



Product List the service(s) you want to highlight.

Ex. Haircut & Color



Price How much will you charge for service(s)? Offering any discounts?

Reg - \$40 haircut, \$60 color. Promo - \$75 for new & recapture (6+mo/last visit) clients



Place Define your service area and channels you wish to market on.

5 mile radius of downtown DC. Instagram, FB, Website, Groupon, Yelp, Google.



Promos Brainstorm where, how, and when you will advertise the above.

Create ad w/ prior client before & after on Canva. Post to IG, FB (free); Groupon (fee per claim), Google Ad (variable CPC)