



Beauty By Becky PR Plan

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Table of Contents

Introduction

Situational Analysis

Objective & Goals

Challenges & Barriers

Strategies & Tactics

Content Calendar Examples

Evaluation Plan

Final Thoughts



Introduction

Becky Bryan is enthusiastic about helping others feel comfortable in their own skin. As a result, she became a licensed esthetician who promises to keep her client's skin glowing.

With her longing to provide confidence and radiance to the faces of others, Beauty By Becky was created. Here, clients will receive personalized care and recommendations based on their skin's needs. Becky specializes in facials, eyelash lifts, micro needling, waxing, and more.

Situational Analysis

Beauty By Becky has a current Instagram following of 106 and 15 active clients. Becky hopes to expand her client base to 60 with 30 being repeat customers.

This will be done through enhancing her social media presence, creating a loyal client base through personalized emails and promotions, and increasing word-of-mouth referrals.

Objective & Goals

Objective:

- Increase clientele by 75% (60 clients)

Goals:

- Increase social reach and following
- Encourage word-of-mouth promotion
- Eliminate barriers

Challenges & Barriers

Time Commitments:

Creating and sharing content on social media can be time consuming and overwhelming. Becky needs a system that will help her by cutting down these commitments while still providing positive results.

Inconsistent Social Presence:

Knowing what to share and when to share it can be tricky in the world of social media. Having a routine or social media plan could be beneficial to Becky's success.

Strategies & Tactics

Establish Social Media Presence:

- Create a Facebook page
- Construct a content calendar
- Utilize free Meta post scheduler & analytics
- Schedule posts at least two weeks in advance

Increase Social Media Reach and Following:

- Share one reel a week
- Post three to five times per week
- Use appropriate hashtags
- Establish an active presence on stories

Enlighten Clients:

- Educate clients about products
- Share before and after photos
- List and define services offered

Encourage Word-of-Mouth Promotions:

- Offer referral discounts
- Share business cards
- Launch Instagram giveaways
- Improve client retention through special offers
- Implement weekly topical discounts based on posts

Streamline Appointment Scheduling:

- Set appointment expectations
 - Build "set an appointment" on Instagram
 - Provide appointment set up through QR codes
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Content Calendar Example:

Five Day Example Schedule

Monday - Introduce topic of the week with associated discount

- Post definition or photo with introductory caption
- Introduce topic in stories
- Share appointment availability on stories

Tuesday - Educate

- Post infographic or photo with educational caption
- Share educational stories

Wednesday - Before & After

- Post before, during, and/or after pictures of the process
- Share photos with explanation in stories

Thursday - Share the Benefits

- Post a photo or infographic listing the benefits
- Share photos with explanation in stories

Friday- Share a reel

- Share the process and/or benefits in a reel
 - Include associated discount for the week
 - Share next week's available appointments on stories
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Content Calendar Example:

Three Day Example Schedule

Monday - Introduce topic of the week with associated discount

- Post definition or photo with introductory caption
- Introduce topic in stories
- Share the process and/or benefits in a reel
- Share appointment availability on stories

Wednesday - Educate AND Before & After

- Educate followers through before & after photos
- Share educational stories

Friday - Share the Benefits

- Post a photo or infographic listing the benefits
 - Share photos with explanation in stories
 - Share next week's available appointments on stories
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Evaluation Plan

Success will be measured by monthly evaluation of the following:

-  Appointments Set and Completed
-  Social Reach and Following
-  Clients Retained
-  Clients Gained

Final Thoughts

As these methods are practiced in the coming months, Beauty By Becky will not only see an increase of social media reach and following, but an increase of loyal and educated clients.
