



SUGGESTED SOCIAL MEDIA CAMPAIGNS

FACEBOOK & INSTAGRAM ROLL OUT

SIX UNDERGROUND MEDIA

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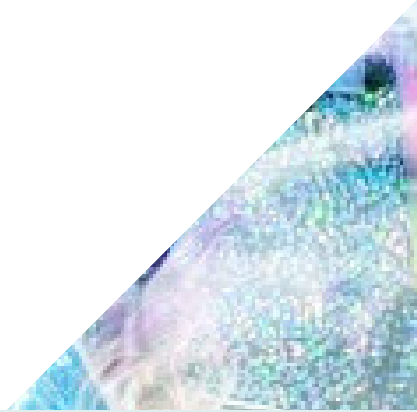
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REWARD YOUR FANS

FAN OF THE WEEK

Give an incentive weekly and invite followers to like, comment or share to boost their chances of winning. Base the contests around the products or services available at the salon.

- Like, share, comment to increase chances of winning
 - Determine a budget for boosting the weekly post
 - Announced winner each week on a certain day.

DRIVE ENGAGEMENT

ENGAGE AND WIN

Like and comment on our page (for a certain period of time), and you could win (prize). Overall getting more engagement, people will leave comments, reviews, and like just to get it.

REVIEW CONTEST

Leave a review on our page and tell us how we change your life and you could win...

INSTAGRAM

INSTAGRAM HASHTAG

Instagram Hashtag Contest Repost or regram with a certain hashtag, or upload their photos with the hashtag on a certain topic to win a prize. Use a new hashtag related to the brand, it has to be catchy.

INSTAGRAM HAIR SELFIE

Possibly share before shots and say why they need to win the prize (given it's a cut or colour job). Or even something as asking clients to take an 'In the chair selfie' while they are at the salon doing their hair. Something so people can get creative, like the hair flip contest for Mane Salon.

MILLENIALS

SECOND HAIR DAY SLAY

Show us how you slay your second day hair and you could win....

TAG YOUR CREW

Like and tag your crew to win! The ideal would be to tag as much people possible, and make it terms of condition.

Examples:

'Tag 3 friends who need a tan' and you could win a 3 month-tan pass.

'Tag a friend who needs a fresh cut' ...

"Tag five friends that need a facial'