

The background features a vertical gradient from light blue at the top to dark blue at the bottom. Two hands are visible: one on the left with light pink manicured nails and a gold ring on the ring finger, and one on the right with dark, patterned manicured nails and a gold ring with a blue stone on the ring finger.

DIGITAL MEDIA MARKETING PLAN

Paw Power Nails

BROOKE EVANS

Executive Summary

Paw Power Nails aims to expand its presence within the Clemson community by attracting both new and local customers during the summer months, a period typically marked by lower student traffic. Our key strategies include increasing social media engagement and establishing an official website to facilitate customer bookings and inquiries. We have set ambitious Key Performance Indicators (KPIs) to guide our efforts: a 20% increase in summertime customers, a 30% boost in social media engagement, and a 15% rise in sales following the introduction of our website.

To achieve these goals, we will leverage multiple marketing channels, including our new website, Facebook and Instagram, online ads, traditional print ads, search engine optimization (SEO), and targeted email campaigns. Our total marketing budget for these initiatives is set at \$10,000. By implementing these strategies, Paw Power Nails is positioned to enhance customer engagement and drive sales growth, solidifying its role as a go-to destination for pet nail care in the Clemson area.

Mission Statement

"At Power Power Nails, our mission is to uplift the Clemson community with exceptional nail care and wellness services. We create a welcoming space where every client feels valued, refreshed, and confident, offering high-quality treatments and outstanding customer service for the ultimate self-care experience."

- Building long-lasting relationships with clients by providing a warm and inclusive atmosphere
- Prioritizing cleanliness and safety in all treatments.
- Commitment to continuous training and skill development for our team.
- Staying updated on the latest trends and techniques to keep clients looking and feeling their best.

We Value

INCLUSIVITY

**COMMUNITY
ENGAGEMENT**

**HIGH STANDARDS IN
ALL SERVICES**

**CLEANLINESS &
SAFETY**

**QUALITY
CUSTOMER CARE**

TEAMWORK

Goals

- Our goal at Power Power Nails is to expand our reach within the Clemson community by attracting new and local customers during the summer months when student traffic is lower.
- We want to increase our social media engagement & create an official website for customers to make bookings & ask questions
 - We're committed to promoting seasonal offers and services that appeal to year-round residents and to building a stronger social media presence that highlights the Power Power Nails experience
 - Creating a website will streamline the booking process and allow customers to find us on Google directly, rather than being redirected to our Facebook page.
 - We will promote our posts and special offers on Instagram and Facebook to attract more customers.

Market Analysis

STRENGTHS

- **Active Social Media Presence:** Regularly engages with customers on Instagram and Facebook, increasing visibility and customer interaction.
- **Rewards Program/Student Discounts:** Offers a loyalty rewards system that provides discounted prices, encouraging repeat visits. Students also have exclusive discounts
- **Location:** Is walking distance from Clemson's campus & many student apartment complexes
- **Quality Service and Trend Awareness:** Known for high-quality treatments and staying updated with nail trends, which attracts clients seeking premium service.

OPPORTUNITIES

- **Website Development:** Creating a website could enhance visibility on search engines, offer online booking, and provide more information on services, pricing, and promotions.
- **Social Media Expansion:** Increased use of social media ads and influencer partnerships to broaden reach and attract new clients.
- **Special Seasonal Packages:** Develop themed service packages for different seasons or events (e.g., prom, graduation) to appeal to a broader client base.

WEAKNESSES

- **No Official Website:** Lack of a website limits accessibility and may deter potential clients who prefer online booking or finding information quickly.
- **Higher Pricing:** Prices are higher compared to some competitors, which may discourage price-sensitive customers.
- **Overbooking Issues:** Tendency to overbook clients, which can lead to longer wait times and a less-than-ideal customer experience.

THREATS

- **Local Competition:** Competing nail salons with lower prices or more established client bases could attract potential customers away.
- **Customer Expectations for Digital Convenience:** As more businesses offer seamless online booking, lacking a website or online booking feature may lead customers to choose salons that offer these conveniences.

Target Market Demographics

- **Age:** Primarily targets young adults, including college students, as well as professionals in their 20s and 30s. Secondary focus on local residents aged 18-65.
- **Gender:** Services are marketed to all genders, though slightly tailored toward women due to popular services like nail art and spa treatments.
- **Economic Strata:** As a mid-range to slightly higher-end nail salon, Paw Power Nails appeals to middle-income clients, including students, professionals, and locals who value quality services and are willing to invest in self-care.
- **Geography:** Serves the Clemson, SC area, focusing on the university's student population and residents within the surrounding neighborhoods.
- **Interests, Hobbies, etc:** Appeals to customers who prioritize self-care and enjoy beauty and wellness routines. Also targets individuals who engage in campus life, social activities, and people looking for relaxation and rejuvenation services in a convenient, accessible location.

Buyer Personas

- Name: Chloe Matthews
- Demographic: Female; 19 years old; Clemson student from Greenville, SC; lives on campus & is active in a sorority; single
- Motivations: Enjoys getting ready and hanging out with her sorority sisters. She also utilizes student discounts offered.
- Frustrations: Does not like feeling overcharged for services
- Miscellaneous: Loves following the current trends



Buyer Personas

- Name: Ana Garcia
- Demographic: Female; 32 years old; lives in Clemson, SC & is a local marketing manager; single
- Motivations: Is very career-focused & values personal presentation.
- Frustrations: Is impatient when it comes to waiting times.
- Miscellaneous: Is usually in a hurry due to having multiple meetings with clients throughout her day.



Buyer Personas

- Name: Linda Stevenson
- Demographic: Female; 55 years old; high school teacher from Seneca, SC; married with 3 children
- Motivations: Loves going on date nights with her husband & spending time with her children.
- Frustrations: Doesn't like the lack of free parking in downtown Clemson.
- Miscellaneous: Is an advocate for health & wellness, enjoys yoga in her spare time.



Competitor Analysis

- Our competitors include all nail salons in the Clemson area as well as hair salons that offer nail services.
- Their strategies may include:
 - Having flexible walk-in appointments
 - Unique atmosphere with complementary beverages
 - Offering lower prices for similar services

Competitor: University Nails

STRENGTHS

- **Location:** Is also located downtown, so it is a walkable distance from Clemson's campus
- **Lower Prices & Discounts:** Offers services at lower prices compared to other salons, making it appealing to budget-conscious customers, including students.
- **Increased Walk-In Availability:** Has more flexibility for walk-ins, attracting clients who prefer spontaneous or last-minute appointments.

OPPORTUNITIES

- **Improve Customer Experience:** Addressing issues that lead to low traffic, such as customer service or service quality, could help attract more clients and improve client retention.
- **Expand Digital Presence:** Investing in a website and boosting social media activity could reach a wider audience.

WEAKNESSES

- **No Official Website:** Lack of a website limits accessibility and may deter potential clients who prefer online booking or finding information quickly.
- **Low Customer Traffic:** Often empty, which may reflect a lower perceived value or quality among potential clients and indicate a lack of consistent customer loyalty.
- **Inactivity on Social Media & Poor Yelp Reviews:** Limited social media presence reduces brand visibility & poor reviews can lead to a harmed reputation.

THREATS

- **Competitive Market:** Competes with several other nail salons and salons with broader beauty services in Clemson, making it challenging to differentiate and attract clients.
- **Dependence on Walk-In Traffic:** Heavy reliance on walk-ins, without a consistent customer base or loyalty programs, may lead to inconsistent revenue
- **Impact of Negative Reviews:** Bad reviews on Yelp or other review sites may deter new clients

Competitor: Aloha Nails

STRENGTHS

- **Efficient Appointment Scheduling:** Known for low to no wait times for clients with appointments, providing a reliable and efficient experience.
- **Reward Program and Student Discounts:** Offers loyalty rewards and student discounts, making it appealing to students and regular clients seeking value
- **Focused Service Offering:** Specializes in nail services, allowing staff to hone expertise in nails specifically, which may attract clients looking for a dedicated nail salon

OPPORTUNITIES

- **Website Development:** Creating a website could improve visibility, allow for online booking, and provide a platform for showcasing services and client reviews.
- **Expand Social Media Presence:** Increasing social media activity, particularly on platforms popular with students (e.g., Instagram), could attract more clients and build an online following

WEAKNESSES

- **Location:** Located farther from Clemson University, requiring students to have a car or arrange transportation, which may deter some student clients
- **No Official Website/Limited Social Media Presence:** Lacks a professional website & only uses Facebook, limiting outreach to potential clients who use other platforms like Instagram for beauty services
- **Restricted Service Range:** Only provides nail services, lacking the broader beauty and wellness offerings (e.g., facials, waxing) that some clients may prefer for a one-stop beauty experience.

THREATS

- **Close Competitor Proximity to Campus:** Competes with salons closer to campus that are more convenient for student walk-ins or those without transportation.
- **Increased Competition with Stronger Digital Presence:** Competing salons with a broader digital presence and active social media marketing may attract more online-savvy clients.

Goals for Summer 2025

- Bring in more new and local clientele through summer promotions
 - Monday-Friday: 20% off services when you bring a friend
 - \$20 off every 5 visits
 - 10% off your first time with any eyebrow or eyelash service
 - Have customers enter giveaways for a free \$100 gift card
 - **KPI: Increase summertime customers by 20%**
- Increase social media engagement
 - Since instagram is already successful, lean into new platforms such as TikTok
 - Connect Instagram & Facebook to reach as much clientele as possible
 - Promote advertisements about promotions on social media
 - **KPI: Increase social media engagement by 30%**
- Launch official Paw Power Nails website
 - Includes a photo gallery of all services
 - Is easy to navigate and has options to book online if the phone line is busy
 - Has options to cancel & reschedule appointments
 - **KPI: With introduction of a website, increase sales by 15%**

Our Pricing Strategy

COST BASED & VALUE BASED PRICING

Paw Power Nails effectively uses both cost-based pricing and value-based pricing strategies. With cost-based pricing, the business calculates the total costs of providing nail care services, including supplies and labor, then adds a markup for profit. For example, if the total cost per session is \$20 and a 50% markup is applied, the service would be priced at \$30. In contrast, value-based pricing focuses on the perceived value of the service to customers rather than just the costs. Paw Power Nails enhances its value proposition by understanding what customers prioritize (such as quality, convenience, and exceptional service) and adjusting prices based on these insights. By combining these strategies, Paw Power Nails ensures that its pricing covers costs while reflecting the unique value it offers, ultimately enhancing profitability and customer satisfaction.

Competitor Pricing Strategy

UNIVERSITY NAILS

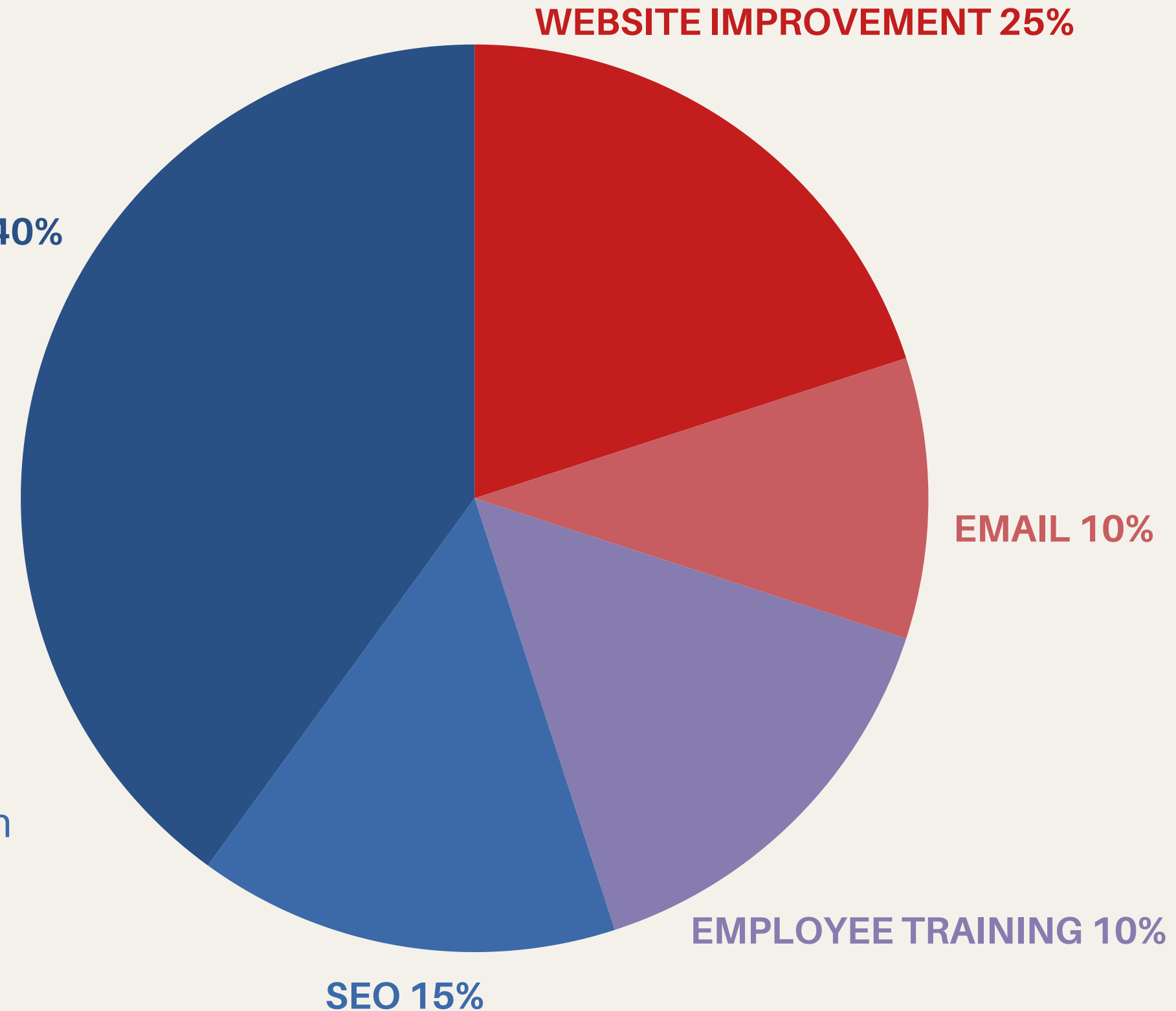
ALOHA NAILS

Both University Nails and Aloha Nails use competitive pricing by setting their prices slightly lower than their competitors to attract price-sensitive customers. They regularly analyze local market rates for nail services to ensure their pricing remains appealing. For instance, if the average price for a manicure is \$30, they might charge \$25, making their services more enticing. This strategy not only helps them attract new customers but also encourages repeat business, allowing them to grow their market share while maintaining profitability.

Proposed Marketing Budget

- **Social Media Ads:** allow for targeted marketing, reaching specific demographics effectively while minimizing wasted spending, leading to higher conversion rates
- **Website Improvement/Creation:** enhance user experience, potentially increasing customer engagement and sales, which helps recoup the investment over time
- **Email:** cost-effective way to communicate with existing customers and promote special offers, fostering customer loyalty without high expenses
- **Employee Training:** ensures staff are skilled and efficient, reducing errors and increasing productivity, which ultimately lowers operational costs
- **SEO:** improves online visibility, driving organic traffic to the website, which can lead to more customers without the ongoing costs of paid advertising

SOCIAL MEDIA ADS 40%



Citations

References

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