healthier and longer. Eric, the owner, is an icon, and everyone who works there is trained under him. It's hard to find a great salon for us bottle blondes, but this is your place, ladies and gents! Very nice hair salon - boutique but expensive! If this is within your budget, absolutely go for it. The salon is gorgeous and the artists are super nice. A little beyond my standard price range (partial foils + wash, trim, & style can run \$400+), but they do great work for situations when I'm desperate for a refresh.

levels of desire/pain -9/10

levels of belief - 2 needs to be at 6

levels of trust - 1 needs to be at 6

current state and dreamstate -

[Review]:

I first heard of REV through google reviews and instagram. I had been following them for a while but had not grown 100% dissatisfied with my then colorist. I have been ALL over Houston to the most high end Salons (Bella Rinova, Maison Luisant, Blue Mambo, The upper Hand etc etc) all have yielded meh ... just ok color (I am Hispanic with dark brown hair have been dyed to darkest of brown all the way to blond). I have never been wowed or "in love" with any of the color I have gotten and the ONE time I did find a colorist who did amaze me she became entirely unreliable, inconsistent and unprofessional. I just spent the last 20 years thinking the ultimate unicorn just didn't exist (amazing colorist, reliable, consistent and professional). That is, till my last colorist took me to blond for the summer and turned my hair the dreaded BRASS orange and tried to convince me it looked amazing. I was so upset and the first number I thought of calling was REV salón. Tiffany answered and was SO sweet and compassionate over the phone, she attempted to give me some advice on what to do but told me she had no openings till a month from that day. I figured I would wear sunhats and baseball caps till the appointment but was pleasantly surprised to hear from her within two weeks!-She had a cancellation and was able to get me in sooner! The first appointment was to get rid of the brass and that she did with such ease. The second appointment and onward is where the TRUE MAGIC happens! I have been coming to Tiffany for a year now and EVERY time I walk out of the salon I walk out IN LOVE with my hair color. The entire salon is welcoming and sweet and when you are there you feel like you are visiting old friends. It only took me 20 years to find this gem of salon! REV salon and Tiffany are the ultimate unicorns of the hair industry!!

Where Do I Want Them To Go?

- Send DM

Instagram

Email

SMS

What Are The Steps They Need To Take?

- Open Instagram

- search for #cityname

(Applies to any city)

- click on a few pictures and profiles

- Get across this profile

@realericvaughn - [revhair] on Instagram

5. watch pinned reel

❌ stop the scroll ❌

-->. Beautiful Woman

miss universe model (objective beauty) 🧑

--> identity

--> higher version of Dreamstate

--> self-esteem

--> status

--> Pattern recognition (type of women/content that appears on their feed)

--> contrast

❌ Retain attention ❌

--> movement

--> Walks the viewer through the process (experience)

--> Music in the background

--> Talking throughout the video

explaining

Tones

Extension types

Products he's using on her

compliments her

"I love the warm and cold tones on her I think it looks so "Iconic"

--> 6 natural transitions

--> finishes with a question to create engagement in the comments.

- Send DM to hair salon through Instagram

- receive an email requesting to

submit pictures of their hair

- book appointment

--> Receive appointment details.

exact date

- show up to the appointment

go back home

exited

take pictures the next day

- Tag @realericvaughn on Instagram