

SA

Beyond Beauty Social Media Campaign

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Social Media Metrics and ROI

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1. Executive Summary

Beyond Beauty is a hair salon specializing in hair, makeup, nails, eyelash extensions, and waxing services. The purpose of this social media campaign is to help beyond beauty increase their brand awareness. The social media campaign will also promote the launch of their new website.

2. Social Media Campaign

Three SMART Goals for this campaign are as follows. The first SMART goal is to earn 50 new followers on each social media account over the next 3 months. The second SMART goal is to increase engagement with followers by 15% over the next 3 months. The third SMART goal is to increase positive reviews by 10% on social media within 3 months.

3. KPI's

The Key Performance Indicators for each of the goals listed above are as follows.

1. Goal: Earn 50 new Followers on each social media account over the next 3 months.
 - a. Number of Followers on Facebook
 - b. Number of Followers on Instagram
 - c. Number of Followers on TikTok
2. Goal: Increase engagement with social media followers to 15% over the next 3 months.
 - a. Number of Post Shares
 - b. Social interaction
 - c. Comments

3. Goal: Increase positive reviews by 10% on social media within 3months.

- a. Mentions
- b. Reviews
- c. Tags

4. Tactics

Below are the tactics that will be used to achieve each of the SMART goals listed above.

1. Goal: Earn 50 new followers on each social media accounts over the next 3 months.

- a. Create compelling content and share on Facebook and invite current followers to share.
- b. Share photos of hair and lashes done by the stylists at Beyond Beauty to show their work.
- c. Create and share Before during and after videos as well as videos with tips and tricks to keep hair healthy.

2. Goal: Increase engagement with social media followers by 15% over the next 3 months.

- a. Respond to comments within 24 hours.
- b. Create shareable content.
- c. Use of appropriate hashtags

3. Goal: Increase Positive Reviews by 10% on social media within 3 months.

- a. Use text service to ask clients to leave a review on Facebook.
- b. Create a post asking clients to leave a review on social media.

- c. Monitor mentions for positive experiences and as clients if we can use them as a review.

5. Metrics

Listed below are the metrics that will be used to measure whether each tactic was successful.

1. Goal: Earn 50 new Followers on each social media account over the next 3 months.

- a. Follower Count
- b. Reach
- c. Audience Growth Rate

2. Goal: Increase Engagement with social media followers by 15% over the next 3 Months.

- a. Engagement Rate
- b. Amplification Rate
- c. Impressions

3. Goal: Increase Positive Reviews by 10% on social media within 3 months.

- a. Reviews
- b. Shares
- c. Engagement

6. ROI

The projected ROI for each SMART goal is as follows. The ROI for the first SMART goal is an increase in clients/sales by 5% within 3 months. The ROI for the second SMART goal is an increase in stylist sales by 10% in 3 months. The ROI for the third SMART goal is to increase inquiries and bookings for stylists by 10% in the next 3 months.

7. Social Media TimeLine

JUNE

M	T	W	Th.	F	S	S
			1	2 Facebook Post	3	4
5	6	7 Instagram Post	8	9 Tik Tok	10	11 Facebook
12	13 Tik Tok	14	15 Instagram Post	16	17 Facebook	18
19	20 Instagram	21 Tik Tok	22	23	24 Facebook	25
26 Tik Tok	27	28 Instagram Post	29	30		

July

M

T

W

Th.

F

S

S

					1 Facebook	2 Tik Tok
3	4 Instagram	5	6 Tik Tok	7	8	9
10	11	12 Facebook	13	14 Tik Tok	15	16 Instagram
17 Tik Tok	18	19 Instagram	20	21	22 Facebook	23
24/31	25 Instagram	26	27 Facebook	28	29 Tik Tok	30

August

M

T

W

Th.

F

S

S

	1 Tik Tok	2	3 Instagram	4	5 Facebook	6
7 Instagram	8	9 Facebook	10	11 Tik Tok	12	13
14	15 Facebook	16	17 Tik Tok	18	19 Instagram	20
21 Tik Tok	22	23 Instagram	24	25 Facebook	26	27
28	29 Instagram	30	31 Facebook/ Tik Tok			