

Goals, Objectives, Metrics

Because of Rize Salon and Infrared's name change, it is necessary to reintroduce the business to the public steadily after having firmly settled on a brand identity and voice. To do this through social media, the goal should be to increase online awareness of Rize Salon and Infrared through its website and social media accounts, particularly Facebook and Instagram. The following objectives shall be set and KPI's met:

1. Increase followers on Facebook for the year 2022 by 75%-80%.
 - a. Optimize the Facebook page.
 - b. Increase posting by 300% (roughly 21 posts per month).
 - i. Create diverse content that include authentic internal events with staff members.
 - ii. Document outreach initiatives and post them on Facebook.
2. Increase followers on Instagram for the year 2022 by 300%.
 - a. Increase posting by 300% (roughly 18-21 posts per month)
 - b. Diversify content.
 - i. Salon and spa services and products (20-40% of posts).
 - ii. Inspirational, feel-good posts (20-30%)
 - iii. Updates and community (20-30%)
3. Increase organic traffic to the website to increase traffic by 200%
 - a. SEO optimize the website.
 - b. Refine keywords for the website copy and the blog.
 - i. Increase specificity of the blog topics to relate to beauty, health, and sauna.

Social Media Strategy and Platform Selection (Justification)

While one could argue that Pinterest should be added to Rize Salon and Infrared's social media toolkit, none of the competitors have maintained Pinterest or gained a sizable following from the past two years. The same applies to Twitter. However, it is undeniable that with such a visually driven industry, one must choose a platform that matches the need. Facebook and Instagram match this need.

Distribution and Content Strategy

For the month of November, Rize Salon and Infrared has posted 7 times on its social media platforms. Posting 3 times as much on the following platforms will bring the business's social media performance on par with its competitors. Encouraging posts and images of salon stylings can be posted on both Facebook and Instagram:

- Facebook. 18-21 posts per month.
 - Employee engagement posts: celebrating their accomplishments and personal lives.
 - Products and stylings.
 - Encouraging posts.
- Instagram. 18-22 posts per month.
 - Giveaways and competitions.
 - Products and stylings.
 - Community service and outreach.
 - Encouraging posts.
- Website Blog. 2-3 articles per month.
 - One article that covers news and emerging trends within the hair and nail industry.
 - One or two articles that cover health, wellness, or beauty topics.

Determine a Tone

As previously mentioned, the tone of Rize Salon and Infrared seems to be somewhere between intellectual and knowledgeable and direct and energetic like an athlete. My recommended characterization of the tone is that it should be akin to an intelligent cheerleader who knows the health benefits of a glass of orange juice:

- Energetic and uplifting. Images incorporate orange and yellow hues.
- Knowledgeable. Writing is clear and concise about the effects and results of a product.
- Optimistic and inspiring. A change in perspective is the difference between the aforementioned fibromyalgia post looking doom and gloom because of her condition to being radiant because she found a solution.
- Care for appearance. Just as the aforementioned cheerleader presents herself in the best way possible, similarly, Rize Salon and Infrared's persona lifts the spirits of its community through its services.