

Market and Consumer Analysis

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SAMPLE

MARKET AND CONSUMER ANALYSIS

Abstract

Beyond Beauty is a hair salon located in Orange County, NY. The salon needs help managing their social media and creating a campaign. The salons target audience is women ag 35-45 in Orange County, NY. The research conducted will show that women are the primary buyers and that women make up 50% of the population in Orange County, NY. Primary research shows that 80% of survey participants use Facebook as their primary form of social media.

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Capstone Thesis Project

Introduction

Social media is one of the main ways to reach a target market in the current digital age. Beyond Beauty needs to utilize more social media marketing tactics. Research will be conducted to define the best way to reach the salon's target market using social media.

Thesis Statement

This paper will explore how to use social media to reach a defined target market.

Situation Analysis

Company Overview and Current State

Beyond Beauty is a hair and makeup studio located in Orange County, NY. The company was started in 2016 by Amy Sarinsky, and currently only has one location in New Windsor. The company specializes in hair, makeup, nails, and lashes.

Amy is looking to grow the following for the salon as well as for her stylists. Amy feels as though most of her clients ask for her only and she can only handle so many. She wants current and new clients to see the other stylists and realize that they are just as good as she is. A campaign is being developed that will help to get the business engaged with its target audience as well as bring light to the stylists working at that salon. The goal is to bring attention to the work of the other stylists.

Beyond Beauty has a great standing within its community. They currently have a good relationship with their target market. Their clients are mostly within the target market and happy with their services. Some clients drive from other states to receive hair care from Beyond Beauty. There are no known historical Public Relations issues for this Client.

Beyond Beauty currently uses a few different types of social media. They have Facebook and Instagram. We will be creating a TikTok and website as well as part of the social media

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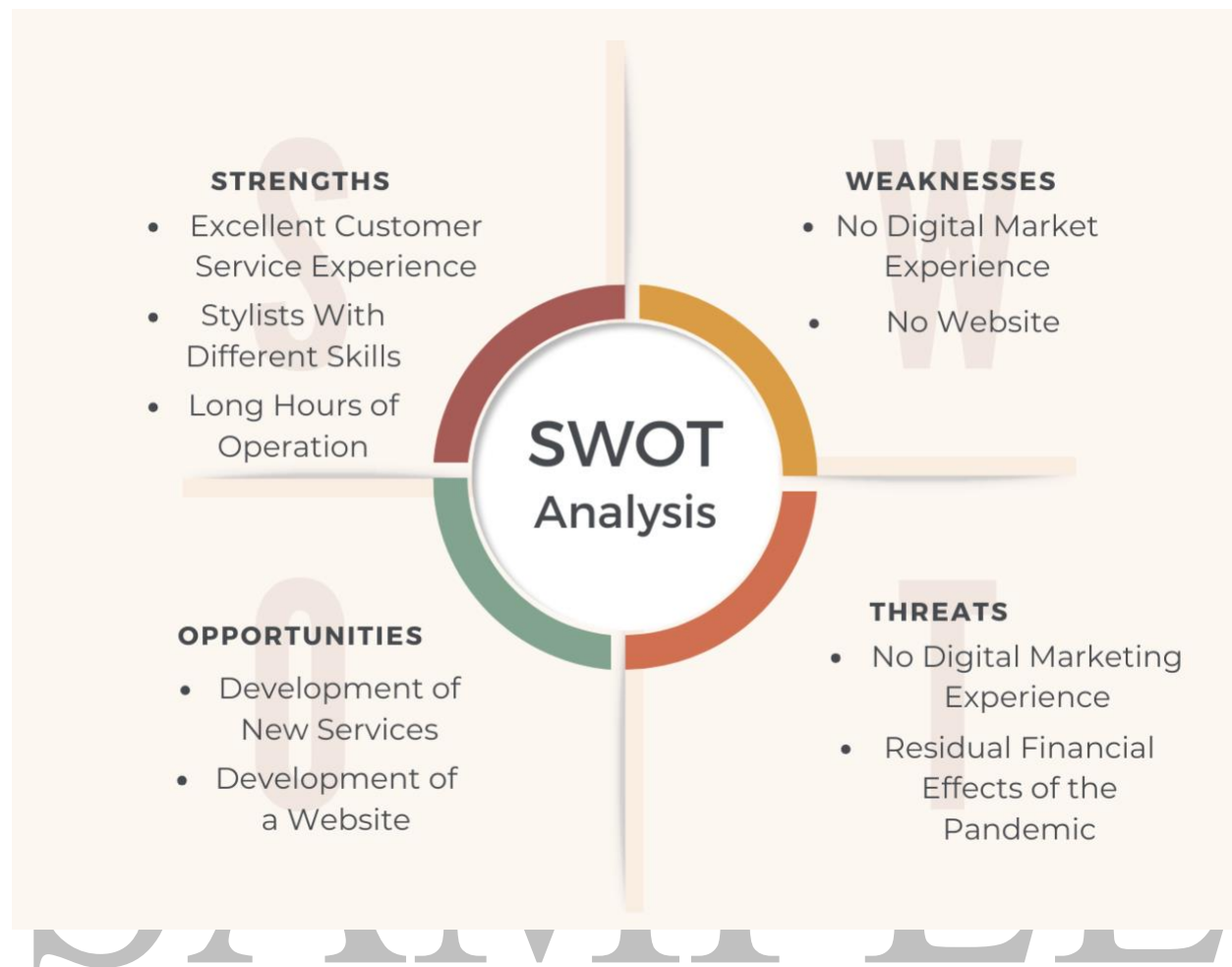
campaign. Word of mouth and Email marketing is also a large part of how Beyond Beauty communicates with its target market and current clients. The Salon currently has a positive image and reputation. They are strong within their community as they frequently participate in community events and contribute to local charities. Beyond Beauty doesn't currently have a particular message. They have sales and such, but Amy often forgets to share the information on the social media pages. The lack of a message from the salon isn't helping them to grow awareness for the salon's stylists. The salon falls under the Esteem or Self-actualization clarification on Maslow's Hierarchy of Needs. This is because it helps clients to boost their self-esteem while also seeing their full potential (J. Arthur,2022).

The plan for the campaign is to use Facebook, Instagram, TikTok, and YouTube to share tips, tutorials, and before and after shots of current clients. The goal is to build a network of followers and grow the business for the other stylists in the salon. Amy is fully committed to the campaign strategy. Seeing as Beyond Beauty doesn't currently have a marketing strategy this will be taking them in a new direction. The development of a social media strategy will significantly increase Beyond Beauty's ability to meet their social media goals. The campaigns effectiveness will be measured by the number of engagements and shares with social media followers and by the number of bookings with the other stylists.

SWOT Analysis

Figure 1: SWOT analysis chart.

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Beyond Beauty has several strengths. The first strength is that they have excellent customer service. This can be a driving point for the campaign. Customer service is an essential part of a successful business. Another strength is that the salon has a few stylists with different skills. This allows them to cater to a variety of clients and is also a good point to focus on during the campaign. The final strength is that the salon has long hours of operation. This allows working clients to make appointments after work.

The weaknesses are that the salon owner, Amy has no digital marketing experience and no website. With no website, she has no way to show the salon's validity online. Having no digital marketing experience means that she may be unable to reach her target audience with her current

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social media efforts. This can be leveraged by building a website and showing Amy how to do some basic digital marketing.

Beyond Beauty has a few opportunities that can be leveraged to help with the campaign. They can develop a package deal or develop some new services for clients. If these are done, they can be promoted throughout the social media campaign.

A few threats that Beyond Beauty has to face are the lingering effects of the pandemic on the economy and the fact that they have no website. These can affect the campaign because with no website there is nowhere to send new clients to learn about the business. With no marketing experience, the salon could be missing vital potential clients. Addressing these issues will help to make the campaign successful.

Competitive Analysis

Beyond Beauty has several competitors, most of which are direct competitors. The market is saturated with hair salons. Their competitors consist of Charlies Angles Unisex Hair Salon and Tredora Salon (Google, n.d).

Their competitors offer a lot of the same services as Beyond Beauty. For instance, Hair coloring, Waxing, Extensions, and Lash services. Amy used to work for Tredora before leaving to open her own salon (Tredora, 2023).

The campaign will differentiate Beyond Beauty from its competitors because it will focus on the work of the stylists in the salon and on the excellent customer service that the salon offers. It will also highlight some of the services that the other salons don't offer. This will help to drive clients to Beyond Beauty.

Problem Statement

Beyond Beauty needs more help on social media.

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Target Market and Buyer Persona

Target Market

Beyond Beauty has a target market of middle-class females ages 35-45 who live in Orange County New York and surrounding areas. They are college-educated and make between \$45 -110K annually. They need Beyond Beauty to keep their hair, nails, and lashes looking in tip-top shape.

Paragraph 2: Communicate the specific demographic and psychographic traits of the target audience. Describe the need that the target market has that only the Client can meet.

The target market currently uses Facebook and Google to research businesses and get reviews. The target market is the primary consumer purchaser and is responsible for 31.8 trillion in spending (Girlpowermarketing,2022).

The current client makeup for the salon is that of the target market. The salon has a great relationship with them. A lot of the stylists are within the target market age and thus bring in that aged client.

Buyer Persona

Kathy Johnson is the District Manager for the Orange County and surrounding area Kohls stores. She is 40 years old and has been with the company for the last 10 years. She was promoted to the District Manager position last year. She makes \$90k/year. She has a BS in Business Management and is working towards her master's in the same. Kathy lives in Middletown, NY with her husband and 3 children. She enjoys spending time with her family at home and pampering herself once or twice a month. She loves the atmosphere at Beyond Beauty and looks forward to her monthly hair and weekly nail appointments. She prides herself on being professional and always seeks to maintain her professional image. Her personal social media accounts are Facebook and Instagram and she has recently taken to TikTok, at the behest of her

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teen daughter. Kathy will continue to go to Beyond Beauty to help her in her goal of maintaining a professional appearance.

Figure 2: An image of someone who represents the target market.



(Getty Images,2023)

Secondary Research

The target market for Beyond Beauty is women aged 35-45. According to research done by Girl Power Marketing, women control over 31.8 trillion in worldwide spending. They make up more than half of the U.S. Population. They also account for 85% of all consumer purchases. The social media platforms used by women the most are Facebook, Instagram, TikTok, Snapchat, and YouTube (Girlpowermarketing, 2022).

In researching which social media platform is most used in the U.S., Pew Research says that Facebook remains one of the most widely used platforms. The research also states that 77%

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of persons between the ages of 30 and 49 use Facebook as their primary form of social media. Approximately 7 out of 10 users say that they visit Facebook at least once a day (Auxier,2021).

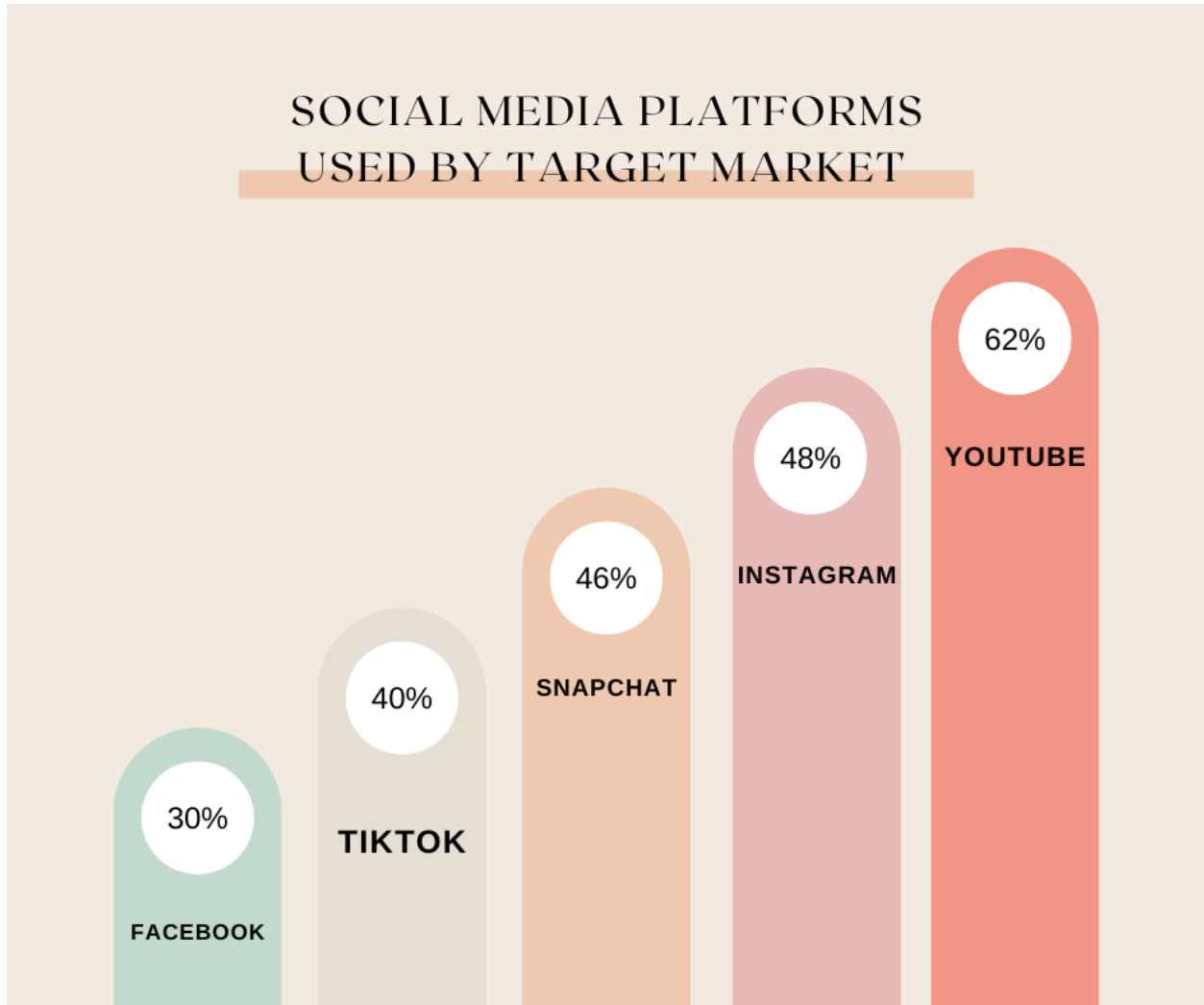
The beauty industry has been around for centuries and was started back in the times of the Egyptians. They did their hair and used eyeliner (Ketabchi,2019). The industry is expected to grow 11% from 2021 to 2031 (Gitnux,2023). It is currently approximately a \$805.61 Billion industry (Ketabchi,2019).

As of July 2022, the population of Orange County, NY is 405,941. Women make up 50% of the population making the female population, 202,970. Of the 405,941 people in the county, approximately 53.4% of them are between the ages of 18 and 60 years old. The median household income is \$85,640 a year. 31.4% of the population has a bachelor's degree.

(U.S.CensusBureau, n.d)

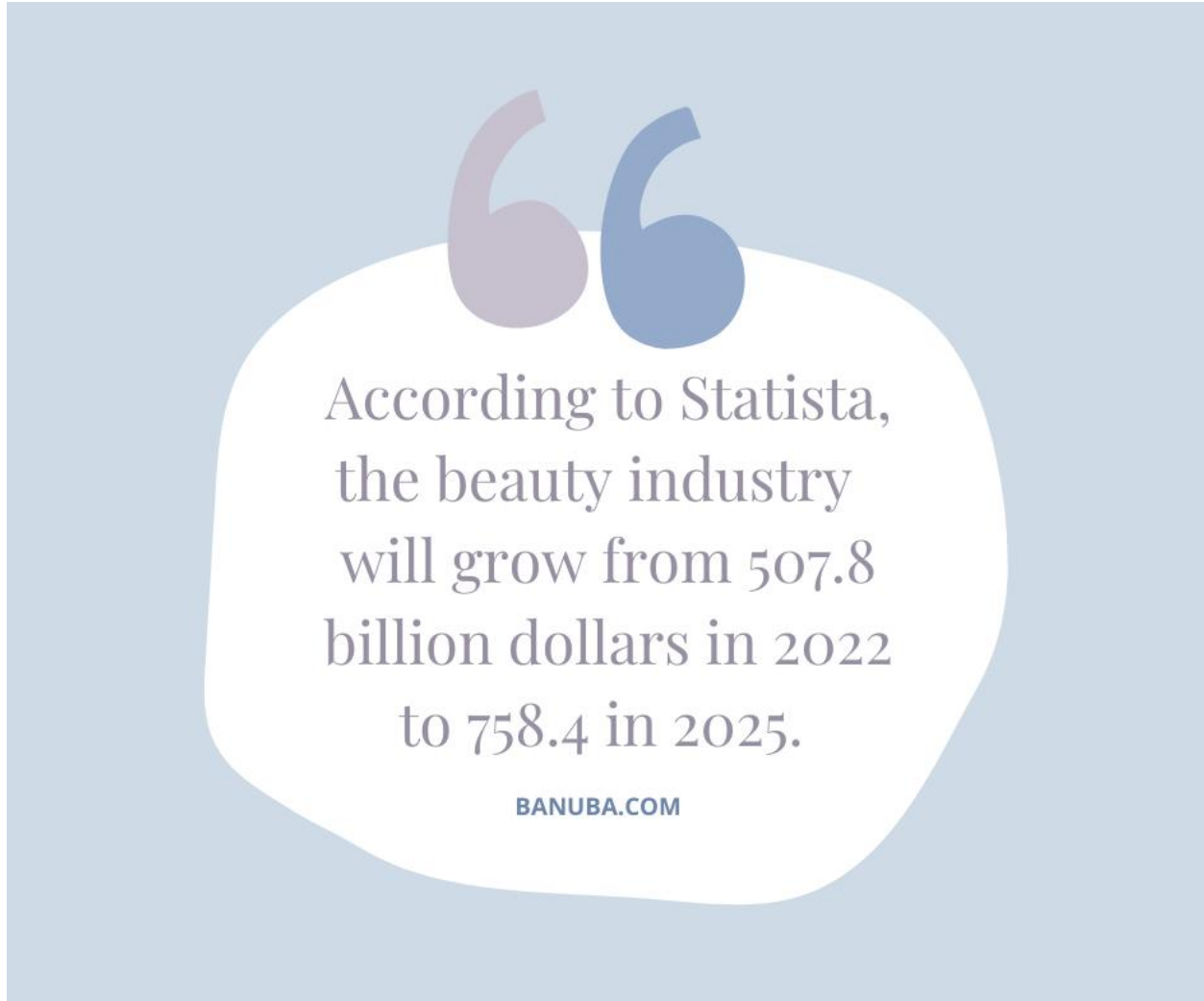
According to Banuba.com, there are some must-use marketing channels for the beauty industry. They state that those channels are SEO, to reach the target audience in the local area. Email Marketing allows the business to share news and sales directly with the targeted audience. Social Media Marketing, the blog states that the average time people spend on social media is almost 2 ½ hours. Video marketing is another way to reach target audiences. With Video Marketing businesses can show their work and provide tips (Banbua, 2023).

Infographic One



(Girl Power Marketing, 2022)

Infographic Two



(Banuba,2023)

Primary Research Design

In researching the effectiveness of online surveys for women, a study conducted by William Smith in 2008 stated that females are more likely to engage in online information sharing. Women are also more likely to self-select to participate in online surveys. This is because women tend to be highly engaged consumers (Royall,2021).

A 5-question survey was created. The 5 questions asked were, Age? U.S. geographic location? Where do you look for reviews when searching for a service-based business? What

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social media platform do you use the most? and how often you share a good business experience on social media? The survey was shared on Facebook for 3 days and received 6 responses. The information received from the survey will allow for the creation of a social media campaign for Beyond Beauty.

Primary Research Findings

Introduction

The Primary research was conducted to find out the usage and locations of social media users. The research was also conducted to see where participants went to find their reviews for local businesses. The study also sought to find out what social media was used by participants.

Method

The participants were Facebook friends on a personal FB page. They were not chosen in any specific way. They were notified by two Facebook posts asking for participation in the survey.

The survey was created in Survey Monkey and shared in a Facebook post and participants were asked to complete the survey. Of the 720 followers only 6 participated in the survey. Participants answered a 5-question multiple choice survey.

The results were gathered by looking at the answers to the questions to see the participant's answers. The data gathered is the result of a small fraction of participants from the sample set and thus not statistically significant. Half of the participants were between ages 30-40.

Results

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Paragraph 1: Of the 720 followers only 6 participated in the survey. 3 out of 6 participants were between the ages of 30 and 40. 2 participants were between the ages of 20 and 30, and one participant was 60+. 3 participants stated that they live in the Northeast region of the US and 2 live in the South. 4 Participants said that they look for reviews on Google, 1 on Yelp, and 1 on Facebook. Of the 6 participants 4 said that the social media platform they use the most is Facebook and 2 stated that they used Instagram the most. Only 1 participant stated that they share good reviews on social media, 4 said they seldomly share reviews on social media and 1 said not at all.

Infographic 1



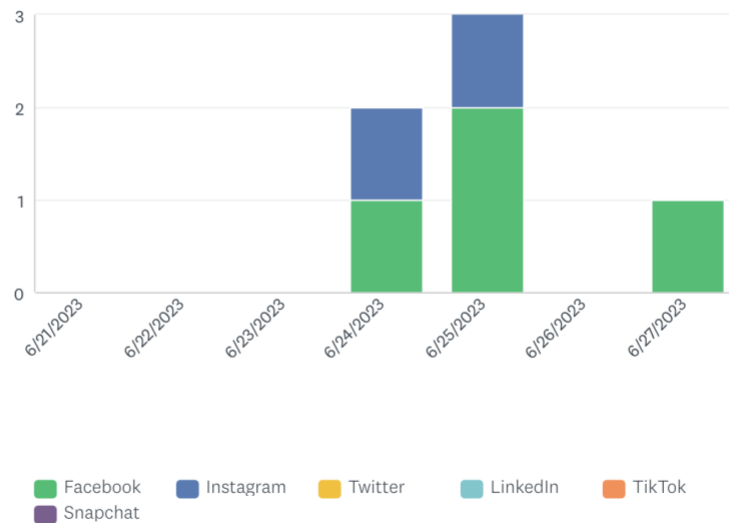
Primary Research Graph 1

Infographic 2

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What social media platform do you use the most?

Answered: 6 Skipped: 0 First: 6/24/2023 Zoom: 6/21/2023 to 6/27/2023



Primary Research Graph 2

Conclusion

This information will be used in the development of a social media campaign for Beyond Beauty. The next step is to build a second survey looking deeper into the use of social media primarily by the target audience. The next survey will be created and shared on Facebook to the target audience through a paid advertisement, as to get the most accurate information. It will be conducted in July 2023.

Conclusion

This research was conducted to explore how to use social media to reach a defined target market. The research found that women are the top purchasing consumers and make up 50% of the population in Beyond Beauty's target area. The research also shows that the beauty industry is continuing to grow, and that digital marketing is the best way to reach the target audience.

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Primary research shows that most participants used Facebook as a regular form of social media.

This information will be used to develop a social media campaign for Beyond Beauty.

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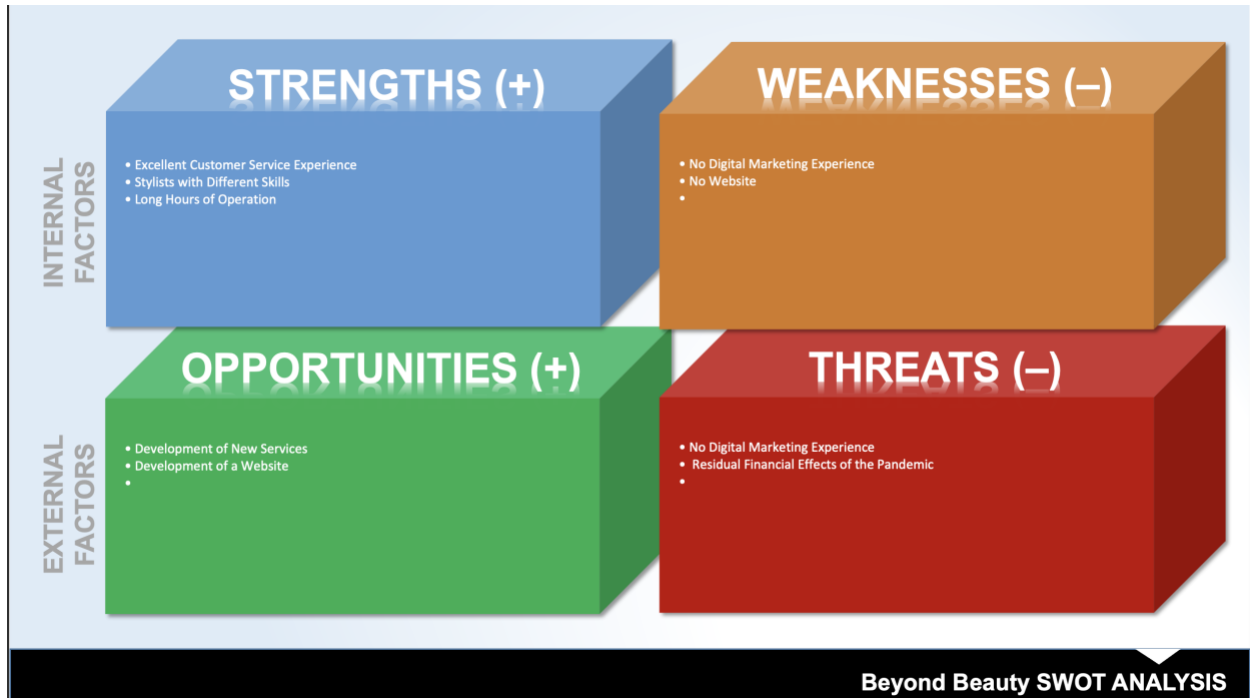
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SWOT Analysis



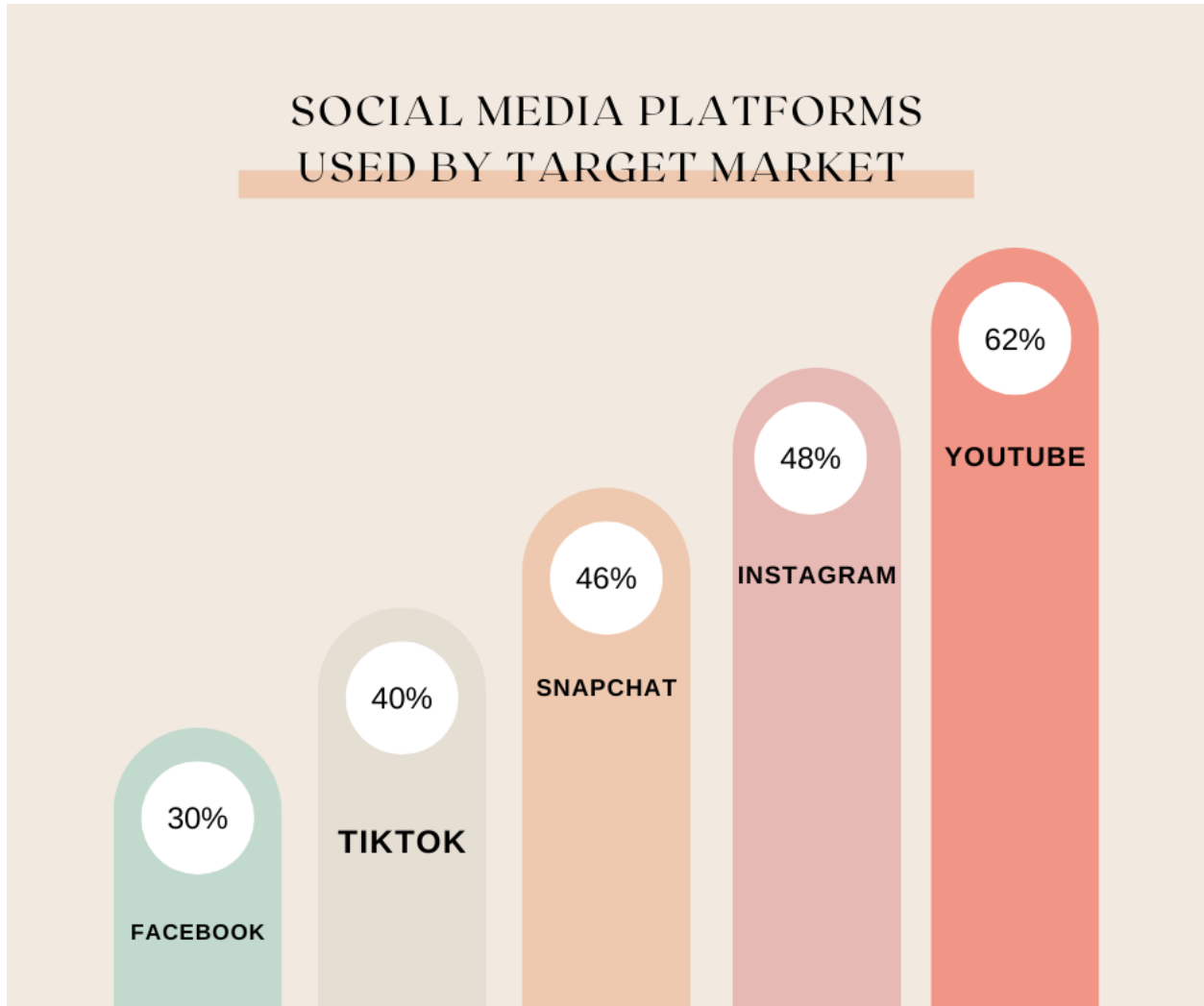
Appendix

Target Market Buyer Persona



Appendix

Social Media Platforms used by Target Market



Appendix



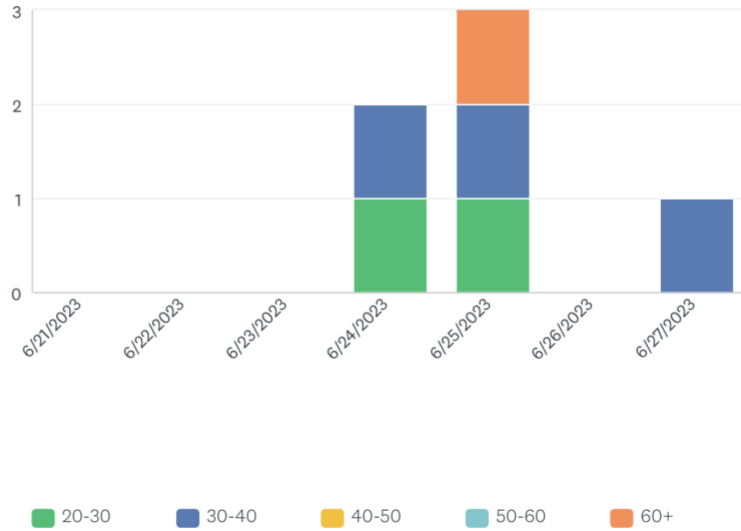
According to Statista,
the beauty industry
will grow from 507.8
billion dollars in 2022
to 758.4 in 2025.

[BANUBA.COM](https://www.banuba.com)

Appendix

Age

Answered: 6 Skipped: 0 First: 6/24/2023 Zoom: 6/21/2023 to 6/27/2023

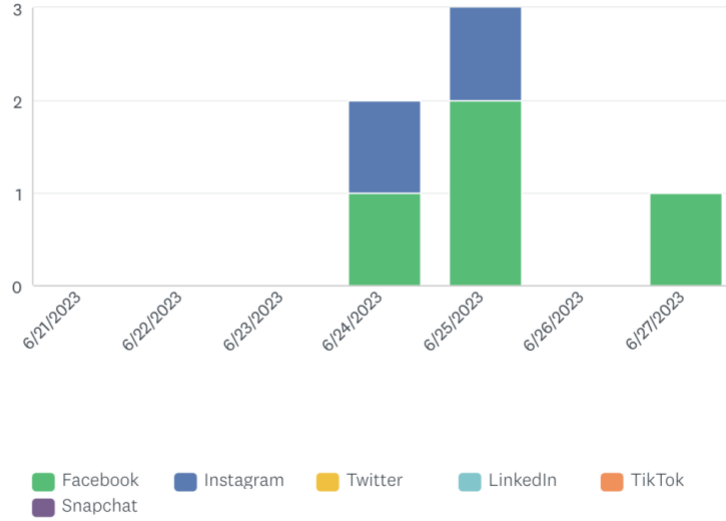


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Appendix

What social media platform do you use the most?

Answered: 6 Skipped: 0 First: 6/24/2023 Zoom: 6/21/2023 to 6/27/2023



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