

Market Research - Heather Gordon Spa & Wellness | Facials, Massage, Lash Extensions | Austin Texas

Who exactly are we talking to (Customers)?

Primarily females who wish to get into better shape, lose fat, build muscle & do so with busy working schedules.

What kind of people are we talking to?

- Men or Women? **Women (primarily but not exclusively)**
- Approximate Age range? **18-60**
- Occupation? **Varying but busy**
- Income level? **Mid-level - High Level**
- Geographical location? **Austin Texas**
-

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? ??
- Who do they blame for their current problems and frustrations? ??
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? ??
- How do they evaluate and decide if a solution is going to work or not? ??
- What figures or brands in the space do they respect and why? ??
- What character traits do they value in themselves and others? ??
- What character traits do they despise in themselves and others? ??
- What trends in the market are they aware of? What do they think about these trends? ??
- What "tribes" are they a part of? How do they signal and gain status in those tribes?

Places To Look For Answers:

1. Your client's existing customers and testimonials -
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

Basic Avatar

[PASTE IMAGE HERE]

Name:

Background Details

-

Day in the life:

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Spa (facials, eyelashes, skincare etc.)

Business Objective: 100-200 additional regular clients per month and retain existing customers

Utilise instagram/tiktok to drive engagement and increase followers & convert those followers to customers. Improve google SEO & Website.

Funnel: Instagram/Tiktok/Website/Word of mouth

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Women primarily that wish to get a beauty treatment such as lashes/facial, skin treatment, massage etc.

What kind of people are we talking to?

- Men or Women? Women primarily but also men (based on yelp review)
- Approximate Age range? 18-50
- Occupation? Varying but busy
- Income level? Mid-level - High Level
- Geographical location? Austin, Texas

2. Where are they now?

a. Scrolling on Instagram/FB/Tiktok came across page

	PROBLEM	YOUR SOLUTION	YOUR PRODUCT	
Level 1 - Problem Unaware	✗	✗	✗	← Catch their attention then reveal hidden problem/need/desire
Level 2 - Problem Aware	✓	✗	✗	← Call out their problem then offer solution
Level 3 - Solution Aware	✓	✓	✗	← Call out the known solution then offer product as best form of solution
Level 4 - Product Aware	✓	✓	✓	← Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need, etc

b.

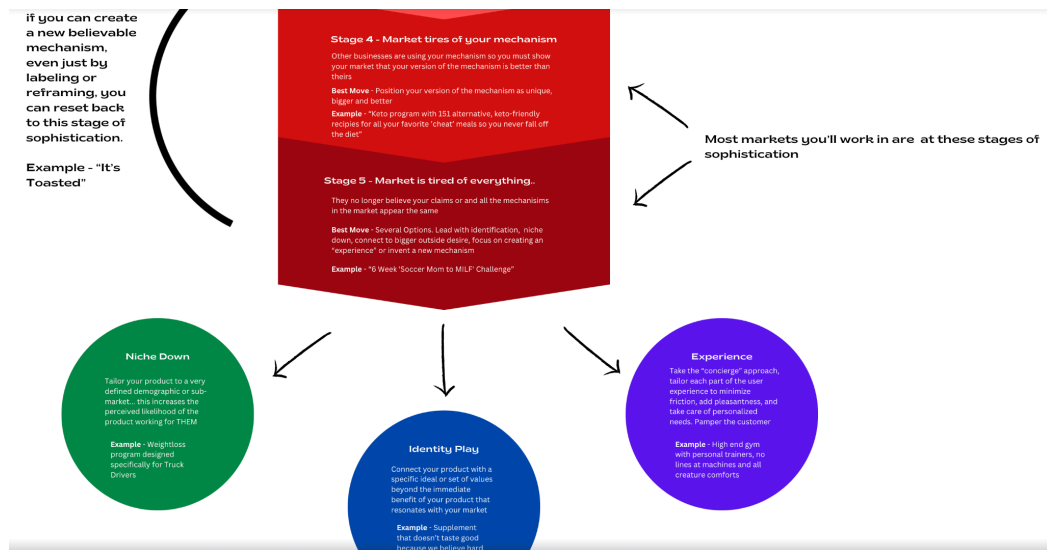
They know they have a problem, they wish to either fix their skin condition/get a facial treatment to treat themselves, look better, feel better/get a lash lift/massage etc.. They may be unaware of additional problems they have that can be solved via specific methods offered at the spa e.g. stem cells.

They may think they know of the solution, facial but be unaware of the specific product offered e.g. derma needling / stem cell treatments.

They may be aware of the product, if not this is how to address their issue. As being the solution to a busy lifestyle, mindset shift etc.

If they know about your method (repeat customers) then we lean on urgency, social proof and pain/desire states to sell.

c. Stage 4/5 - Market is tired of everything



Market is very saturated as you have said so yourself, in doing my local outreach, I noted over 200 spas and salons in Austin alone.

What separates your brand is the approach/experience, quality of results and also the unique solution delivered in a different way (rituals of wellness), mystic aesthetic and uncommon methods e.g. stem cells and dermaplaning.

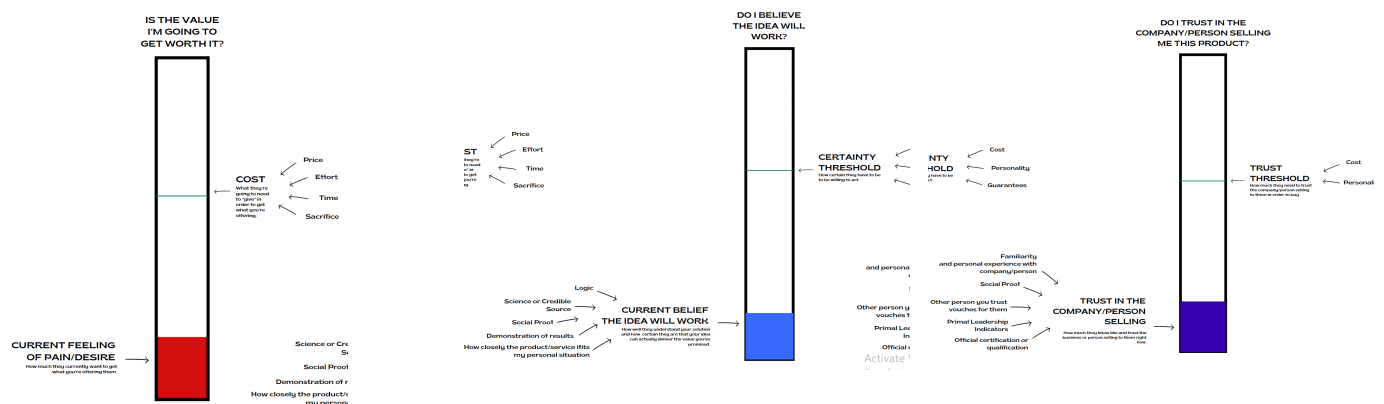
There is a slight divergence between the website and social media (IG) this could be brought more on brand by pinned posts or more carousel and reel posts.

Current State (Painful)

- What are they afraid of? Ageing, judgement from others, feeling undesirable to their partners, self-conscious about skin, their natural self (without makeup etc.),
- What are they angry about? Who are they angry at? Poor quality/technicians of the past, not being listened to/heard from other spas. Their genetics/skin quality, their lash length etc. Getting a bad service and expecting to tip.
- What are their top daily frustrations? Daily makeup & ongoing cost of makeup, heat melting mascara, sun drying out skin, reliance on creams to bring out glow in skin, ingrown hairs, missed hairs, dry/oily skin, rosacea, breakouts, hairy armpits/lips etc.
- What are they embarrassed about? Their body/skin quality, appearance, weight, unwanted hair, their reliance on treatments and upkeep. Blackheads/pores.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems? That they're ugly, low maintenance, dishevelled or unkept, lot of pressure on themselves.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? I go to the european wax centre and they have left hair everywhere other than their designated strip, bad eyebrow waxing ruining years of growth, staff not listening to me when I request something "e.g. I wasn't black eyebrows".

Desirable Dream State

3. If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? Hairless on armpits, vagina, lip, cheek, eyebrows would be HD definition and dark, no makeup required, skin would be dewy/glowy with no visible pores. No ingrown hairs, hydrated rosy lips. No peach fuzz. Toned body and feeling confident.
4. Who do they want to impress? Friends, family, followers, exes/partners, colleagues, peers, themselves.
5. How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? Be naturally gorgeous, feel beautiful and sexy, be desired, be confident in their own skin.
6. If they were to describe their dreams and desires to a friend over dinner, what would they say? To be able to roll out of bed and go into work looking great, be able to go to the pool without fear of unwanted hair, lumps/bumps being on show. Look good in swimwear. Have a consistent and reliable beauty ritualist that you trust and have a connection with.



- Perceived Cost - They likely know it is going to cost them financially and also time/effort. They may live on the other side of Austin so there is an effort sacrifice of travel. They may be concerned as to the amount of upkeep/aftercare products required to achieve their dream state.
- Do they believe the idea will work? - They may believe the idea will work, perhaps they need avatars similar to them and their situation to give them the CTA. What guarantees could they be given to increase this belief? More social proof needed on website and socials to increase that belief in outcome.
 - Show examples of people doing this and having the experience we want (relevant social proof)
 - Show her living the dream state and having the identity we want
 - Logic/science reason why the experience is good
- Trust/Knowledge - If you can see a person with skin like yours, an improvement plan for clearer skin, improved dryness and blackheads (as an example for each skin type), other people would rush to also receive this treatment. (Circles on insta can be each solution for various problem).
- Years of experience, client testimonials (Reels), other people you trust vouches for you, e.g. large social media beauty influencers.
- Social proof/demonstration of helping people

7. What do I want them to do?

- a. Stops scrolling
- b. See content
- c. Check page
 - i. See CTA & click link
 - ii. Follow & see more content over time
- d. Click the link and book a call/service.
- e. Come into our salon and continue returning regularly

8. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. **Stop**
 - i. Why is it eye-catching? - Beauty/Fit/Skin/Aesthetic
 - ii. Contrast - Tan/shiny skin against white background and black plates
 - iii. Showcasing desired dream state - fit and healthy looking woman
- b. **See the post**
 - i. See offer/engaging content
 - ii. Doing so whilst eliminating the sacrifice (achieve your goals AND enjoy along the way)
 - iii. It could lean on the desires and dream state more such as: *"Look and feel the best you ever have, confidence is yours for the taking, we'll get there together."* etc.
 - iv. Learn more CTA at bottom
- c. Actively pissed about a bad experience in the past
 - i. See or hear about our salon

1. Google search
2. Map results
3. Stand out because of No. of reviews
4. Read some reviews
- ii. Review our salon's presence
- iii. Decide to book our services
- d. Quietly happy with their mediocre experience
 - i. Directly show them a significantly better dream outcome
 - ii. Indirect approach - Go for a new service that they currently don't have.

Yelp Reviews:

- Miranda had a plan to get my skin healthy
- She's done my **lash lift** and tint, lip blushing, and a facial so far.
- I highly recommend **Heather Gordon Skin Care** and Waxing for all your skin care needs

Owner Profile:

*Heather Gordon, a long time resident of Austin, has a background in caring for exotic animals, and international philanthropy. Heather attended **Penn State University** from 2000-2005 where she studied business and marketing. She was an international exchange student and lived a semester abroad in Hof, Germany studying international marketing at Fachhochschule. She trained for her Texas Cosmetology License at the Jenissa Beauty Academy. There her focus was the theory and artistic principles of esthetics, including the study of Microdermabrasion, Chemical Peels, Massage, Waxing, Facials, Makeup Application, Eye Lash and Brow Tinting and Eye Lash Perming.*

She opened her company, Heather Gordon Skin Care & Waxing on September 1, 2009. Originally she had an office inside the Morning Star Trading Company. Her current office is located in the Corners II shopping center, 2919 Manchaca Road Austin Texas 78704.

Heather is known for being very easy going and personable.

Ads

Niched Ad Example

Potential Strategies

Brainstorming

Intro Offers

Discounted First Session

- Benefit is going to be
- Experience is vague
- Exactly what is going to happen
- Go to a new spa/location - experience a new treatment (may be intimidating),
- Will it hurt?

Multi-session offer (package)

- Has more defined outcome
- Has more commitment and price
-

Couple package

-
-

Offer

- Useful
- Not scary
- Has an exiting reason
- Have a fun glimpse in our mind of what it's going to be like

M - Magnetic reason why

- Fall/October sale
- Loves the industry and the treatments
- Rejuvenate after the Austin Summer heat

A - avatar

- Austin
- Women of Austin
-

G - Goal/Outcome

- More relaxed
- Better skin
- Better lashes
- Feel better
- Boost confidence
- More comfortable

I - Interval of time

- (30min treatment)
- (3 day)

C - Container

- Package,
 - Experience,
 - Ritual,
 - Treatment
 - Trick or treatment
-
- Fall Facial Freebies
 - Free Fall Facial
 - 60min Samhain Specials
 - Summertime Replenish Rituals

Name

Experience mapped out

- What it looks like and feels like
- Footage showing it happen - Outcomes

Reduce friction to book/attend

Objections

- Anxious/nervous new place
- Embarrassed about body/skin
- Too far?
- When I don't have time, weird schedule

DM - Follow and Like other customers on IG through finding other local users

- Comment and interact on relevant pages in the niche
- Reach out to well known followers in Austin - Influencers, Austin to-do pages,

Encourage Virality and spreading in social circles to tag or send to friends

Potential Intro Offers for the Spa:

- **Discounted Service Bundles:** Offer a package of popular services, such as a massage, facial, and lash lift, at a reduced price. This allows customers to experience a range of services at a lower cost, encouraging them to return for full-priced treatments.
- **First-Time Visitor Discount:** Provide a significant discount (e.g., 50% off) on the first visit. This can be applied to any service, allowing new customers to choose what appeals to them most while ensuring they experience the quality of the spa's offerings. Also have an email funnel on landing page directing them to a quiz or other action to find out what service they would benefit from and receive the discount for doing so.
- **Loyalty Program Enrollment Bonus:** Offer a free add-on service, such as an extra 15-minute massage or complimentary skincare product, when customers join the spa's loyalty program during their first visit.
- **Refer-a-Friend Offer:** Give both the new customer and the referring customer a discount or free service when the new customer books an appointment. This not only brings in new clients but also encourages existing clients to promote the spa.

These offers can be promoted through social media, email marketing, and local advertising to attract and convert potential customers into loyal clients.

Social Media Strategy

To create a social media strategy that drives 100-200 new customers a month through an introductory offer for a spa, you'll need a combination of targeted campaigns, engaging content, and effective promotion techniques. Here are key elements of a social media strategy and resources to help:

1. Promote the Introductory Offer Effectively

- **Craft a compelling offer** and ensure it is prominently featured across all social media platforms, particularly Instagram and Facebook. Use eye-catching visuals of your spa and services to highlight the experience. Utilise stories, posts, and pinned content to keep the offer visible.

2. Leverage Instagram Reels and Stories

- **Create engaging Reels** showcasing popular treatments and the relaxation customers can expect from their visit. Use behind-the-scenes content, before-and-after service shots, or testimonials to build credibility. Highlight the introductory offer in each Reel and include clear calls-to-action (CTAs) to book.
- **Use Instagram Stories** to create countdowns and reminders about the offer, with swipe-up links (if applicable) to book directly from Instagram.

Examples of engaging reels from other competitors:
https://www.instagram.com/reel/C7P_CbGPnBg/ - Massage Envy
https://www.instagram.com/reel/C9i4rOFAn1D/?hl=en - Hand and Stone (partnering with another profile or product to boost engagement and eyes on service as mentioned below)

3. Engage with Local Influencers

- Partner with local beauty or wellness influencers to spread the word about your intro offer. Invite them for a complimentary experience at your spa in exchange for posts or stories about their visit, which can help tap into their follower base.
- **Examples of such influencers can be found below:**
 - <https://www.instagram.com/theaustintourist/>
 - <https://www.instagram.com/eatdrinkdoaustin/>
 - <https://www.instagram.com/ssam.ttaylor/?hl=en>

4. Run Facebook and Instagram Ads Targeting Your Local Area

- Use paid social media ads to target users in your local area who are interested in wellness, beauty, and relaxation. Promote the introductory offer with clear messaging and an easy booking process. Ads should feature attractive visuals and highlight the limited-time nature of the offer to create urgency. Aware this has not worked well in the past, including this as an option, but it is imperative the ad/offer is curated correctly. It is also not necessarily the best approach to achieve results.

5. Engage and Build Community

- **Interact with followers** by responding to comments and direct messages quickly. Encourage satisfied customers to post about their experience and tag your spa. Repost user-generated content (UGC) on your page to build trust and showcase real client experiences.
- **Create polls, quizzes, and Q&A sessions** on Instagram Stories to increase engagement and gather insights about what potential customers are looking for in spa services.

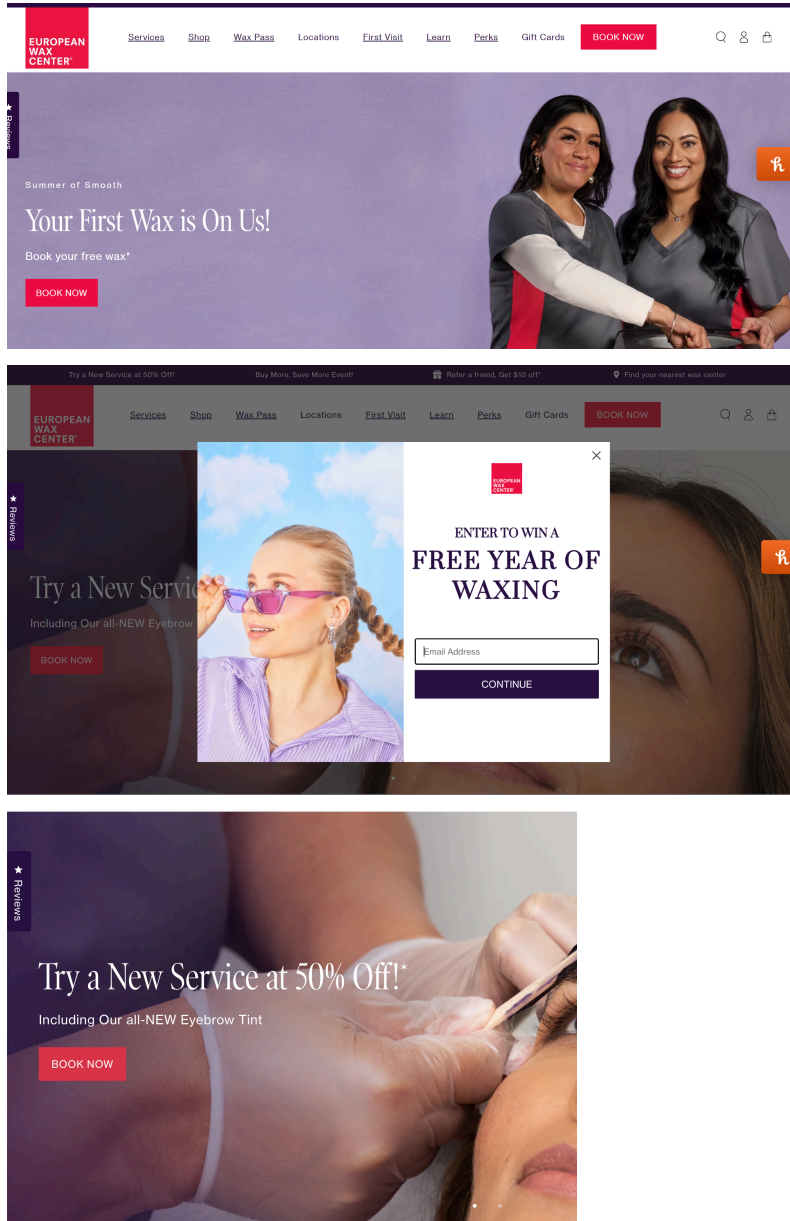
6. Steal Followers from Competitors

- Identify local competitors and engage with their followers by liking and commenting on their posts, or sending targeted ads to their audience. This strategy can help convert followers of competing businesses into your spa's customers by offering them something unique (like your intro offer).

Top Player Analysis

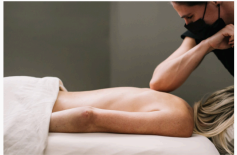
Noting some elements which could be implemented in order to drive up monthly customer numbers to the desired range.

European Wax Centre

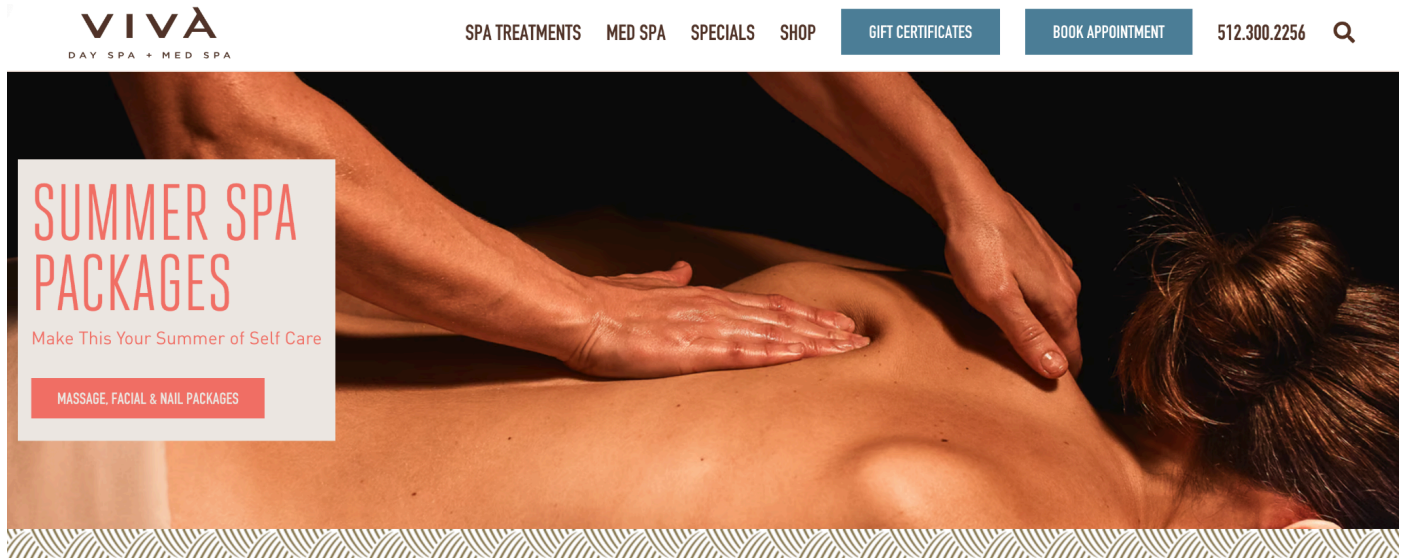


Pros: Very good introductory offers, free first wax, good email lead funnel, 50% off and refer a friend deals
Cons: Their actual business model is based on numbers, service provided is poor, lack of care therefore business needs to attract many new customers.

SPA Sway Club

 THE SWAY CLUB 50-MINUTE THE SWAY CLUB LEARN MORE - \$89 Per Month MEMBERSHIP BENEFITS: ✓ One 50-Min Facial or Massage Treatment Monthly ✓ Unused Monthly Credits Roll Over and Never Expire ✓ Exclusive Member Rate Pricing on Select Services ✓ Select Discounts & Promotions on Retail and Birthdays ✓ Shared Benefits with a Family Member or Friend ✓ Flexible Hold Options as Long as 3 months ✓ Earn and Save Sway Credits ✓ Credits Redeemable at Spa Sway Domain and Westlake ✓ Complimentary Hypervolt percussion therapy included  THE VIP CLUB 80-MINUTE THE VIP CLUB LEARN MORE - \$119 Per Month MEMBERSHIP BENEFITS: ✓ One 80-Min Facial or Massage Treatment Monthly ✓ Unused Monthly Credits Roll Over and Never Expire ✓ Exclusive Member Rate Pricing on Select Services ✓ Select Discounts & Promotions on Retail and Birthdays ✓ Shared Benefits with a Family Member or Friend ✓ Flexible Hold Options as Long as 3 months ✓ Earn and Save Sway Credits ✓ Complimentary Hypervolt percussion therapy included  HYDRAFACIAL CLUB THREE-TIER SELECTIONS THE HYDRAFACIAL CLUB LEARN MORE - MEMBERSHIP OPTIONS: Signature 50 MIN \$200 Includes: Monthly 50-minute Hydrafacial + 1 Booster Ultimate 80 MIN \$300 Includes: Monthly 80-minute Hydrafacial + 1 Booster + 1 Enhancement & Lip & Eye 2 Week Take Home Treatment MEMBERSHIP BENEFITS: ✓ Exclusive Member Rate Pricing on Select Services ✓ Unused Monthly Credits Roll Over and Never Expire ✓ Select Discounts & Promotions on Retail and Birthdays ✓ Flexible Hold Options as Long as 3-months ✓ Earn and Save Sway Credits	Offer memberships in tiers
 THE SWAY AWAY RELAX & DE-STRESS LEARN MORE + BOOK ONLINE GIFT CARD  MOM TO BE SOOTHE & RELAX LEARN MORE + BOOK ONLINE GIFT CARD  PERFECT DAY AWAY INDULGE & RELIEVE LEARN MORE + BOOK ONLINE GIFT CARD  COUPLES ESCAPE RECONNECT & ENJOY LEARN MORE + BOOK ONLINE GIFT CARD  THE ULTIMATE CURE REVIVE & RELEASE LEARN MORE + BOOK ONLINE GIFT CARD  THE MANLY RETREAT UNWIND & INDULGE LEARN MORE + BOOK ONLINE GIFT CARD	Offer specific packages

Viva Day Spa

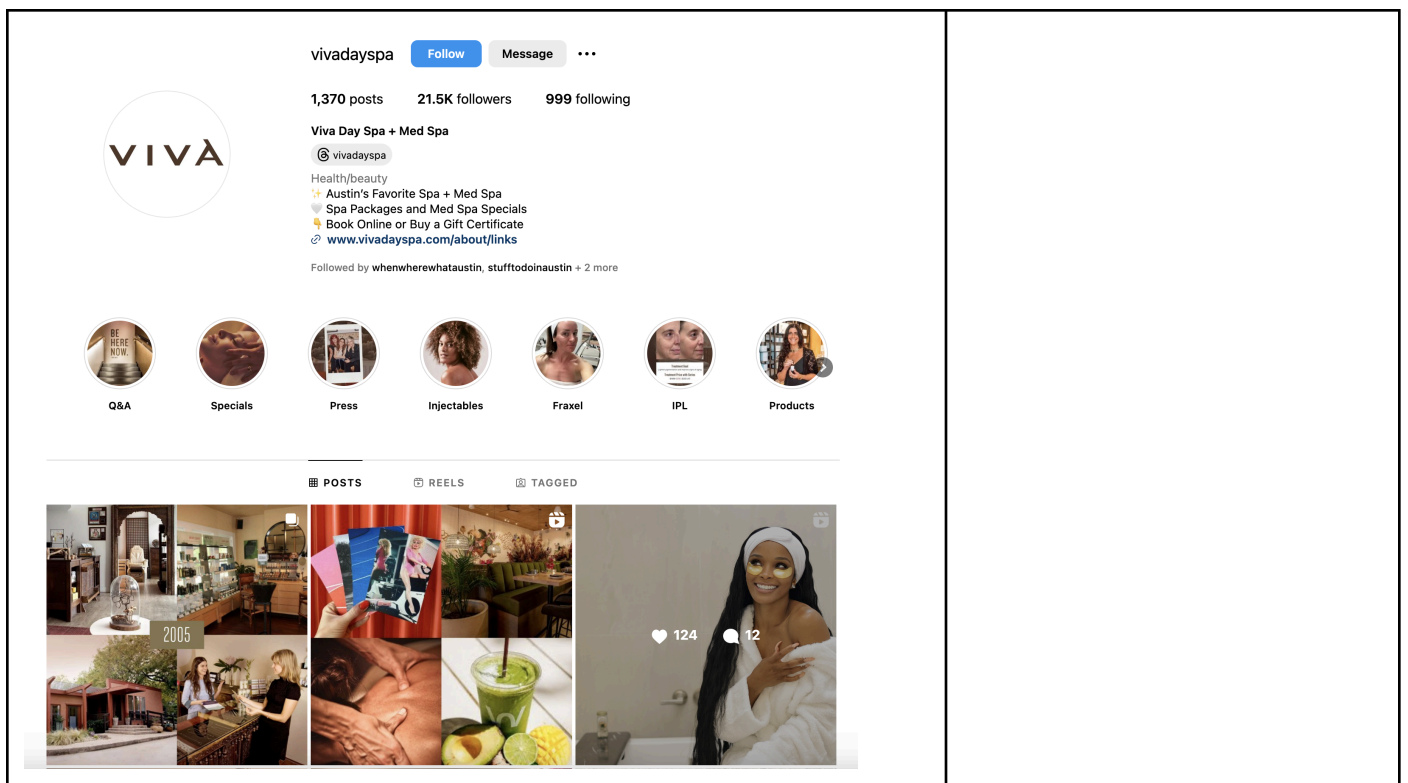


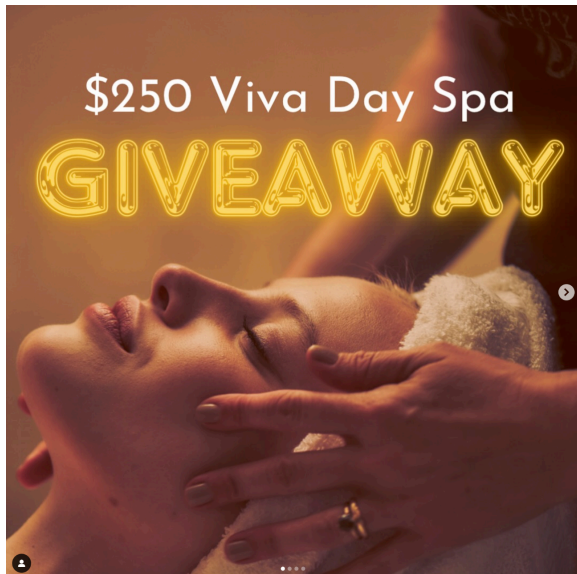
AUSTIN'S FAVORITE SPA

Viva Day Spa + Med Spa offers a full menu of [spa](#) and [med spa treatments](#) at our four spas in Austin and Round Rock, TX. With award-winning [spa packages](#) and [massages](#) to rejuvenating [facials](#) and luxe [nail salon services](#), discover why Viva was voted [Best Spa in Austin](#) by The Austin Chronicle and Austin Monthly and Best Massage in Austin by The Austin American Statesman.

Instantly have a book appointment feature, phone number, packages for the summer and social proof on the main site landing page.

Instagram Points:





austinforkids and vivadayspa
Austin, Texas

GIVEAWAY IS NOW CLOSED !!

🔥 WHO WANTS \$250 TO SPEND AT VIVA DAY SPA?!?! 🔥

We wanted to celebrate our milestone of reaching 50,000 followers in a BIG way, so we've teamed up with @vivadayspa for an amazing giveaway!

June also marks the spectacular 19th Anniversary of Viva Day Spa, so to celebrate both occasions, we are giving on of you \$250 to spend at the Viva Day Spa location of your choice!

Since opening its doors in 2005, Viva has flourished as a women-founded, locally-owned oasis of relaxation, thanks to our amazing Austin community. 🌿💖

Don't miss Viva's specially priced 19th Anniversary Spa treatments and med spa services available from June 24 - July 5, 2024. They only lower their prices this much ONCE A YEAR- so don't miss out!

How to enter:

- Like this post
- Follow @austinforkids and @vivadayspa
- Tag all your friends who deserve a pampering day! 🌿 Each unique tag is a separate entry.
- Share this giveaway to your stories for an additional 5 entries to the giveaway!

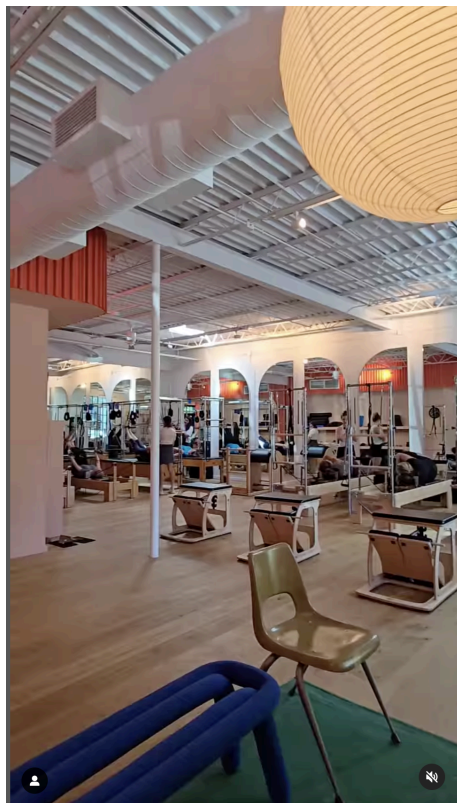
Giveaway ends in ONE WEEK on July 2, 2024 at 8pm. I will DM the winner and announce the winner in stories.

Head to @vivadayspa or the link in our bio to book your...

Liked by austinfoodstagram and 1,019 others
June 25

Add a comment... Post

Giveaways alongside partnerships with local IG pages is a great way to drive engagement to page and get leads/followers



vivadayspa and 2 others
Original audio

vivadayspa NATIONAL WELLNESS MONTH GIVEAWAY CLOSED 🎉🎉

We can't let August get away without a giveaway! In celebration of National Wellness Month, we're partnering with @eatwellatx and @moogiepilates for a special self-care gift. One lucky winner will receive a \$75 gift card to @eatwellatx, three 55-minute private Pilates sessions at @moogiepilates (\$195), and a \$150 Viva gift certificate to enjoy a relaxing spa treatment of your choice. (\$420 Value)

To enter:

1. Follow @vivadayspa @eatwellatx @moogiepilates
2. Like this post
3. Tag someone who needs some self-care
3. Bonus Entry: Repost this post to your story and tag all 3 accounts

This giveaway closes on Thursday, 8/29 and is in no way sponsored or endorsed by Instagram. Winner will be chosen randomly and contacted directly via DM from @vivadayspa on 8/30. We will not ask for financial information, please do not share online.

#vivadayspa #moogiepilates #eatwellatx #austintexas #atx
Edited · 2d

lifeasinc AHFFF all my favorite 3, Pilates, the well and viva spa 🌿💖🌿
5d 1 like Reply

chandler_peraleas @kailey.gullett we always need self care 🌿
6 days ago

Liked by emilylovesatx and 926 others
6 days ago

Add a comment... Post

This Reel received 28.4k views and as of the image is 6 days old.

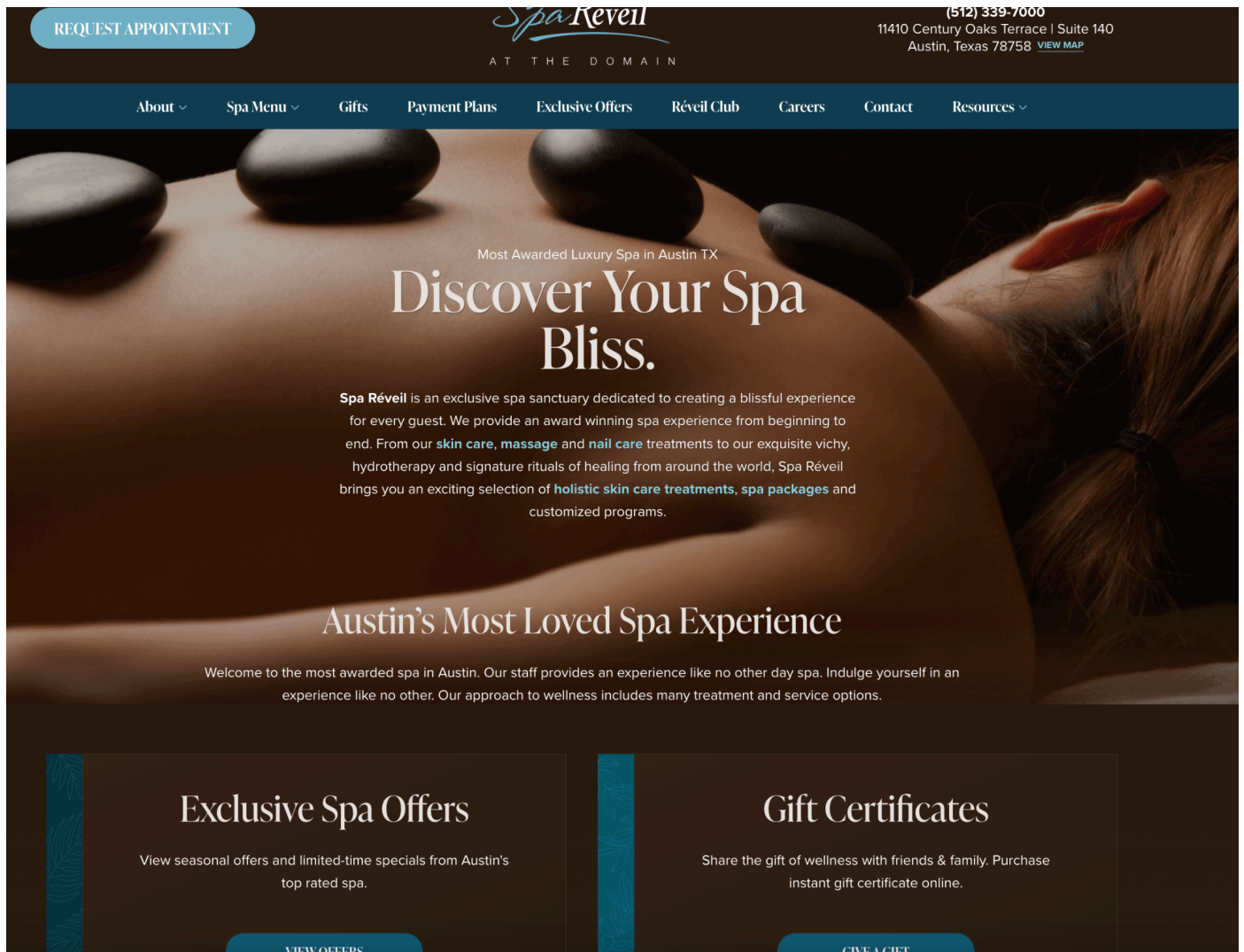
This employs multiple techniques to drive engagement and CTAs.

Leans on national wellness month as a reason to sell.

Having co-author posts means 3 different audiences see and engage with the Reel.

Using instagram collabs is very effective to capture new audiences.

Spa Reveil

The image shows the landing page of the Spa Reveil website. The background is a high-quality photograph of a person's back being treated with hot stones. The layout includes a top navigation bar with a 'REQUEST APPOINTMENT' button, the 'Spa Reveil' logo, and contact information. Below this is a secondary navigation menu with links to 'About', 'Spa Menu', 'Gifts', 'Payment Plans', 'Exclusive Offers', 'Réveil Club', 'Careers', 'Contact', and 'Resources'. The main content area features a large heading 'Discover Your Spa Bliss.' followed by a paragraph describing the spa's offerings. Below this is another heading 'Austin's Most Loved Spa Experience' and a welcome message. At the bottom, there are two columns: 'Exclusive Spa Offers' and 'Gift Certificates', each with a brief description and a 'VIEW OFFERS' or 'GIVE A GIFT' button.

REQUEST APPOINTMENT

Spa Reveil
AT THE DOMAIN

(512) 339-7000
11410 Century Oaks Terrace | Suite 140
Austin, Texas 78758 [VIEW MAP](#)

About ▾ Spa Menu ▾ Gifts Payment Plans Exclusive Offers Réveil Club Careers Contact Resources ▾

Most Awarded Luxury Spa in Austin TX

Discover Your Spa Bliss.

Spa Réveil is an exclusive spa sanctuary dedicated to creating a blissful experience for every guest. We provide an award winning spa experience from beginning to end. From our [skin care](#), [massage](#) and [nail care](#) treatments to our exquisite vichy, hydrotherapy and signature rituals of healing from around the world, Spa Réveil brings you an exciting selection of [holistic skin care treatments](#), [spa packages](#) and customized programs.

Austin's Most Loved Spa Experience

Welcome to the most awarded spa in Austin. Our staff provides an experience like no other day spa. Indulge yourself in an experience like no other. Our approach to wellness includes many treatment and service options.

Exclusive Spa Offers

View seasonal offers and limited-time specials from Austin's top rated spa.

[VIEW OFFERS](#)

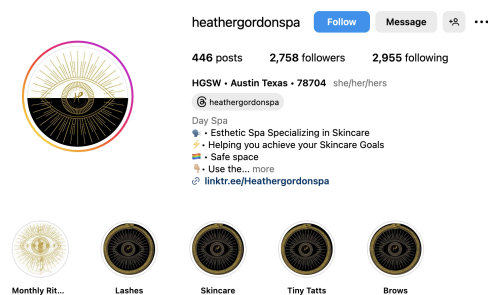
Gift Certificates

Share the gift of wellness with friends & family. Purchase instant gift certificate online.

[GIVE A GIFT](#)

Landing page shows clear information

Social Media Strategy - Organic Growth



bio to be adjusted to see entire CTA



Not a whole lot of followers, but poor engagement, this could be an area where organic growth could help drive attention, engagement and conversion. There is a divergence of aesthetic between the website and Instagram.

Niche Down - What is the specific types of content you are targeting towards your ideal Client?

BIO

Firstly, there appears to be an error which is cutting off the CTA to click the link, this needs to be updated. Create a Linktree or Taplink or Bitly in the Bio that would automatically send to fill in form and newsletter.

“DM me for a free fat loss guide & to get started!”

Essentially we want to leverage peoples desire to get free information to also create a potential Client list that we can turn into paying customers.

To get there we need to get more eyes on your page, this can be done organically or through paid ads, the organic strategy is outlined below.

Note: This strategy is a lot of work, but it pays off. If your primary goal is to increase followers and monetize attention, this will do exactly that.

Reels

Use them! Instagram is no longer a post only platform, Reels are favoured heavily by the Instagram algorithm.

As opposed to regular posts, where you can provide more information and value, reels need to be entertaining and engaging. Therefore, use videos or images with your voice over it, play around with it to become familiar with it.

This is your weapon to break into the algorithm.

1. GRAB ATTENTION!!

First seconds need to make a statement, controversy or shocking statements can be used to hook them into watching longer than 5 seconds, otherwise they will keep scrolling.

2. After this you need to **provide value**. Without this, they will continue scrolling. Keep the reel to under 30 seconds.

3. Viewers to followers: the last few seconds of a reel make a big difference when it comes to gaining new followers. It should include a Call-To-Action (CTA) asking people to like the reel followed by a CTA to follow and comment. Likes, comments and follows are great for the algorithm. Remember that people might see your videos multiple times before they actually follow, so keep hammering the “comment and follow” etc.

Stories

Unlike reels, it's hard to maximise views because the algorithm changes quite often, to create good stories, think what you would like to see from a page like yours if you were just a follower.

Until you have 10k followers, you can't go live, however, that doesn't matter too much.

Again, this is all about **VOLUME!** 6-12 stories a day, spread out as much as possible during your waking hours.

To make these as engaging as possible, you can share interesting tips about health, fitness, diet etc. that you will be discussing in your page, as well as relevant memes, reposts of old content, new posts, quizzes, polls relating to your content, occasional Q&A and adverts for your own services.

Mix this up, one day do polls, another new post highlights, then memes, keep it engaging.

Remember people are busy, not everyone is going to be online to see your stories at all times of the day, the more often you can push your stories, especially if they are funny or engaging, the more likely they are to be shared and pushed by the algorithm, especially if reposting reels.

	We want the least amount of friction between seeing an offer and booking said offer. When posting promotional offers in stories, ensure there is a “BOOK HERE” link included in the story, boost this offer by including scarcity tactics or offering a free service/product for the first 5 people to book. Could also use this to get followers to share, like and comment for a chance to win etc. etc.

When to Post?

Check your insights panel (in settings) but you should aim to post just after lunch and just after dinner time. You can also schedule this when you have free time or are doing admin tasks.

Organic Growth

Doing this feels spammy, but you have to keep asking for likes, comments and follows regardless of how much you don't want to. Remember you are building a high-quality following of people who actually want to follow you. You will be creating valuable content for people and the more likes, comments and followers, the more you can grow your presence and by extension, your business.

Promotional Growth

You always have the option of reaching out to other pages, meme pages etc. revolving around your topic of fitness, who have tens/hundreds of thousands of followers. You can reach out and politely ask how much promotion would cost. They can post you to their story and grid for a fee. When DMing them use a moneybag 💰💰 emoji prior to the DM to stand out.

You can also run promotions on Instagram by using the "Promote" feature on your posts/stories and select a narrow demographic to be targeted. Be specific here, narrow it down to your ideal Clients in your area.

Giveaways

As you currently have physical and digital products for sale, this is an ideal way of boosting traffic to those items and also getting more engagement/leads for future clients by them giving you their email/instagram handles.

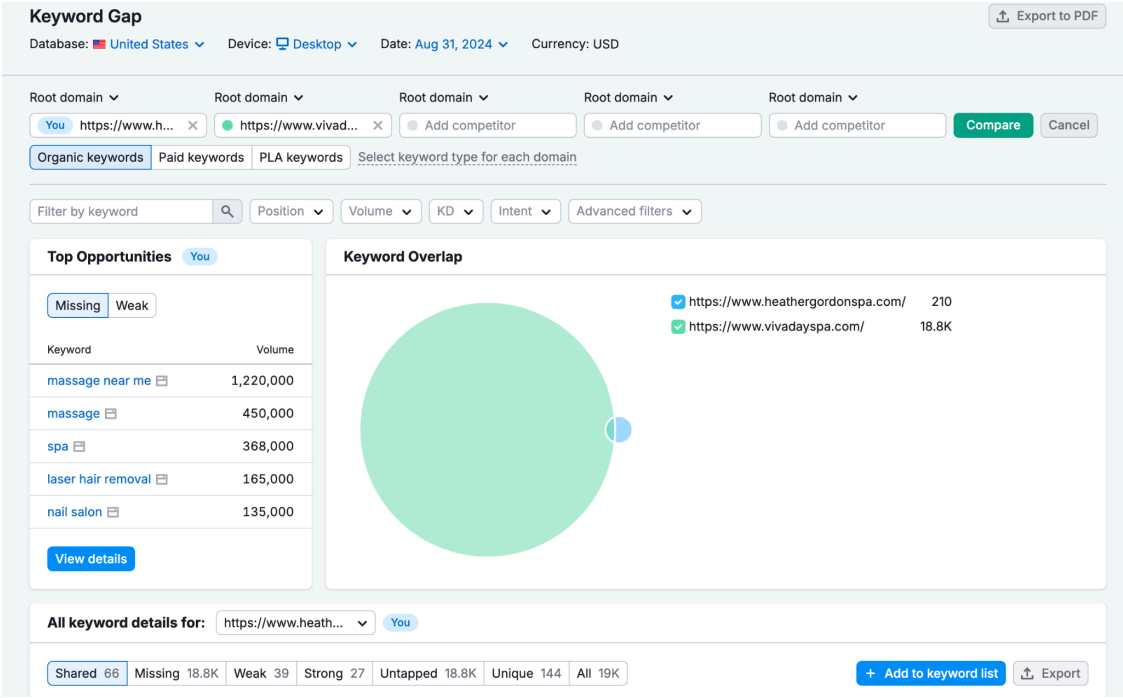
NOTE: Always include a disclaimer stating that Instagram is not affiliated with the giveaway in both the post and description.

Fans

As your page grows, you will get more DMs every day. Take the time to help people out for free. Interacting with your fans is crucial at first because you actually have the time to do so and build a strong community. This also goes for liking and responding in the comment section of your posts and stories.

Search Engine Optimisation (SEO)

To be discussed from previous bad experiences and how we may rectify this.
From a comparison to another competitor it appears there is significantly less key words which is contributing to a failure of clients from Google:



Refined Strategy for Business Objective

1. Enhance Social Media Engagement and Conversion

- **Content Strategy for Instagram/TikTok:**
 - **Consistent Posting:** Post regularly on Instagram and TikTok with a mix of content types: tutorials, client testimonials, before-and-after transformations, behind-the-scenes footage, and educational content. Aim for daily posts or at least 4-5 times a week to maintain visibility.
 - **Interactive Content:** Use polls, quizzes, and question stickers in Instagram Stories to engage your audience and gather insights about their preferences. Encourage user-generated content by asking clients to share their results and tag your business.
 - **Influencer Collaborations:** Partner with local beauty and wellness influencers to create content that highlights your unique offerings, such as stem cell treatments or specialised facials. Influencers can drive their followers to your page and convert them into clients.
 - **Shoppable Posts:** Utilise Instagram's shopping feature to tag products directly in your posts. For TikTok, link your website or specific product pages in the bio and encourage viewers to click through.
- **Follower-to-Customer Conversion:**
 - **Exclusive Offers:** Create Instagram and TikTok-exclusive promotions (e.g., discounts, free add-ons with a service) that are only available to followers who engage with your posts. Use limited-time offers to create urgency.
 - **Call-to-Actions (CTAs):** Ensure every post has a clear CTA, whether it's "Book Now," "Swipe Up to Learn More," or "Visit Our Website for a Special Offer." The goal is to drive immediate action from your followers.
 - **Landing Pages:** Direct traffic from social media to specific landing pages designed to convert visitors into clients. These pages should be optimised with strong headlines, compelling visuals, and easy booking options.

2. Improve Google SEO & Website

- **Local SEO:**
 - **Optimise Google My Business:** Regularly update your Google My Business profile with new photos, posts, and customer reviews. Encourage satisfied clients to leave reviews, which can significantly impact local search rankings.
 - **Local Keywords:** Optimise your website with local keywords like "Austin spa," "best facials in Austin," and "Austin skincare." Use these in title tags, meta descriptions, headers, and throughout your content.
 - **Content Creation:** Develop blog posts and service pages that address common questions and concerns related to your services. For example, "Benefits of Dermaplaning for Sensitive Skin" or "Top 5 Skincare Treatments for Austin's Climate." This not only improves SEO but also positions your business as an authority in the field.
- **Website Optimization:**
 - **User Experience (UX):** Ensure the website is user-friendly, with easy navigation and fast load times. The booking process should be straightforward, with minimal steps from landing on the site to booking a service.
 - **Mobile Optimization:** Given the heavy use of mobile devices for social media browsing, make sure your website is fully optimised for mobile. This includes responsive design, fast mobile load speeds, and easy navigation.
 - **Conversion Rate Optimization (CRO):** Implement CRO techniques such as clear CTAs, live chat support, and A/B testing different landing pages to see which designs convert visitors into clients most effectively.

3. Retain Existing Customers

- **Loyalty Programs:**
 - **Rewards for Repeat Visits:** Introduce a loyalty program where clients earn points or discounts with every visit. Offer exclusive perks for members, such as early access to new services or special discounts.
 - **Referral Program:** Encourage existing customers to refer friends by offering them a discount or free service for every referral that becomes a paying client.
- **Personalized Marketing:**
 - **Email Campaigns:** Send personalised emails based on past purchases or services. For example, if a client regularly gets facials, offer them a discount on their next facial or suggest complementary treatments.
 - **Follow-Up After Services:** Implement a follow-up system where you check in with clients after their appointment. This could be an email or text message thanking them for their visit and offering a discount on their next booking.
- **Customer Feedback Loop:**
 - **Regular Surveys:** Conduct regular satisfaction surveys to understand how customers feel about your services and what improvements they would like to see. Use this feedback to refine your offerings and customer service.
 - **Engagement on Social Media:** Actively engage with your customers on social media by responding to comments, DMs, and mentions. Show appreciation for their business and listen to their feedback.

Tactical Action Plan

1. **Week 1-2:** Audit and optimise the current social media strategy. Begin posting more interactive and conversion-focused content. Initiate influencer outreach.
2. **Week 3-4:** Improve Google My Business profile and start implementing local SEO tactics on the website. Begin testing shoppable posts on Instagram.
3. **Month 2:** Launch a loyalty program and a referral program. Create email marketing campaigns targeting existing customers.
4. **Month 3:** Analyse the performance of new strategies (social media engagement, website conversions, client retention). Adjust tactics as needed based on data and feedback.
5. **Ongoing:** Continue to optimise based on performance, add new content regularly, and keep the engagement high on social media platforms.