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Redesigning the Communication Strategy to Rebrand Angel Nail Spa: an In-Company Project

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Master's in Marketing

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June, 2021



BUSINESS
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Acknowledgment

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Resumo

Com os mercados a ficarem saturados, o pequeno comércio começa a procurar diferenciar-se e chegar ao consumidor de uma forma mais clara. Com isto, as lojas e empresas começaram a aplicar estratégias de comunicação com o consumidor para atingirem os seus objetivos. O objetivo deste projeto é mostrar como é que uma melhor estratégia de comunicação e marketing podem ajudar Angel Nail Spa a posicionar-se à frente da concorrência.

Foi realizada uma revisão de literatura sobre o conceito de comunicação de marketing, o desenvolvimento de um plano de comunicação de marketing integrado, e o mercado da beleza. Após esta pesquisa, provas empíricas obtidas a partir de observações, uma entrevista em profundidade e um inquérito, ajudaram a apresentar uma visão geral da marca. Através destas descobertas, ficou claro que o salão tem elementos de fraco desempenho no seu marketing mix, o que resultou num mau posicionamento do negócio entre os seus concorrentes; uma vez que atualmente o salão tem preços mais altos e serviços de menor qualidade

Para Angel Nail Spa atingir o seu objetivo de estar numa melhor posição no mercado local, os elementos de marketing e comunicação têm de ser melhorados, desde o logótipo ao design do próprio salão, para com isto passar a mensagem de 'boa qualidade a um preço aceitável'. A ideia é melhorar a qualidade dos serviços prestados e manter um preço competitivo no mercado local. Foi assim desenvolvido um plano de marketing e comunicação para ajudar o salão a chegar e mostrar-se melhor ao seu público alvo.

Palavra chaves: Um plano de comunicação de marketing integrado, Rebranding, Salão de unha

Abstract

As markets become more saturated, many small businesses are looking for ways to both differentiate themselves and to communicate their messages more productively. Therefore, companies are utilizing integrated marketing communication plans to better achieve their communication objectives. The aim of this in-company project is to show how an integrated marketing communication plan can help Angel Nail Spa achieve a better positioning among its competitors.

A literature review was conducted on the marketing communications concept, the development of an IMC plan, and the beauty market. Following this research, empirical evidence from observations, an in-depth interview, and a survey helped present an overview of the brand. Through these findings, it is clear that the salon has underperforming elements in its marketing mix which has resulted in the business having a poor positioning among its competitors; as the salon currently has higher prices, lower quality services.

For Angel Nail Spa to achieve a new positioning, elements of the marketing mix need to be improved, from the logo to the salon's design, to reflect the brand's new key message of offering "good value at affordable prices". This key selling idea will add value to the salon by showing higher-quality services and more affordable pricing. As a result, an integrated marketing communication plan was developed to help guide the salon's communication efforts and to help it achieve its new positioning.

Keywords: Integrated Marketing Communication Plan, Rebranding, Nail Salon

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Chapter 1

1. Introduction

Nowadays, beauty salons are working in a saturated market; therefore, salons must innovate to improve their identity and positioning among their competitors, develop a unique selling proposition, and communicate their messages effectively. Increased competition and new technology have created more communication touchpoints; as a result, it has created a new communication landscape. New forms of communication, such as digital marketing, are shifting the way businesses communicate, creating new communication opportunities (Zwerin, 2019).

Many companies are switching to integrated marketing communications, or IMC plans, to combat the effects of the new communication landscape as this approach mixes traditional and nontraditional communication forms. This new strategy focuses on delivering a unified voice with a consistent message throughout all communication channels. The IMC approach is useful as it helps deliver a clear message to the company's target audience (Keller, 2001).

Angel Nail Spa is a small family-run nail salon in the rural community of Metropolis, Illinois. This project aims to provide insights and recommendations on how the business can create an integrated marketing communication plan that will help the salon gain a new positioning among its competitors and increase its profits. In this project, we have created a set of recommendations on how Angel Nail Spa can achieve its new positioning through employing an integrated marketing communication plan.

The research questions that guide this project include:

- What are the steps in an integrated marketing communication plan?
- How should the brand reposition itself?
- What communication mix will best achieve the company's communication objectives?

First, literature was collected on the marketing communications concept, the development of an IMC plan, and the beauty market. Next, a company analysis was completed to fully understand the brand, the marketing mix elements, the consumers, and the market, which includes the presentation of the company's current competitive advantage and positioning. This analysis was done though through an interview with the owner's wife and through personal

observation. The empirical evidence supports the need to reposition the brand as there are underperforming aspects of the marketing mix. This paper identifies ways to add value to the marketing mix which will in return improve the company's positioning. To validate secondary communication findings, primary data was collected in the form of a survey to help understand Angel Nail Spa's community's communication preferences. These contributions identify the most influential factors that will help Angel Nail Spa develop a successful IMC plan and achieve a new positioning.

The findings outline the company's strengths which form its unique selling proposition. The company has a clear competitive advantage since it is the only nail salon in Metropolis and its closest competitors are ten miles away in nearby Paducah, Kentucky. The research also shows the company's weaknesses as this provides insight on what the company can improve on. When comparing the salon's positioning to its competitors, the salon has higher prices, offers lower-quality services, and also has an unclear brand image.

By analyzing the business's internal environment, the company can use its strengths to maximize strategic planning opportunities. Since this nail salon is the only one in Metropolis and Massac County, it can become the leading nail salon in its community. Also, Nail salons compete on price and quality. Therefore, to gain a new positioning, Angel Nail Spa will have to rebrand its salon by offering good value for money. Since the nail salon does not have a large marketing budget, it must improve aspects of the marketing mix to provide a higher-quality experience for its customers. Considering the salon is the only one in the area, it should also focus on establishing emotional value by creating a positive, feel-good experience. The salon will have prices similar to its competitors along with several promotional activities, therefore showing an affordable salon.

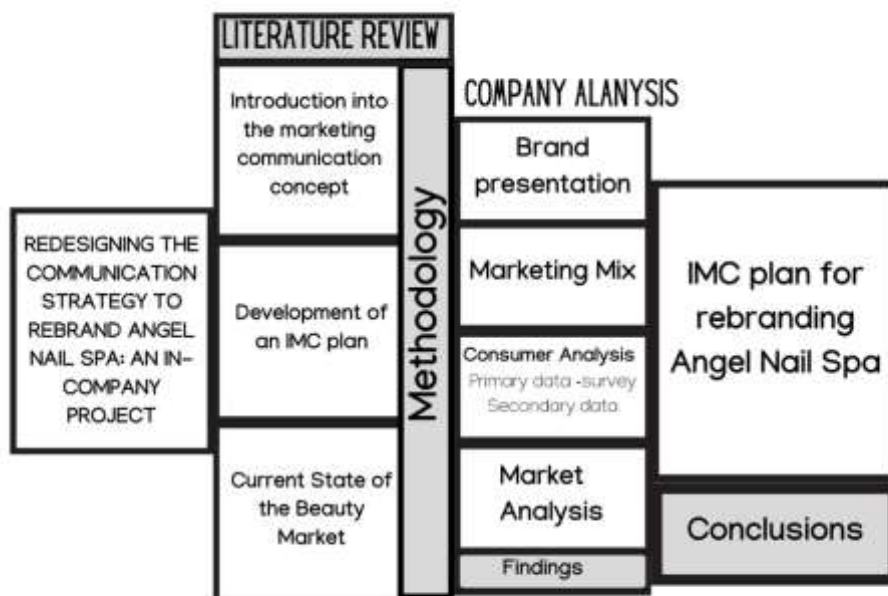
Angel Nail Spa salon does not use any communication forms except word-of-mouth marketing and the uncommon post on Facebook or New Year's celebration. To gain this new positioning, the salon must use an integrated marketing communication plan to communicate its repositioned brand. The brand will communicate that the salon offers "good value at affordable prices." This key message will be conveyed through all forms of communication.

Many small businesses don't have the time or finances to hire an external marketing team, and they lack the expertise to do it themselves. This project will help Angel Nail Spa face the challenges that have occurred from this new communication landscape by providing a

framework that takes advantage of these new communication opportunities. These recommendations offer Angel Nail Spa a detailed plan on how the salon can achieve a unique positioning in relation to its competitors and become industry leaders in its community.

Following the introduction, the paper assigns five chapters: Chapter 2 presents an introduction on the marketing communications concepts, the development of an IMC plan, and the beauty market. Chapter 3 presents the methodology used to gather primary data. Chapter 4 presents the company analysis which includes the brand presentation, marketing mix, the results of the consumer analysis survey, and the market analysis. Chapter 5 offers IMC recommendations for repositioning the salon, and chapter 6 presents the conclusions.

Figure 1- Project Diagram



Source: Own elaboration

Chapter 2

2. Literature Review

2.1. Introduction into the Marketing Communication Concept

2.1.1. Current Communication Landscape

The development of new technology and the web 2.0 has caused a shift in the communication landscape. Businesses have new ways to communicate with consumers through social media platforms, websites, search engines, and mobile devices. These social influences have shifted the way consumers get information about brands, therefore creating more communication touchpoints (Danaher, Danaher, Smith, & Loaiza-Maya, 2020). Consumers' buying habits have changed as people expect information instantly to help them make decisions; therefore, they are being influenced by search results, social media pages, and websites. Consumers now want advice before they make any decisions as consumers are frequently turning to their phones for answers. These micro-moments can help improve the company's communications by moving them through the stages of the customers' decision-making journey (Bilros, Turkalj, & Kelic, 2018, Rosado-Pinto, Loureiro, & Bilro, 2020). Businesses are now competing in a multichannel environment across several media platforms. As markets become even more saturated, they must find new ways to combat these changes and adapt to the consumers' new behaviors and preferences (Keller, 2001).

2.1.2. Integrated Marketing Communication

With changes in communication, companies are utilizing integrated marketing communications to better meet their marketing objectives. According to The American Association of Advertising, integrated marketing communications, or IMC, is defined as “a concept of marketing communications, planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines – for example, general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communication impact” (Schultz, 1993, p. 17, as cited in Zwerin, Clarke, & Clarke, 2019).

With the changes in consumer behavior and the increased use of technology, there are more communication touchpoints than ever. An IMC approach is developed based on three concepts:

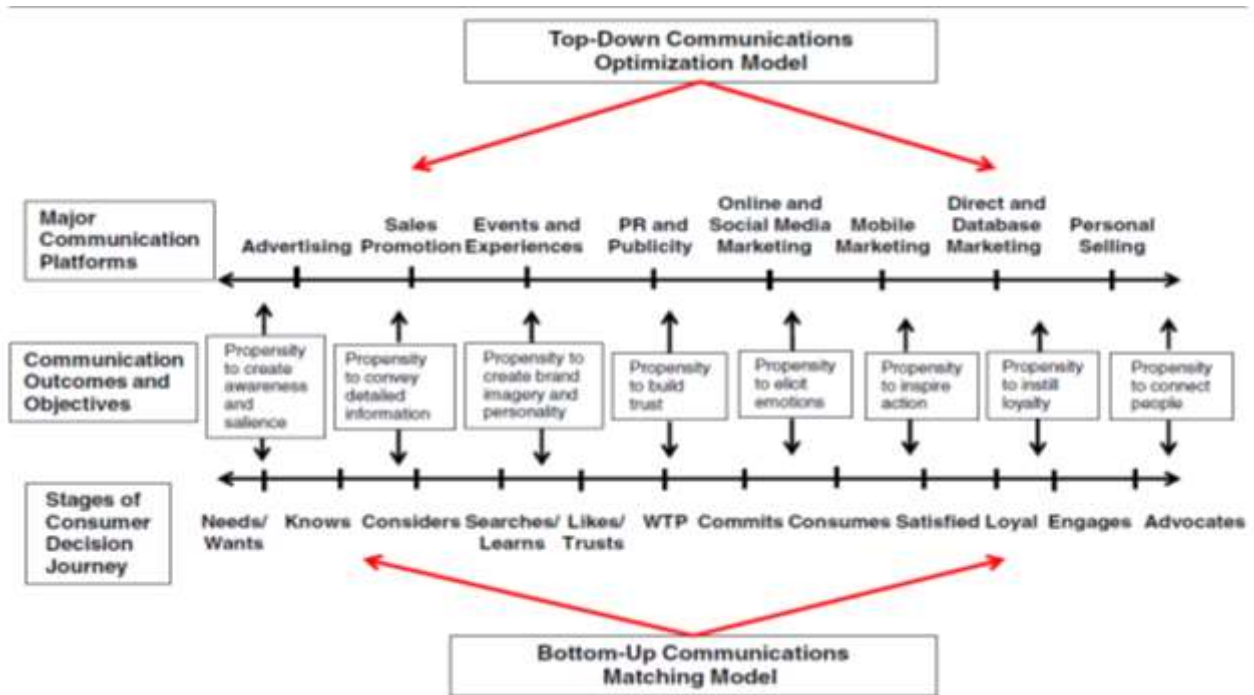
first, the brand must have one voice throughout its communication efforts. Second, the “integrated” part means that the communication plan should strengthen the brand and move customers through the decision-making journey. Third, the coordinated part means that the company should use various communication tools such as advertising, sales promotion, direct marketing, personal selling, public relations, online & social media, and mobile (Nowak & Phelps, 1994, as cited in Kliatchko, 2005).

As demonstrated by Keller (2016), the TV can reach a mass audience. The internet can target consumers through SEO, social media, and websites. Consumer preferences are shaped through the use of e-mail and brand content. Promotions drive short-term sales, and other incentives such as tweets and e-coupons, and lastly, online brand communities can drive long-term brand loyalty through social media. By using mixed communication tools and one consistent message, the brand can reach its target audience.

2.1.3. The Enhanced Consumer Decision Making Journey

This study uses the IMC Conceptual Framework as a guide when developing the company’s communication plan. It navigates consumers through the decision-making journey and helps the company reach different communication touchpoints or times of influence (Batra & Keller, 2016). Each touchpoint affects the company’s brand equity, as it helps deliver the brand’s key messages (Taylor, 2010). With the increased use of digital marketing, the number of communication touchpoints has increased. By understanding how consumers process information, companies can help consumers move through the decision-making process more quickly. Businesses need to take advantage of new forms of communication as a way to achieve their communication objectives. By using an IMC approach, companies can use different communication tools to achieve a greater influence. (Batra & Keller, 2016). These communication activities must work together online and offline to create an overall stimulating experience for their consumers (Loureiro & Bilro, 2019)

Figure 2 - IMC Conceptual Framework



Source: Retrieved from Batra, R., & Keller, K. L. (2016).

2.2. Development of an IMC Campaign

2.2.1. Elements of an Integrated Marketing Communication Plan

A communication plan must deliver the right messages to the right consumer; in other words, marketers can use it to ensure the brand's image is clearly presented to its target audience. There are six key elements in an integrated marketing communication plan: the situation analysis, marketing and communication objectives, the creative strategy, the media strategy, the campaign budget, and the evaluation (Batra & Keller, 2016). These steps are further explained below.

2.2.1.1. Situation analysis.

The situation analysis inspects the company's internal and external elements, including the market, competition, marketing mix, and its consumers. This analysis supports the development of the company's target audience, and it helps guide the company's creative and media strategies. This presents a macro perspective of the company by examining potential interactions between the environment, its competitors, and consumers (Batra & Keller, 2016).

2.2.1.2. *Communication and Marketing Objectives.*

The second element involves developing communication and marketing goals. Communication goals are objectives that the company wants to achieve through a certain campaign such as creating awareness, developing brand personality, and building trust. Marketing objectives refer to the goals the company wants to achieve through the company's whole marketing program such as an increase in sales or market share. These objectives must be realistic and attainable (Batra & Keller, 2016).

2.2.1.3. *Creative Strategy*

The third stage develops the company's unique value proposition which is what develops the brand's positioning. This is when the company's creative strategy needs to be projected to its target audiences through the brand's name, logo, font, colors, slogan, tone of voice, and key messages. The creative strategy should provide a unified image to its customers (Batra & Keller, 2016).

2.2.1.4. *Media Strategy*

This step involves mixing and matching different communication options to see which ones help them achieve their communication and marketing objectives. The company's creative strategy should resonate across all tools as it moves consumers through their decision-making journey (Batra & Keller, 2016).

2.2.1.5. *Campaign budget*

Having a realistic budget allows a company to develop a media strategy that they could actually implement. Companies with a smaller budget tend to use an IMC approach to maximize their communication effect. When developing a media strategy, a business must use cost-effective strategies (Batra & Keller, 2016).

2.2.1.6. *Evaluate for Effectiveness*

The final step involves evaluating the success of the campaign. To evaluate the plan, companies need to look at their marketing and communication objectives and decide how they will monitor their progress. Companies should be able to look at all key performance indicators to see how successful their plan was and to see the effectiveness of their cross-media synergy (Batra & Keller, 2016)

2.2.2. Marketing Communication Mix

The web 2.0 has merged the online and offline channels, creating multichannel communication. Consumers have shifted the way they interact with businesses, and new technology has created more ways to search, interact, and socialize (Shah & Murthi, 2020). From small companies to enterprises, businesses must use multiple channels to attract their consumers' attention. The integrated marketing communication mix contains tools such as advertising, sales promotion, direct marketing, personal selling, public relations, online & social media, and mobile marketing. These tools are used to inform, persuade, entertain, incite, or remind consumers through their decision-making journey. IMC plans create a voice for the brand using multiple platforms and communication tools (Keller, 2001).

2.2.2.1. Advertising

The communication mix's first tool is advertising, which involves print ads, packaging, brochures, directories, display ads, billboards, posts, app ads, sponsored tv, and contextual and behavioral advertising. Advertising is known explicitly for gaining awareness and helping consumers gain more familiarity with its logo, messages, and images (Smith & Zook, 2011).

2.2.2.2. Sales Promotion

Sales promotions include social media competitions, price discounts, gifts, coupons, samples, special demonstrations, and point-of-sale displays. These communication forms help the consumers try or buy the product or service (Smith & Zook, 2011).

2.2.2.3. Events Marketing and Sponsorship

Events and sponsorships increase a brand's visibility by participating in sports, arts, fairs, festivals, and cause-related events. These tools help consumers get to know the brand through hands-on experiences and help create a positive brand image for the company (Keller, 2001).

2.2.2.4. Public Relations

Public relations deal with developing and maintaining a good relationship with the public and its stakeholders (Smith & Zook, 2011). Some tactics include seminars, speeches, charitable donations, public relations, and company magazines. This tool helps build relationships and establish a positive brand image (Keller, 2016).

2.2.2.5. *Online & Social Media Marketing*

Online and Social Media platforms deal with marketing on the web as it provides up-to-date information and drives interaction and engagement. Some of these platforms include e-commerce, E-mail, search engines, display ads, and social media marketing. Online and Social Media Marketing allow businesses to measure their online effectiveness using analytics (Keller, 2016).

2.2.2.6. *Mobile Marketing*

Mobile marketing targets smartphone and tablet users through text messages, online marketing, social media, and apps (Keller, 2016). A company's mobile marketing activities may include having a user-friendly page across all devices, pay-for-click advertising, and real-time marketing (Nyangadza, 2020).

2.2.2.7. *Direct Marketing/ Database Marketing*

Direct mail involves interacting directly with the customer. This can include e-mail, telephone, direct mail, and direct response advertising. Direct marketing has grown due to the increased need for personalized products and profiling technology. This tool helps companies generate leads and keep in touch with customers after the point-of-purchase (Smith & Zook, 2011).

2.2.2.8. *Personal Selling*

Personal selling is the interaction between the salesforce and the customers, providing means for quick selling at the time of purchase and building relationships with partners and customers (Smith & Zook, 2011).

2.3. Current State of the Beauty Market

2.3.1. Beauty Market Trends

The beauty industry is built on products and services that make us look and feel better. This industry includes a wide variety of products and services for hair, nails, skin, cosmetics, fragrances, and deodorants. The beauty market evolves based on new and current trends as well as changes in lifestyle, value, and consumers' needs. Changes in consumer preferences shape the future of the beauty market. Some new trends revolve around sustainability, health and

safety, inclusivity and authenticity, new technology, and beauty communities (Heiszwolf, 2019).

The beauty industry has seen a growing demand for better products, causing consumers to now want natural, sustainable, and responsibly produced products. This trend results from consumers wanting a happier and healthier lifestyle, so purchasing natural products make people feel good about themselves (Heiszwolf, 2019). Natural is the strongest trigger for consumers to try a new product. There is increased popularity in organic products, essential oils, and CBD. Also, as the demand for minimalistic products increases, more people want practical, multi-tasking, and convenient products (Moloughney, 2020).

The Coronavirus Pandemic (Covid-19) has raised awareness of a healthier lifestyle, making consumers more aware of ingredients' shelf life, safety, and cleanliness (Moloughney, 2020). The pandemic has also created an even further drive for touchless shopping, such as virtual store advisors, virtual carts, smart inventory tracking, and contactless touch screens (Reimagining Retail, 2020).

Another trend is that people want to see more inclusive and authentic products. They want products for any gender, age, size, and skin color. This has driven a need for more natural models of all shapes and sizes as well as products that serve all different kinds of people (Heiszwolf, 2019).

Consumers' purchasing behavior has changed due to the growth of new technologies and e-commerce. Retailing has switched to a customer-centric approach. Therefore, consumers want more personalized/customized experiences that save them time and money (Heiszwolf, 2019). New experiences in the beauty sector are being developed through high-tech equipment, artificial intelligence, voice-powered AI, 3D printers, and virtual and augmented reality. These new technologies have created virtual fitting rooms, AR mirrors, mobile AR beauty apps, online AR, and personalized beauty products. According to the Phillip beauty index, about half of women say they want to try a new beauty app (Heiszwolf, 2019).

New technology has created more communication touchpoints across multiple platforms. Social media platforms have created beauty communities and shifted buying habits. According to the Philips Global Beauty Index, one in four people say they turn to bloggers/vloggers for beauty inspiration. Video marketing, lives, blogging, and geo-targeting are all trendy marketing activities that can help a salon gain awareness (Heiszwolf, 2019). Beauty groups are

increasingly popular as they can help provide feedback and reviews about products and services. These beauty communities help create an in-crowd that supports each other through more personal experiences and feedback (Bilro & Loureiro, 2020).

2.3.2. Beauty Salon Industry

Changes in consumer preferences shape the future of the beauty market. This industry includes services for hair, nail, skin, hair removal, massage, makeup, and merchandise sale. The pandemic has caused the industry market size to drop from 66.2 billion in 2019 to 57.9 billion. With an estimated 12.5% decline by the end of 2020 due to stores closing and consumers spending less. This decline could lead to consumers switching to cheaper alternatives such as DIY hair or nails. Pandemics and large recessions have caused salons to increase their services by offering new matte colors to added spa features. New salon trend involves increased services for eyelash and eyebrows with a 14% increase of businesses offering these services in 2017 (Gaille, 2019). This sector is projected to keep growing as customers want customized and unique looks. Compared to other industries, the nail and hair industry is supposed to remain stable after the pandemic's effects. Nail and hair salons have high competition and low barriers to entry (IBISWorld, 2020).

2.3.3. Nail Salon Industry

Nail salons include services such as manicures, pedicures, artificial nails, and the sale of nail products. From the 57.9 billion market size of beauty salons, 15.9% comes from nail care, with average spending of 8.35 billion on nail care services. Manicures, hard gels, and pedicures are the most common services offered at salons. There is an average of 54 thousand nail salons in the U.S., meaning there is high competition between them, especially since they are mostly located near malls and outdoor shopping centers to attract customers (Mazareanu, 2019). The average price of manicures and pedicures has been steadily increasing. However, from 2018-2019, a manicure's average price has increased six percent, and a deluxe manicure has increased eleven percent (*Nails 2020 Annual Report*, 2019).

Chapter 3

3. Methodology

3.1. Primary Data

The research objectives intend to merge the gap between theory, empirical data collection, and the real perspectives of Angel Nail Spa's clients. The knowledge gathered will allow the company to understand what sources of information and communication channels best influence its clients. The synergy between the primary and secondary data will help Angel Nail Spa identify the most efficient communication strategies, therefore providing the salon with recommendations on the best way to integrate its marketing communications.

The research objectives include:

- What communication channels do the salon's community members use to get information?
- What sales promotions do the salon's community members prefer?
- What kind of information interests the salon's community?

Primary data was gathered through an individual interview with the owner's wife to better understand Angel Nail Spa's current communication methods. A survey was given to the community of Metropolis, Illinois and the surrounding city of Paducah, Kentucky to better understand their communication preferences. The survey was divided into three parts; the first part asked about the demographics of participants; the second part consisted of questions for Angel Nail Spa's clientele such as frequency and awareness; and lastly, the third part contained questions about salon communication preferences.

This survey was for men and women 18 and above who reside in Southern Illinois or the nearby city of Paducah, Kentucky. The results of the survey provide quantitative data on Angel Nail Spa's current communication, and it will provide information on what channels and communication preferences to use when creating an IMC plan.

3.2.Secondary Data

Small businesses must develop effective strategies to meet the needs of the evolving consumer. Businesses can no longer stick to what they know, but instead they must keep up with new trends in communication such as digital marketing. An integrated communication plan will show Angel Nail Spa which methods of communication will best reach their target audiences and give the highest return. The follow research shows the shifts in consumption patterns and new communication tactics in 2021. These new trends help show businesses where the consumers are spending their time. Some key changes in communication include how people search for information, social media and mobile platforms, beauty communities, and personalized communication (Heiszwolf, 2019).

Technology has pushed beauty and communication into the digital world with the rise of social media platforms. In 2019, Facebook had 169.76 million subscribers and Instagram had 121.23 million subscribers (Statista Research Department, 2021). Other popular platforms include Facebook Messenger, Twitter, Pinterest, Reddit, and Snapchat (Statista Research Department, 2021). The internet has also increased the use of search engines and websites as consumer want to find information when they want it and where they want it. This has led to an increase in the use of search and display advertising.

Mobile marketing has become increasingly important as consumers want answers to their needs instantly, so brands must provide a seamless experience through all channels. According to insider intelligence, US adults spend an average of seven and a half hours on digital devices and the amount of smart phone time has increased 16.6% in the last year (Cramer-Flood, 2021). In 2020, mobile accounts for about half of web traffic with the most popular activities being watching movies and videos online, email, and accessing social media (Clement, 2020).

With the evolution of technology, there are more ways to search and find information about products and brands. According to Philips, 25% of women get their beauty information from bloggers or vloggers while previously they would have asked their friends and family. Women are now turning to beauty communities for recommendations, how to tips, and advice; therefore, brands must be active on their social media accounts (Heiszwolf, 2019).

Newer online media has created a push for more personalization by sending tailored information and targeting certain consumers. According to Salesforce (2018) Research, 59%

of consumers say tailored engagement based on past interaction is very important. Consumers are 2.4x more likely to buy if the company has good user generated content such as product reviews, photos, testimonials, and other content from customers. Also, consumers are 1.9x more likely to purchase if there is a personalized offer such as a discount based on my purchase history (salesforce, 2018). Businesses are now trying to create personalized experiences for the customers before they even buy a product or service. This has created a push for the use of personalized E-mail and social media messages (Batra & Keller, 2016).

New media has created more communication touchpoints for small businesses. By analyzing and implementing new trends in marketing, small businesses can meet the needs of the evolving communication landscape.

Chapter 4

4. Company Analysis

This section is divided into four parts: brand presentation, marketing mix, the results of the consumer analysis survey, and the market analysis. This information was gathered to better understand Angel Nail Spa's current business environment. The research presented below includes primary data which was collected from an interview with the owner's wife, the results of the consumer analysis survey, and through personal observation.

4.1. Brand Presentation

On August 2nd, 2019, Kenny Deo, the owner of Angel Nail Spa, and his wife Sarah opened a nail salon in Metropolis, Illinois. Metropolis is a small town with only 5k residents. It is next to the Ohio River, and it is about 10 miles or 15 minutes away from the closest town Paducah in Kentucky. They wanted to find a location that was quiet and did not have much competition.

The salon's current logo presents the name of the salon "Angel Nail Spa" with angel wings coming from each side. The brand's colors are bright red, yellow, blue, and black. The current slogan for the salon is "We'll Treat Your Nails Like an Angel".

Figure 3- Current Logo



Source: Angel Nail Spa

Figure 5 - Salon Interior



Source: Angel Nail Spa

Figure 4- Current Facebook Page



Source: Angel Nail Spa's Facebook Page

The salon currently has two employees, Kenny and Sarah Deo, who work full time from 9 a.m. till 7 p.m. 6 days per week, except for a shortened shift on Sundays where they work from 11 a.m. till 5 p.m. Before the pandemic, Angel Nail Spa received between 6 – 10 clients a day and the salon had one more employee. Now, the salon receives between 2 and 4 clients a day, but with the lack of business, they currently handle business with just the two of them. The owner's wife, Sarah Deo, mentioned that it is hard to find a hard-working, reliable nail technician in Metropolis, Illinois, so this has also prevented them from hiring extra help. The salon's appearance is very basic, but the couple is known for their friendly atmosphere which draws in the local crowd. Angel Nail Spa is the only nail salon in Metropolis, so it uses its location as its competitive advantage. The company also has good reviews on its Facebook page for being very friendly.

4.2. Marketing Mix

When deciding on a nail salon, a customer will decide if the services match his/her needs. There are many factors that can persuade a customer to enter the salon or switch to one of its competitors. A salon must provide the best customer experience and create an offer that the clients cannot receive anywhere else.

The company's foundation is presented using the 7ps of marketing framework which analyzes the business's current practices: product/service, price, placement, process, people, physical evidence, and promotion/communication (Kotler, Keller, Brady, Goodman, & Hansen, 2019). This framework is a marketing tool used to help businesses achieve their marketing objectives. An analysis of Angel Nail Spa's marketing mix will help point out the benefits provided by this salon as well as underperforming elements that could cause this salon to be less attractive than its competitors. It also shows why a salon might not be reaching its communication and marketing objectives. To measure Angel Nail Spa's current performance, the 7ps of marketing framework is benchmarked against other successful salons that provide high-value services.

4.2.1. Product/Service

The value of the salon refers to the whole process of the service provided. A salon must provide various services, unique offerings and packages, professional technicians, and a good waiting room experience. Listed below are services that can define high value in a nail salon in relation to Angel Nail Spa's current practices.

A salon's services should include various styles of manicures and pedicures. It is also essential to develop special packages/promotions that will help upsell its current services. Angel Nail Spa offers six service categories: manicures, pedicures, nail enhancements, additional services, kid's services, and waxing. There are two kinds of manicures: the classic and the gel and two kinds of pedicures: the classic and the deluxe. The third product category is titled nail enhancements, which includes four options: acrylics, pink & white, liquid gel, and dip powder. The following three categories: additional services, kid's services, and waxing are not popular in the salon and rarely get any attention on the menu. The salon does not currently offer any packages on its menu.

A salon should have unique offerings that are only available at its salon. This can include mud masks, spa treatments, CBD manicures, selling products, natural/green products, or specialized nail art. Trendy new services may include eyebrow lifting and tinting along with eyelash lifting and tinting. Many salons are adding eyelash extensions as a new service on their menu as it is a higher priced service. By keeping up with industry trends, the salon will be known as providing high fashion. Other than manicures and pedicures, Angel Nail Spa offers waxing services to its customers. The waxing includes eyebrow, lip, chin, and face. These services are outdated and need to be recreated to help trigger sales.

Professional and friendly technicians are one of a salon's best asset as they help draw in and retain customers. The technicians should be trained properly and provide excellent customer service to its clientele. Any new services created by the salon should focus on proper development through training courses and online development. Angel Nail Spa has two nail technicians (the owner and his wife) who provide great customer service, but they aren't certified. Also, the salon lacks nail technicians. When the salon improves its list of services, it needs to make sure the technicians get proper training before the services are introduced in the salon.

The salon's waiting room should provide a pleasant experience for the clients and make them feel welcomed; therefore, salons need to provide a sensory experience that will make them more willing to wait for a service. A relaxing and friendly atmosphere should begin from the moment they enter the salon. The waiting area should include comfortable chairs, pillows, a table, a basket of blankets, a comfortable rug, nail magazines, a nail art portfolio, coloring pages and crayons for kids, a city themed puzzle for clients to work on while they wait, soft

music, a coffee machine, water, and candles or wax melts. Angel Nail Spa's waiting room consists of four chairs; therefore, this could make waiting a chore instead of a relaxing experience.

4.2.2. Price

Price is an important factor for consumers before they decide to book an appointment. It can be a competitive advantage as consumers always want to receive the lowest price for a service. Prices allow companies to use sales promotions to attract more customers or combine two offers to upsell a service. Angel Nail Spa's current prices are usually a little lower than the industry averages, but they are higher than its competitors. The salon's gel manicure is between 7 and 10 dollars higher, and its pedicure is around 3 dollars higher than its competitors.

Table 1- Price of Angel Nail Spa's Services

	Angel Nail Spa	Competitor Queen Nail Spa	Industry average																														
Manicures	Classic Manicure - \$20 Gel Manicure - \$35 Deluxe Manicure – N/A	Manicure - \$20 Gel Manicure - \$25 Deluxe Manicure - \$27	Basic Manicure \$22.75 Gel Polish - \$30.96 Deluxe Manicure \$33.07																														
Pedicures	Classic Pedicure \$35 Deluxe Pedicure \$45	Classic Pedicure \$32 Deluxe Pedicure \$43+	Basic Pedicure \$35.46 Deluxe Pedicure \$48.54																														
Nail Enhancements	<table border="1"> <thead> <tr> <th>Full-set</th> <th>Fill-in</th> </tr> </thead> <tbody> <tr> <td>Acrylics - \$30</td> <td>\$20</td> </tr> <tr> <td>Pink & White - \$50</td> <td>\$40</td> </tr> <tr> <td>Liquid Gel - \$50</td> <td>\$40</td> </tr> <tr> <td>Dip Powder - \$40</td> <td></td> </tr> </tbody> </table>	Full-set	Fill-in	Acrylics - \$30	\$20	Pink & White - \$50	\$40	Liquid Gel - \$50	\$40	Dip Powder - \$40		<table border="1"> <thead> <tr> <th>Full-set</th> <th>Fill-in</th> </tr> </thead> <tbody> <tr> <td>Acrylics - \$30</td> <td>\$20</td> </tr> <tr> <td>Pink & white -\$50/\$60</td> <td>\$45</td> </tr> <tr> <td>Liquid Gel - \$50</td> <td>\$40</td> </tr> <tr> <td>Dip Powder - \$35</td> <td></td> </tr> </tbody> </table>	Full-set	Fill-in	Acrylics - \$30	\$20	Pink & white -\$50/\$60	\$45	Liquid Gel - \$50	\$40	Dip Powder - \$35		<table border="1"> <thead> <tr> <th>Full-set</th> <th>Fill-in</th> </tr> </thead> <tbody> <tr> <td>Acrylics - \$46.01</td> <td>\$29.91</td> </tr> <tr> <td>Pink & White – N/A</td> <td>N/A</td> </tr> <tr> <td>Liquid gel - \$51.29</td> <td>\$35.49</td> </tr> <tr> <td>Dip Powder - \$35.05</td> <td>N/A</td> </tr> </tbody> </table>	Full-set	Fill-in	Acrylics - \$46.01	\$29.91	Pink & White – N/A	N/A	Liquid gel - \$51.29	\$35.49	Dip Powder - \$35.05	N/A
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Pink & White – N/A	N/A																																
Liquid gel - \$51.29	\$35.49																																
Dip Powder - \$35.05	N/A																																
Additional Services	Nail Art - \$5/2nails Polish change hands - \$10 + Soak off acrylic – \$15 French tip - \$5	Nail Art - \$12+ Polish Change - \$10+ French tip- \$5 Paraffin dip -\$5																															
Kid’s Services	Manicure- \$15+ Pedicure - \$25+	Not available online																															
Waxing	Eyebrows - \$10 Upper lip - \$7 Chin - \$6 Full face - \$35+	Not available online																															

Source: Own elaboration

4.2.3. Placement

Angel Nail Spa's location is its best asset as it is nearby many churches, schools, hospitals, nursing homes, and assisted living facilities. The salon is also right off route 45, which is the community's largest highway as well as the road that attracts the most tourists. The nail salon's placement increases its competitive edge as it is the only nail salon in Metropolis, Illinois. The

salon's location appears on the company's Facebook page. However, it does not appear on Google Maps or other review sites such as yelp, trip advisor, or the yellow pages. These sites help gain traffic to business through search results.

Figure 6- Current Exterior Design



Source: Angel Nail Spa Company

Figure 7- Geographical Location



Source: Google Maps

4.2.4. Physical Evidence

Nail salons are typically a cheaper business to start as they do not require much inventory, and a simple "nail salon" sign in front of the store relays the message to potential customers. Opening a store may lead to sales, the goal of all business ventures, but most nail salons have become stagnant, without a clear plan to achieve increased profits by relying on location to pull most of the customers. To run a successful business, a salon must not only rely on its location to pull customers, but it must create an additional way to get noticed. The salon's outside appearance must draw in customers with an excellent outdoor display using signs, lights, pictures, writing, and other decorations to show what the salon offers.

Physical evidence refers to the physical aspects of the store and the brand as a whole. It puts tangibility on a service as it is everything that can be seen or touched. The salon's theme should be consistent both online and offline from interior & exterior decorations to uniforms and its digital presence.

When decorating a salon, it should promote relaxation and comfort while having a consistent theme. The salon can include a comfortable waiting room with a consistent color scheme & design. At Angel Nail Spa, the interior has very few decorations without a consistent theme

appearing. The store's exterior only has an Angel Nail Spa sign, an open sign, and a foot massage sign that glows. It does not have any extra features that help create an experience for the client.

To show evidence of a high-quality salon, many salons have a uniform to show consistency and to provide a clean, unified look. Angel Nail Spa does not use uniforms, but the owner and his wife are always dressed properly.

The salon's in-store design should align with its digital initiatives. The company should develop a consistent brand image online and offline using the same color scheme, designs, and friendly tone of voice. Angel Nail Spa needs to further develop and align its brand image between its online initiatives and physical store.

4.2.5. Process

Process refers to how efficient the processes are at the salon. There need to be specific guidelines for each process to ensure the salon meets the customers' high expectations. These processes include health & safety, quality of nails, recruitment, and booking appointments.

The salon needs to create health and safety guidelines and initiatives that must be followed at all times. This information must be transparent to the public. By following all health & safety features recommended to the salon industry by the WHO, the company can show it cares about its clients which adds value to the brand. This relates to scenarios such as the Covid-19 contamination, the push for better air-quality, and safer chemicals in salons. A business should play an active role by frequently presenting updates about the issues and finding ways to help combat these issues such as disposable jet liners for pedicures with a recycling initiative.

Technicians at Angel Nail Spa use masks and clean the workspace after each client, but the salon doesn't play an active role in presenting its health measures to the public. The company only made one post when all salons had to close and one when the salon could reopen. The salon didn't even make a post about the regulation requiring clients to wait in their cars before the service as the customers had to message the salon with questions.

The quality of the nails service is essential in a nail salon as it promotes free advertising and helps build the salon's reputation. It is crucial never to rush a nail job and to provide the appropriate timing between services. Each service should have a blueprint that each technician

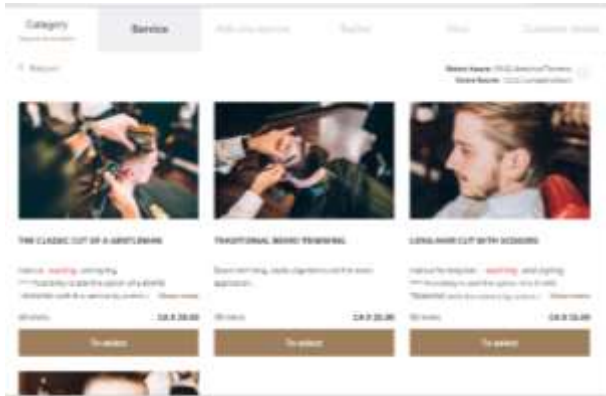
should follow to present identical offers each time. This will especially be important for salons with many different technicians working for them.

Angel Nail Spa uses the Facebook booking system where clients can book appointments thirty minutes apart. The salon doesn't know how many services the client needs which could cause wait times for clients or rushed nails. The salon needs to create a standardized nail guide to ensure that customers receive the same high-quality services every single time.

Recruiting a new nail technician can be challenging as it is important to find a skilled, hardworking professional. When hiring, it is important to have a well-written job description that includes duties, responsibilities, qualifications, and an outline of the work culture. It is important to find a passionate technician who spreads a positive brand image for the company. Angel Nail Spa currently only has two employees: the owner and his wife. They have mentioned how hard it is to find professional, hardworking staff; therefore, they should have a well-written job offer that remains open until they find a fitting technician.

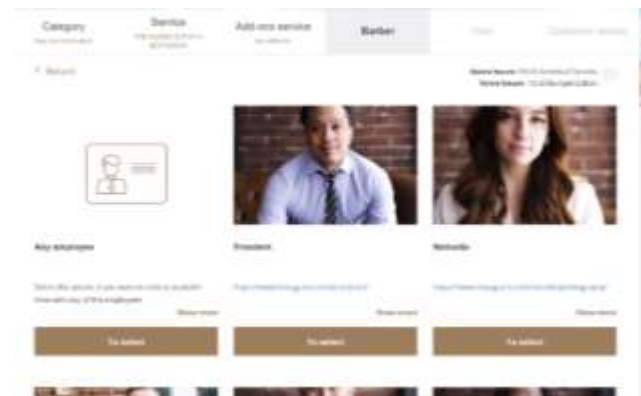
Nail salons need to provide customers with an easy, hassle-free booking method that is convenient to use on any device. Salons should invest in a paid booking system that allows the customers to pick a service, add-ons, nail artists, hours, and it should include a login option. The booking system should include detailed information about the services and the technicians of choice. As transparency is becoming increasingly important, each nail artist/technician should have their own Instagram page showcasing their nail skills. Customers want a transparent, easy, and personalized booking experience. This booking system should be compatible with the company's website, social media accounts, and mobile devices. The booking system will also collect client information, provide an online payment system, and provide personalized SMS booking confirmations. An example of a modern, hassle free booking system is presented below which uses the simplebook.me booking system.

Figure 8- Service Booking Example



Source: Retrieved from <https://beardington.simplybook.me/v2/>

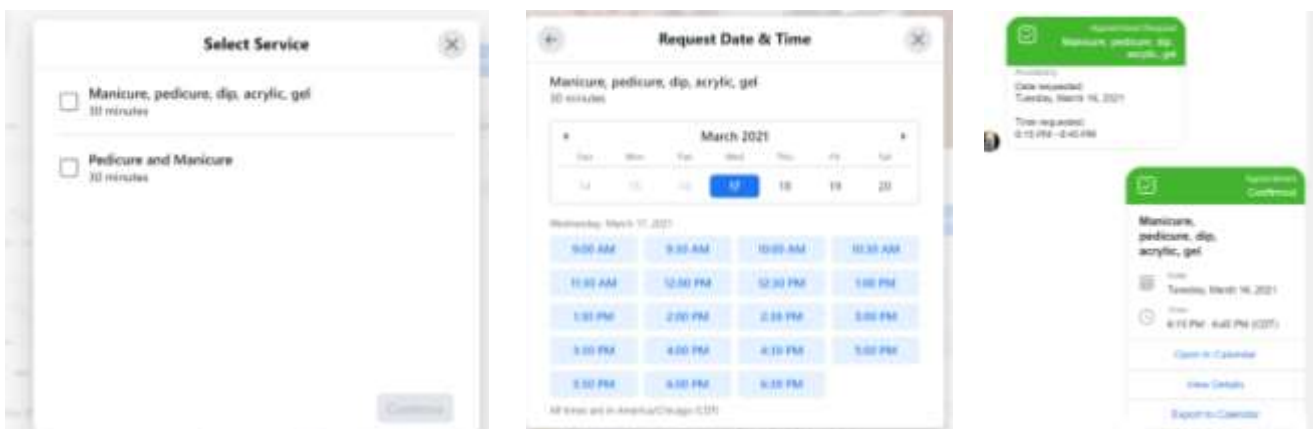
Figure 9 - Employee Booking Example



Source: Retrieved from <https://beardington.simplybook.me/v2/>

Angel Nail Spa uses the Facebook booking system to approve customer's appointments, but the company has not updated its services page with prices, accurate time lengths, or service descriptions. The salon accepts or rejects the online booking appointments that day, usually within a couple hours. However, the salon does not send messages on the day before or after the appointment to confirm the client's time or to receive feedback. The Facebook booking system is not easily incorporated on other channels such as Instagram or another website, so Angel Nail Spa needs to use an approved scheduling provider that can be incorporated on all its social media pages. The new booking service must have a simple and modern booking method.

Figure 10 - Angel Nail Spa's Current booking method



Source: Angel Nail Spa Company

4.2.6. People

This element refers to the people that help operate the salon and the skills and qualities that they must possess to present the salon's best practices. To have a good brand image and great customer service skills, the technicians are one of the salon's key assets. The behavior of the clients, technicians, and management help shape the perception of the brand. A salon needs to define its company culture, management approach, and service orientation guidelines. The company must show its professionalism by defining its culture and developing guidelines for its managerial and customer service approach.

Since Angel Nail Spa operates with only the owner and his wife, the salon doesn't have any written down procedures. However, the couple focus on developing good relationships with their clients. These relationships are presented through the good reviews on the company's Facebook page with almost every comment expressing their friendly attitude and great customer experience. The salon even hosted its first New Year's party event to thank its customers by offering karaoke, free food, and nail services.

By analyzing the company's practices and from the results of the consumer analysis survey, some of the salon's clients were upset by unprofessional behavior from the company such as using the phone while doing a service, not wearing masks during the pandemic, randomly closing the salon without notice, and not responding to clients' questions. Angel Nail Spa has a good relationship with the community, but some may see the salon as being unprofessional.

4.2.7. Promotion/Communication

A salon must use elements of the communication mix to persuade its target audience to use its services. Promotion is an element of marketing communications. The salon must use a combination of advertising, sales promotion, direct marketing, personal selling, public relations, online & social media, and mobile marketing to create brand awareness. A salon must merge its online and offline communication efforts to create a consistent brand image for its target audiences. Listed below are trends in nail salon communications that can define high value in a nail salon. These trends involve merging offline and online platforms, creating promotions, direct messaging, and developing beauty communities. Angel Nail Spa's current communication efforts are listed in section 4.2.8 and a well-developed communication plan for Angel Nail Spa will be presented in chapter 5.

The salon should have a consistent brand image throughout its online and offline efforts. It is essential for the salon to have a website connected to multiple communication platforms such as Facebook, Instagram, and Pinterest. Content posted on these pages should inform, persuade, and entertain its audience. Updating online and social media platforms can help the salon develop a professional brand image and send consistent messages to its clients. Angel Nail Spa currently only posts pictures of nails and karaoke.

A salon may run a promotion to help new clients try its services as it's an effective way to gain more clientele. It also helps add value to the salon by offering a lower price for a service with increased prices from future visits. To avoid losing money, the salon should avoid discounting its classic services and offer discounts on new services, packages, and secondary services such as eyebrows and lashes. Salons should develop deals for holidays, birthdays, and special days such as weddings and baby showers. For a salon to keep its current customers happy, the salon should develop a loyalty program or members club. To increase engagement and reach, salons should develop social media competitions such as raffles and contests. Angel Nail Spa does not have any promotions.

A salon should create a personalized experience between the nail technician and its client. This relationship begins during the booking procedure when the client can pick their desired nail artist. Under each nail artist, there will be a link to the artist's Instagram page which will include pictures of services that they've done. A SMS message will then be sent to the client from this artist to confirm the appointment. If the salon becomes too busy to personally write the message, then a personalized message can be sent by the salon's booking system.

Beauty communities help create a following between the business and the brand. Beauty communities are formed through the use of social media accounts that influence their customers to choose their product or service. The salon can form this community through influencers, nail art classes, blogs, vlogs, events, and philanthropy. Angel Nail Spa has built a good relationship with its community by providing friendly customer service and by showing a fun salon through the salon's karaoke live streams. This relationship can be further developed and nurtured by adding more professional content to their social media platforms and introducing more communication techniques in the physical store and online.

4.2.8. Angel Nail Spa's Current Communication

Marketing communications help salons gain brand awareness by delivering key messages to their target audiences. The objective is to get Metropolis' community to become brand loyal to this salon instead of driving to Paducah for its services.

This information was gathered through discussions with Sarah Deo, which is the wife of the owner, Kenny Deo, and through personal observation. The couple does not have a marketing budget as they are a small family-run business, and they rely on their location, word of mouth advertising, and their Facebook page to pull the customers. The couple wants to expand to new platforms, but they have little knowledge and experience in marketing. After analyzing the salon's communication efforts, it shows that Angel Nail Spa has only used three communication forms: its Facebook page, word-of-mouth advertising, and event marketing. The salon did receive some free advertising from Metropolis's Chamber of Commerce.

Angel Nail Spa has been active on social media since September 2, 2019. The page includes pictures of the salon, nails, pictures of the owner's baby, and lives of the clients singing karaoke. The salon is rated 4.9 out of 5 stars, with comments displaying the salon's fantastic customer service. As one reviewer wrote, "Owner was incredibly nice & caring! He was so sweet to my son & just overall has an engaging personality. I showed him a picture of what I wanted & he nailed it. Haha. Pun intended."

Since Angel Nail Spa is the only salon in Metropolis, a small community, it mainly relies on word-of-mouth advertising to attract new clients. The salon runs along the community's largest highway and is very noticeable to street traffic.

The owner, his wife, and the chamber of commerce had a grand opening ceremony to launch the opening of this new salon. Since then, the salon has only hosted one event around New Years to thank their customers for supporting them throughout the year. This party was live-streamed on their Facebook page and included karaoke and food. The turnout was small, but the content on social media created a lot of engagement since many community members know each other. Since the New Year's karaoke party, the salon has streamed a lot of karaoke lives without making an official event inviting the rest of the community.

The salon gets its business advertised for free on the Chamber of Commerce's Facebook page as this organization wants to support small businesses in its community. These events include giveaways and contests that support small businesses. Angel Nail Spa has appeared on this page during their opening and in four different events since then. However, the consumer analysis survey mentioned below shows that most participants do not read the paper, and none have participated in one of the Chamber of Commerce's buy local activities.

4.3. Consumer Analysis – Survey Results

The survey results came from 37 clients of Angel Nail Spa. According to the results of the survey, all of the participants are female clients. Most of the clients are between the ages of 18 and 44, and 83.3% have completed some college or obtained a degree. Most of the clients come from either Metropolis or Massac County. The questions were developed to understand the consumers in Metropolis, Illinois, better. The most useful questions are highlighted below as they helped develop the company's communication plan.

When asked about how they heard about Angel Nail Spa, 41.7% of consumers stated that they personally saw the new store's exterior, 33.3% of consumers heard about the salon from a friend, and 25% saw the company's Facebook page. Since the store's exterior does not look attractive, this is a potential area that could be improved with a new design and proper advertising to draw in even more customers. Also, since Angel Nail Spa does not appear on Google search or maps as a listing, this is a missed opportunity for customers to discover the salon.

When participants were asked what sales promotion they prefer, 83.3% of the consumers said they wanted discounts for special days such as birthdays, weddings, and baby showers. The next most popular vote was a three-way tie as 75% of consumers said they wanted loyalty cards, packages, and happy hours.

When asking the consumers what new services they want, 75% said they want packages that will offer them discounts for grouped services. The second highest-rated new service is the addition of a deluxe manicure. This service already appears in most salons; therefore, this may be a missed opportunity for the company as it seems to be very important to the customers. Third, 58.3% of the customers said they want free hot tea, water, or coffee. Fourth, 41.7% of

customers said they are interested in the new CBD manicure/pedicure trend as it could be a new service in the future.

To better understand what type of content the customers want to read, the survey asked about content preferences. The conclusions showed that 75% of consumers are interested in reading about nail education and 66.7% are interested in blogs about the owner's new baby.

When participants were asked if they know how to use QR codes, only 50% of the clients said that they do. Since the pandemic, touchless options are becoming increasingly important. This shows that if the salon decides to use QR codes, the company will have to show their older customers how to do it as adoption rates of new technology might be low.

Lastly, when the participants were asked what other social media pages they would follow/interact with, 75% said Instagram with the second highest being Pinterest at only 33% interest.

4.4. Market Analysis

By analyzing the nail salon market, Angel Nail Spa can compare its current strategy against its competitors. This analysis allows the company to study its strengths and weaknesses, identify its competitors, and see where the salon can compete.

4.4.1. Competition Analysis

The table below shows the competitors for Angel Nail Spa within a ten-mile distance from the salon. Since Angel Nail Spa is the only nail salon in Metropolis, Illinois, its location is its key competitive advantage. Nearby, Paducah, Kentucky, has three times the population, but it is saturated with nail salons. Angel Nail Spa's prices are a little higher than all of its competitors, and the salon does not offer any forms of packages and discounts, unlike many of its competitors.

Table 2- Price & Competitive Advantage Analysis

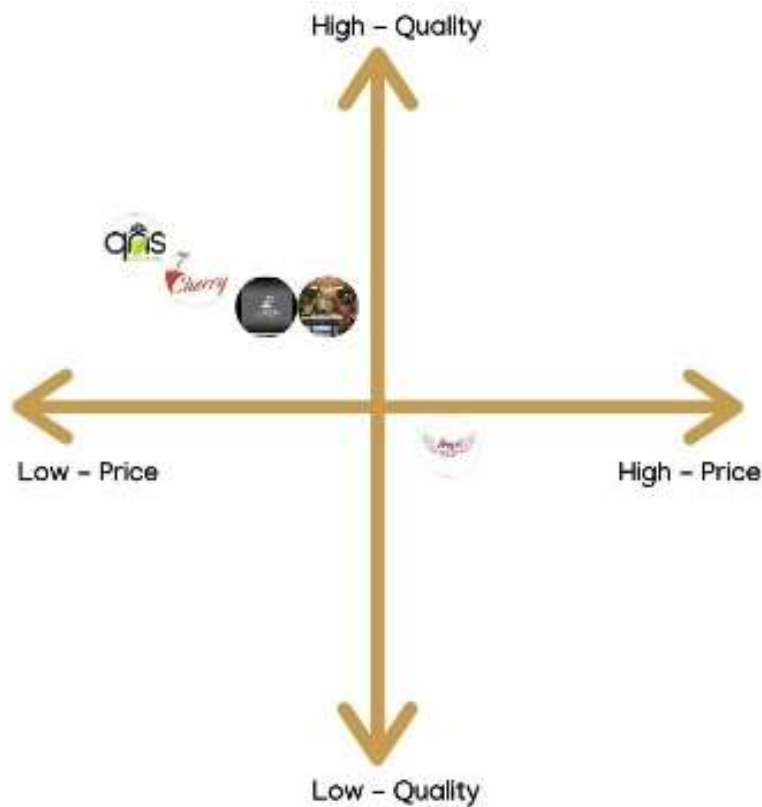
Company	Location	Average Cost	Salon type	Competitive advantage
Angel Nail Spa (4.9 Facebook)	Metropolis	Manicure - \$20 Gel Manicure - \$35 Pedicure - \$35 Acrylics - \$30 Liquid Gel - \$50 Dip Powder - \$40 Pink & White - \$50	Nail Salon	<ul style="list-style-type: none"> • Location • 4.9 Facebook review
Queen Nail Spa (4.2)	Paducah	Manicure - \$20 Gel Manicure - \$25 Pedicure - \$32 Acrylics - \$30 Liquid Gel - \$50 Dip powder - \$35 Nail Art - \$12+ Pink & white -\$50 powder/\$60 liquid	Nail Salon	<ul style="list-style-type: none"> • Cheapest nails • Nice website • Updates social media frequently • The Paducah Sun Readers' choice award
Elegant Nail Spa	Paducah	Not online	Nail Salon	<ul style="list-style-type: none"> • Sells merchandise • Kid friendly • Nice waiting room
Cherry Nail Salon (4.6)	Paducah	Manicure - \$20 Gel manicure- 28 Pedicure - \$32 Acrylics - \$30 Liquid Gel - \$50 Dip powder – 45 Nail Art – 15+ Pink & white -\$50	Nail Salon	<ul style="list-style-type: none"> • Remodeled in January 2021/Nice waiting room • Sells nail products
Us Nails	Paducah	Not online	Nail Salon	<ul style="list-style-type: none"> • Kentucky Oaks Mall
Luxor Nail & Spa	Paducah	Manicure - \$25 Gel manicure- 25 Pedicure - \$32 Deluxe pedicure - \$50 Acrylics - \$30 Liquid Gel - \$50 Dip powder - \$48 Nail Art – 5+ Pink & white -\$50 Just for kids' manicure - \$15	Nail salon	<ul style="list-style-type: none"> • Good communication strategy • Volcano special • Kids deals • Cheap prices
Hollywood Nails	Paducah	Not online	Nail Salon	<ul style="list-style-type: none"> • 4.7 Rating

Source: Own elaboration

4.4.2. Positioning

Currently, Angel Nail Spa has a poor positioning compared to its competitors as the salon has higher prices and does not provide superior value to match it. When looking at quality standards in the marketing mix, several touch points must be met to reach a better positioning.

Figure 11- Angel Nail Spa's Current Positioning



Source: Own elaboration

4.4.3. SWOT

This information was retrieved from an interview from Angel Nail Spa and through personal observations of the company's Facebook page and the external environment.

Angel Nail Spa's biggest strength is that they are the only nail salon in Metropolis and all of Massac County. In Metropolis, the population is around five thousand, but the whole county has a

population of around 13.4 thousand people. The salon is located on 5th street, which is the biggest highway in Metropolis. The salon has a good rating on Facebook, gets good customer engagement, and has a positive reputation.

The salon's weaknesses show where the company needs to improve to gain a better positioning. As a new salon, many customers are already loyal to salons in Paducah, which is only around a ten-mile drive across the Ohio River. Since Angel Nail Spa is a small, family-run business, the salon has limited financial resources for growth and development. The salon also has limited staff. It currently operates with only two employees; thus, customers will have to make online appointments to prevent wait times. Popular times will be taken quickly, and the salon cannot host big money-making events such as birthdays or bridal showers. The salon is also struggling with irregular customers which are causing them to lose money. There are also many underperforming elements of the marketing mix.

Opportunities show where the salon can excel. Since most of the salon's competitors do not have a well-developed communication strategy, Angel Nail Spa can excel by being innovative and keeping up with communication trends. The salon currently does not have a clear brand image. By creating a store with a concept, Angel Nail Spa can create an experience for its customers, therefore, adding value to its brand. This salon is the only nail salon in Metropolis, meaning that they have a large audience.

Threats show potential risks for the company that need to be monitored or addressed in the company's business strategy. First, Metropolis has a 25% poverty rate, the population growth rate is declining by 10%, and a drive across the bridge leads to an ample amount of competition (*Metropolis, Illinois Population 2020*, 2020). The nail salons in Paducah are near mega shopping centers such as Walmart, therefore pulling customers outside of Metropolis and into the bigger city of Paducah. Second, as the pandemic worsens in Illinois, the salon has lost money and customers due to forced times of closings. Third, there is heightened attention to new health and safety measures in nail salons which may cause new rules and regulations (Wtvo, 2020).

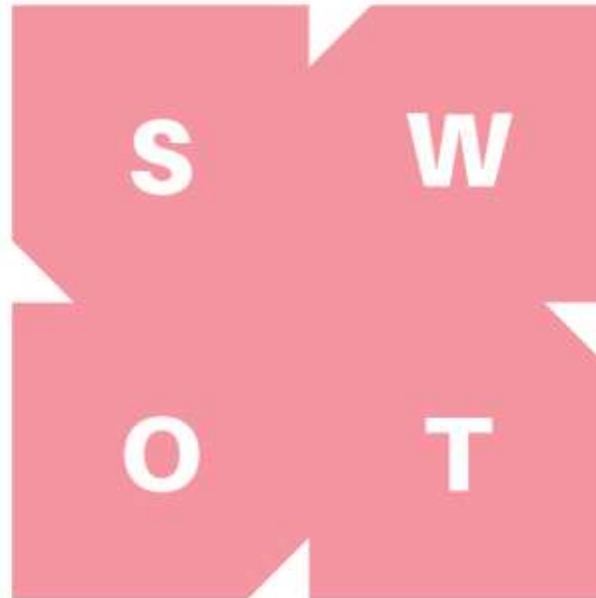
Figure 12 -SWOT Analysis

STRENGTHS

- Good location
- Only nail salon in Metropolis & Massac County
- Good Facebook Reviews

OPPORTUNITIES

- Large market demand
- Physical store development
- Business plan improvement
- New nail trends
- Marketing improvement



WEAKNESSES

- Limited staff
- little advertising
- limited budget
- New Business

THREATS

- 25% poverty rate and 12.5% decrease in population
- Restrictions from the pandemic
- Increased health & safety regulations
- No barriers to entry

Source: Own elaboration

Chapter 5

5. IMC Plan for Rebranding Angel Nail Spa

5.1. Situation Analysis

After the situation analysis, it is best for Angel Nail Spa to reposition the salon. In order to gain a better brand positioning, Angel Nail Spa must provide additional value to its clients by providing a new exterior & interior design as well as updating its functions & processes to provide the best, stress-free experience for its customers, with the aims of providing value for money. The name Angel Nail Spa and the logo were changed since this name and concept is used frequently in other salons and shows no uniqueness to this salon. A new and modern salon name and logo was created to show a higher-quality service, along with new fonts and a new color pattern. The new name is My Metropolitish as it is a play on words from the salon's town Metropolis and Nail Polish. Angel Nail Spa will now be referred to as My Metropolitish throughout the remainder of the IMC plan below.

The salon will define itself as “My Metropolitish is back and better than ever! We are a small-town salon with big city aspirations. This salon is perfect for anyone who wants good value, since you get to experience our new city themed salon, services, and packages all at affordable prices! Don't forget to check out our happy hours. No salon in Illinois has the same passion for its community as we do. So, check out our weekly updates, as we provide beauty education, challenges, tutorials, and even karaoke parties! If this is for you, make sure you visit our social media pages for more information.”

A new vision and mission statement were developed for the salon, so customers can clearly understand what the company stands for. The salon's new mission statement is “Our mission is to provide a friendly and personalized salon experience with the creation of our new city themed salon, services, and packages. We strive to provide good value at affordable prices.” The company's vision statement “To deliver the latest fashion trends and be the most loved beauty destination in Metropolis.”

A new target audience has been further defined to help direct the communication efforts. The company analysis shows three target audiences for My Metropolitish as it is the only nail salon in Metropolis, and the salon needs to cater to the majority of the population.

The first target audience is for women between the ages of 25 – 34 years old; this group makes up 8.9 % of the population. They are working professionals who have obtained a high school degree or some college and make on average between \$15,000 - \$26,000 a year. These individuals are interested in keeping up with new fashion trends and desire enriching personalized experiences. This group wants a transparent experience with meaning behind each purchase (*Metropolis, Illinois Population 2020, 2020*).

The second target audience is for women between the ages of 35 – 44 years old and this group makes up 13.9% of the population. They are working mothers who have received a bachelor's degree or higher and make on average \$43,000 thousand a year. This group consists of lower-middle class families who want to look good on a budget. This group enjoys clear information and compares salons based on reviews and testimonials (*Metropolis, Illinois Population 2020, 2020*).

The third target audience is women between the ages of 18 – 24 which includes high school students, college students, and young working professionals. These young individuals may attend Massac County Highschool or Shawnee Community College Extension Campus. They are more fashion forward and can become lifetime customers. They are interested in new technology, and they like to stay on top of industry trends through the use of social media and influencers (*Metropolis, Illinois Population 2020, 2020*).

5.2. Communication and Marketing Objectives

For My Metropolish to gain a new positioning in the consumers' minds, the salon must successfully create an IMC plan with the goal of achieving these four objectives.

Communication Objectives

1. Communicate that My Metropolish offers better value by improving aspects of the marketing mix.
2. Communicate that My Metropolish offers affordable services
3. Develop a good reputation in the community by creating connections
4. Increase Awareness of My Metropolish

Marketing Objectives

1. Increase sales by 25% by the end of Q3 in 2021
2. Increase revenue by 10% by the end of the year 2021

5.3. IMC Creative Strategy

The creative plan will be divided into three sections: brand's visual identity, unique selling position, and message strategy. By delivering consistent visuals and messages, the brand will gain its new positioning in the consumers' minds.

5.3.1. Visual Identity

The logo has been redone, so the name, colors, symbol, and font all follow and embrace a common theme. The name of the salon is changed to My Metropolis. This name was available on all social media platforms! The color of the logo includes different shades of sky-blue, pink, black, and white. The colors in the logo represent strokes of paint. The slogan has been changed to "Your local Nail salon" as it expresses that the salon is a vital member of the community of Metropolis.

Figure 13 - New Logo Design



Source: Own elaboration

5.3.2. Unique Selling Proposition

To satisfy the demand for affordable services in the beauty industry, My Metropolis will now position itself as a brand that provides "good value for money". This is where the perceived value of the service must match the amount the clients are willing to pay. If the salon does not show value for money, then the clients might take themselves elsewhere.

The unique selling proposition of offering "value for money" ensures that the salon provides its clients an ideal experience from start to finish. All of the touchpoints in the marketing mix should be further analyzed and improved on by the salon, therefore offering a higher level of service, care, and attention to detail than what the salon's current practices offer. The salon will have a new logo, vision and statement mission, aesthetics (interior, exterior), and will offer

emotional value by building a good relationship with the community and establishing meaningful connection with its clients.

Since poverty rates are high and salaries are low, the salon needs to make its prices affordable to the community. This is also a key selling point that drives new customers into the store. Currently, the salon's prices are higher than its competitors and it does not offer superior value. Therefore, the salon needs to reevaluate its prices so that they match their competitors while creating amazing packages and deals to draw in current and new customers.

5.3.3. Message Strategy

5.3.3.1. *Inform*

The salon will inform its target audiences that this salon offers good value at affordable prices. This will be done with a rebranding event that will show the clients high-quality elements such as the salon's improved logo, interior, exterior, and new communication platforms. The salon will also express low-prices by adding amazing deals, packages, and loyalty cards.

5.3.3.2. *Emotional Benefits*

My Metropolis is the only salon in Metropolis, Illinois. The salon will benefit by being an avid member of the community as it helps increase brand awareness, trust, and image. Since Metropolis's population is small and word-of-mouth advertising is strong, the salon wants to build a good reputation in the community by establishing meaningful connections with its clients by creating personalized messages. The salon also wants to work with other small businesses and give back to those in need. This helps create emotional value for the salon.

5.3.3.3. *Brand Voice*

Each brand should have a voice that is consistently used throughout every form of communication. The brand's target persona is super friendly and professional. The brand's tone is very personal, and the technicians will talk to the clients as if they are their best friend or a loving neighbor. The clients should leave feeling liked and beautiful. The language is very simple and fun. The brand should feel very human since they are based in a small town

5.4. IMC Media Strategy

All of these tactics were developed to achieve the brand's key communication and marketing objectives.

5.4.1. Advertising

The salon will advertise its new key message of providing good value by improving the salon's exterior and interior design. These initiatives will be presented through print and online advertisements.

5.4.1.1. Exterior Design

Since My Metropolitish is located on the most popular highway, the business can be easily seen from the road. This means that the company needs to decorate the outside of its store to attract new customers. According to the consumer analysis survey, 41.7% of the clients heard about the salon personally by driving past the salon's exterior. This new look will help the salon stand out on the highway, and it will add value to the brand by showing a higher-quality service.

Figure 14 - New Store Front Design



Source: Own elaboration

Figure 15 – New Banner Flag



Source: Own elaboration

The new logo will be displayed on the salon's exterior where the old one used to display. This new logo will add value to the salon by showing a more modern, higher-value design. First, the salon's exterior should include a wall decal of the city as this design of the city is used consistently throughout different communication forms. It should also include the new name of the salon and the salon's new slogan. Decals with their new website @mymetropolitish.com and hashtag should be presented on the salon's glass windows too. The windows should be

outlined with lights to create a city appearance. These lights will help draw in customers and help the salon gain awareness in the community. The salon has good visibility since it is located right off of the most popular highway in Metropolis. Adding a banner flag will help increase roadside visibility.

5.4.1.2. New Interior Design for Social Media Posts

Customers search online for a salon before making an appointment, so the salon needs to show superior value inside by developing the theme and feel of the brand. To improve the interior, the salon should include a blue accent wall #9AF7F6 with a large city painting. Often, clients have to spend time in the waiting area; therefore, the new interior should be comfortable and relaxing. It may include comfortable couches, pillows, coffee tables, and a rug. It is important to provide small amenities such as free drinks, nail art books, beauty magazines, and city coloring pages for kids. To further add to the theme, the salon should have a city puzzle on one coffee table that clients can work on while they wait. A new attractive interior will draw in customers passing the salon by car or searching online. This new design will draw in new customers, and it will signify a higher-valued service.

Figure 16 - New Interior Design



Source: Own elaboration

5.4.1.3. Print and Social Media Advertisements

The salon will purchase new business cards and give them out to their customers. This is an affordable way to give out something tangible to new and existing clients. It also leaves a professional impression as the cards present the salon’s new brand image.

The salon’s rebranding will be published in the newspaper of both the Metropolis Planet & The Southern Scene to inform the community. This advertisement is very cheap and will be published for two weeks prior to the grand reopening.

The company will post a Facebook ad which has a potential reach of 30,000 people as it is geared toward Metropolis, but it expands to Paducah as it covers a 16-mile radius. It is supposed to reach women interested in beauty salons, spas, weddings, marriages, or family. The estimated daily results include a reach between 364 – 1.1 k and daily clicked to reach between 19 and 60.

Figure 17 - Business Card Front



Source: Own elaboration

Figure 18 - Business Card Back



Source: Own elaboration

5.4.2. Sales Promotion

The salon will provide more value by creating new services, packages, special promotions, loyalty cards, and happy hours for its clients. Promotions help support the salon’s key message of offering good value at affordable prices. Sales promotions are matched with personalization to create attractive offerings.

My Metropolis will offer a signature package that is unique to its brand called the “My Metropolis Package”. This package will include a manicure, pedicure, and two nail art designs. This package will help upsell a service to the customer and increase total revenue instead of always offering discounts. Also, from the consumer analysis survey results, most

clients said that they would purchase a deluxe manicure, so this new service is added to the service menu. My Metropolitish will provide a customized birthday, wedding, and baby shower promotion for its clients to help stimulate sales. These promotions for special events will also help increase loyalty by including personalization! The salon will also provide loyalty cards which will help convince customers to join the My Metropolitish community. It provides an incentive for customers to return to the same nail salon instead of trying different ones. According to the consumer analysis survey, only a few customers came to the salon frequently (at least once a month); therefore, this technique can help improve the frequency of customer visits. According to the consumer analysis survey, one participant noted how My Metropolitish is a lot more expensive than the nearby Paducah salons. By offering a “happy hour,” guests will not see My Metropolitish as expensive, but they will see it as a salon that offers many discounts.

Figure 19 - Loyalty Cards



Source: Own elaboration

Figure 20 - Birthday Cards



Source: Own elaboration

5.4.3. PR Events Marketing

The salon has three community initiatives planned to reach all three of the different target audiences. These events include a grand re-opening celebration, nail art design lives, and karaoke parties.

The grand re-opening event introduces My Metropolitish as offering good value at affordable prices. This event will be written about in the newspaper and on the company’s social media pages and website. In addition, the company will promote a Facebook ad for the event two weeks prior to the new grand re-opening event. Social media content about the grand re-opening will be published on the salon’s Facebook and Instagram. This event is aimed for the

first target group of individuals between the ages of 25 and 34 who want to have a new salon experience. The salon is also aimed for the second target group of individuals between the ages of 35 and 44 by offering the clients a lot of new information about the new benefits given by the re-opening of the salon.

My Metropolitish will host free live nail art events on Facebook. This live is a free design course for nail art as each class will teach you how to do a new design. At the end of the class, if you tag My Metropolitish with a picture of your self-designed nails, the salon will send the attendee a certificate and post the pictures on its social media pages! These events are designated for our third target audience of students between the ages of 18 – 24 for are interested in learning about fashion.

The salon has already hosted a karaoke party and the lives from the event have triggered social media with a lot of interaction. The salon keeps pulling out the karaoke machine with clients and making Facebook lives of them. The salon needs to set designated times and dates for karaoke as it might push away some clients who want some peace and quiet. Also, the owners and clients are not wearing masks in the videos which can also draw some unwanted attention. These events should be well developed with safety precautions. The name of the event will be called “A Night Out in My Metropolitish- Karaoke Party #1” This event is designated for the first two target audiences as it provides an experience at the salon, and it can be good for mothers with children.

5.4.4. Public Relations

My Metropolitish wants to have a good relationship with the community since it is the only nail salon in Metropolis which is a competitive advantage for the salon. These initiatives below will help the company gain a positive image which in return helps create emotional value. These initiatives include connecting with the local Girl Scouts and other local businesses.

My Metropolitish will work with the local girl scouts to help them achieve their philanthropy goals. As demonstrated, the salon will allow the Girl Scouts to have a food drive collection box at the salon. The salon will work with them by offering deals such as three dollars off your service when you bring three cans of food. The salon will advertise these deals on its Facebook, Instagram, Google My Business page, and website. This will help show that the salon is a vital part of the community.

My Metropolish will keep an eye out for local fundraisers that will be beneficial for both the salon and the organization. By posting content about helping other brands or organizations, it will also draw attention to the salon. These services will add trust and loyalty to the salon without having to spend a lot of money. The salon will look for relevant events and fundraisers such as the “Massac Memorial Hospital Foundation COVID-19 Response Fund and PPE Donations”, who has posted an article in the paper about needing donations of different protective gear and cleaning supplies. Posting a picture supporting other businesses and organizations is an effective way of increasing your brand’s relationship with the public. These posts also involve other organizations and can help increase the salon’s visibility.

5.4.5. Digital Marketing

The salon will have a strong internet presence since it will be active on several online platforms such as Facebook, Instagram, Google, and its own website. My Metropolish should appear on all websites that give reviews and recommendations for things to do in Metropolis. This includes free platforms such as Yelp, The Yellow Pages, the Metropolis tourist website, and Google My Business. All of these sites should include information and pictures about the salon so customers have complete transparency of the kind of services they will receive. These sites help the salon gain awareness and credibility. Throughout all online media pages, My Metropolish should use its new name and hashtag #mymetropolosh. This name is very easy to remember, and it is unique to its brand.

The customers should have a fun experience when they enter My Metropolish’s Facebook page as it will show the company’s new logo and theme. The salon’s cover video should be a compilation of drone videos of the Metropolis Community with the new logo on top. This will be unique to the salon since it shows the salon’s passion for its community and it further develops the city theme of the salon. The salon’s username should be changed to mymetropolish to keep the name consistent across all platforms. The tabs on the top of the Facebook page will include the salon’s services, offers, events, reviews, photos, videos, community, and an about section. All services will be updated with detailed information, service times, and pictures. The salon will not use the Facebook booking system, but this tab can provide information to the customers. The offers section will display the salon’s promotions such as birthday discounts, happy hours, loyalty cards, and special packages. The events tab will show the salon’s upcoming rebranding party, nail art and karaoke events. The

business page should provide content that advertises the salon’s new aesthetics, services, promotions, blogs, events, and public relation activities. The posts on Facebook should show high-quality content; for example, using proper backdrops and lighting when taking pictures of nails and labeling them with @mymetropolish to show ownership of the salon’s talent.

Beauty communities help clients feel a part of a group through lives, events, contests, blogs, and vlogs. My Metropolish will be actively posting content on its Facebook and Instagram page. This content will include nail art lives, tutorials, nail education, philanthropy photos, and the twice a month Karaoke & Nails party. These posts will help generate a positive brand image and interaction with the salon.

Figure 21 - Updated Facebook Page



Source: Own elaboration

Figure 22 - Updated Facebook Services



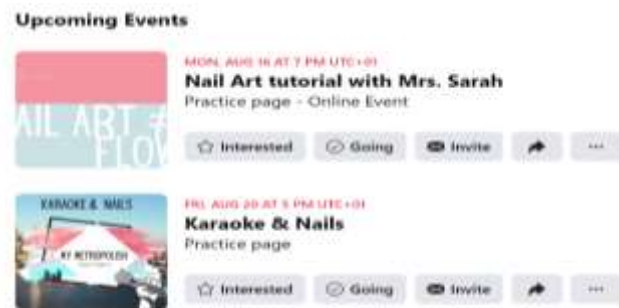
Source: Own elaboration

Figure 23 - Updated Facebook Offers



Source: Own elaboration

Figure 24- Updated Facebook Events



Source: Own elaboration

My Metropolish’s new Instagram page should complement its Facebook page by offering customers a new platform to follow and interact with. Instagram will give the company more opportunities to keep up with trend by creating reels and adding music to its stories. The salon will use the hashtag #mymetropolish to help gain an online portfolio for the brand and to help gain awareness for the salon. The company’s Instagram page will be connected to its new Wix

website which will add a book now button to the main page. The posts should provide quality pictures, transparency of the nail artist, the salon's hashtag, how this design was created, and a reminder of the salon's safety procedures.

The new website, www.mymetropolish.com, will provide the customers with more information about the brand to show complete transparency. The webpage's home page will include the new logo and slogan, a "who we are" section, a service overview, an Instagram photos section, along with a health and safety section. The horizontal menu tab will include a home, book online, promotions, blog, contact our team, and events button. The website will also have the booking system incorporated into the website and all other social platforms.

Figure 25 - New Website



Source: Own elaboration

Google is another platform that must be consistent with the website and social media platforms. Google's search page can help draw in new customers by providing another way to advertise or promote new content.

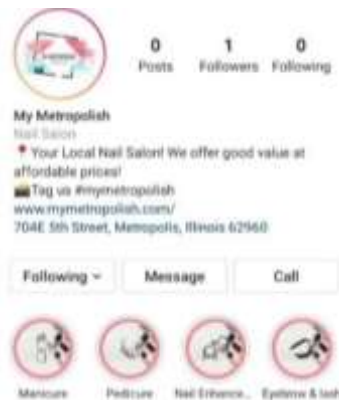
A blog will also be created to help add more value to the business by writing about nail education, any new value the salon may add to its business, and upcoming events and tutorials. The blog will express the salon's low prices by talking about its new loyalty cards, birthday cards, special happy hour, and the promotion section on its website. Lastly, the blog will talk about the salon's community initiatives!

5.4.6. Mobile Marketing

Mobile marketing allows businesses to operate their social media accounts and website on their mobile phones through the website or an app. Platforms such as Wix, the website creator, allow the creator to optimize the website for mobile viewing. It also has an app that allows business owners to check their messages and bookings very efficiently. It is important for businesses to make sure their mobile website is optimized for easy use.

Facebook and Instagram are both mobile apps that allow easy messaging between the client and the company. The Business Suite app allows the business to answer messengers more efficiently from both platforms at once. Messaging and posting content can be done easily through the Google My Business App. It is very easy to use and by using the app it allows clients to follow your business on Google. The new E-mail for the salon should be updated to mymetropolish@gmail.com to keep a consistent username

Figure 26 - New Instagram Page



Source: Own elaboration

Figure 27 - Re-branding Communication Launch Q3/21



Source: Own elaboration

5.5. IMC Budget

This is a family-run firm who wants to learn how to make an IMC plan with a low budget.

Figure 28 - Integrated Communication Plan Budget



Communication	Specification/Duration	Price
Storefront Rebranding Sign	Storefront Rebranding Sign (3ft x 8ft light box)	\$192 +/-
Street Sign	Street plaza Sign	\$96 +/-
Interior Design	SÖDERHAMN Ikea couch (est. \$874), rug (\$167) coffee machine (\$80), (\$150)wood/industrial table, 1 ARKELSTORP coffee table (\$89), plants (\$60), branded pillows (\$90), industrial lights, mural (\$70), lights (\$22 each), accent wall paint (\$30)	\$1,676 +
Exterior Design	solar String outdoor Lights (\$25), 4 custom decals (4 for \$63.45 each, 2.5 x 5 ft @ signs.com)	\$278.78
Banner Display Storefront	ZebraGraphics, Inc. Paducah, KY- Zoom Flex – Medium Flag 138" tall, double-sided display graphics	\$116.00
Website Fee	Monthly fee – Wix premium business	\$25.00/month
Metropolis Newspaper	One week in newspaper & online – Metropolis	\$14.00
Facebook/Instagram Ad	Two-week online post – Instagram & Facebook	\$64.89
Paper Loyalty Cards	100 copies, (3.5 x 2 in.) premium paper, matte finish	\$30
New Business Cards	100 copies, (3.4 x 2in) premium paper, matte finish	\$30
Rebranding Event Flyer	50 copies, A5 (14.8 x 21 cm) standard paper, matte finish	\$35
ESTIMATE		\$2,557.67



Source: Own elaboration

5.6. Evaluation of Communication Plan

The goal is to measure the effectiveness of this communication campaign to see if all of the marketing and communication objectives will be met.

The first objective “*Communicate that My Metropolis offers good value*” will be reached by creating a higher quality salon. The salon will create a modern city vibe environment by improving the interior waiting room of the salon. The salon will also fix up the exterior of the salon to make it look more attractive. By improving the appearance of the salon and its services, the salon will provide a better experience for its customers, therefore providing a higher-value service.

The second objective is to “*Communicate that the salon offers low prices.*” The salon will communicate low-priced services by adding promotional tactics such as loyalty cards, happy hours, birthday discounts, and special packages. There will be a promotions section on the company’s website, and there will be a blog updated every few months about its newest promotions.

The third objective “*Develop a strong relationship with the community*” will be reached by creating the new rebranding celebration, providing free live nail events, connecting with other organizations, participating in the Girl Scout’s local philanthropy events, and creating karaoke nail events. Lastly, the salon will post blogs about nail education, promotions, their family, and the community. The salon will form a beauty community by actively engaging on its social media platforms.

The Fourth objective “*Increase awareness of My Metropolis’s salon*” will be reached by putting the business on social platforms like Google, Trip Advisor, Yelp, Instagram, and its website. The salon will also market its grand-reopening event in the local newspaper and online through Facebook and its new Instagram and website. To attract more street traffic, there will be a new outdoor display and a new banner flag on the curb

Chapter 6

6. Conclusion

The aim of this in-company project is to design an integrated marketing communication plan for Angel Nail Spa, which is now renamed as My Metropolish. The research behind creating a communication plan incorporated theory, consumer analysis through an interview and a survey, as well as a company and a competitor analysis. Through these findings, it was clear that the salon had underperforming elements of its marketing mix which has resulted in the business having a poor positioning among its competitors. Therefore, there are three main areas to improve in the business: 1) Positioning, 2) The Business Plan, and 3) Communication.

In regard to positioning, the salon has higher prices than its competitors and the salon does not provide superior value to match those prices. When looking at the elements in the marketing mix, several touchpoints are not as effective as they should be. This led to the development of a new positioning for the salon by offering good value for low prices.

In order to achieve this new positioning, the salon has to improve its business plan. When analyzing the salon's business plan, there were several aspects of the marketing mix that needed to be improved. The main suggestions include developing a united brand image through the development a new logo, mission and vision statement, and a more defined target audience.

The company relied only on its Facebook page and word of mouth advertising to draw in customers as they were not even on Google Maps. The development of an integrated marketing communication plan is the key for the salon to be able to reach its new positioning of offering "good value at affordable prices". The salon's repositioning will show an improved offer to its target audience. The results of the consumer analysis survey were taken into consideration when designing the communication mix. The integrated communication plan has these four objectives: 1) Communication that My Metropolish offers good value, 2) Communication that My Metropolish offers affordable prices, 3) Developing a good reputation by building connections in the community and 4) Increasing awareness of My Metropolish's salon.

To achieve our new positioning, the salon will host a “Grand Re-opening” event. Some proposed tactics include the development of the exterior & interior of their salon, developing a new website and Instagram, and newly priced packages and promotions such as happy hour and loyalty cards. The project includes a plan of implementation which includes a list of communication tools, a re-branding communication launch schedule, and a price list.

These contributions that I am offering to Angel Nail Spa have some limitations. The sample size in the consumer analysis survey only includes 37 participants as it was a challenge to get respondents from Metropolis to answer the survey remotely. These recommendations should only take full effect once the pandemic has calmed down and social gatherings are permitted. Lastly, the price list is based on estimates that I received online and should only be used as a benchmark to the actual cost of the rebranding effort

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Appendices

Appendix 1 – Proposal for new social media designs



WE WANT TO PROVIDE **GOOD VALUE AT AFFORDABLE PRICES**

New promotions
New loyalty cards
New packages
New birthday cards


New Instagram
New waiting room
New booking system
New Services

New social media lives
New blog
New happy hours
New website



@mymetropolis
SAVE THE DATE





SARAH DEO
www.instagram.com/nailartistsarah

Nail Artist

Sarah Deo is one of our nail artists here at the salon. She has tons of experience and knows just how to bring out the best look for every client. Sarah is known for her



HEALTH & SAFETY

Giving You the Best Experience

We love all of our clients and we want to make sure everyone feels safe at our salon. We want to ensure you



Select a Time

7:00 am	9:30 am	10:00 am
10:30 am	11:00 am	11:30 am

You AI

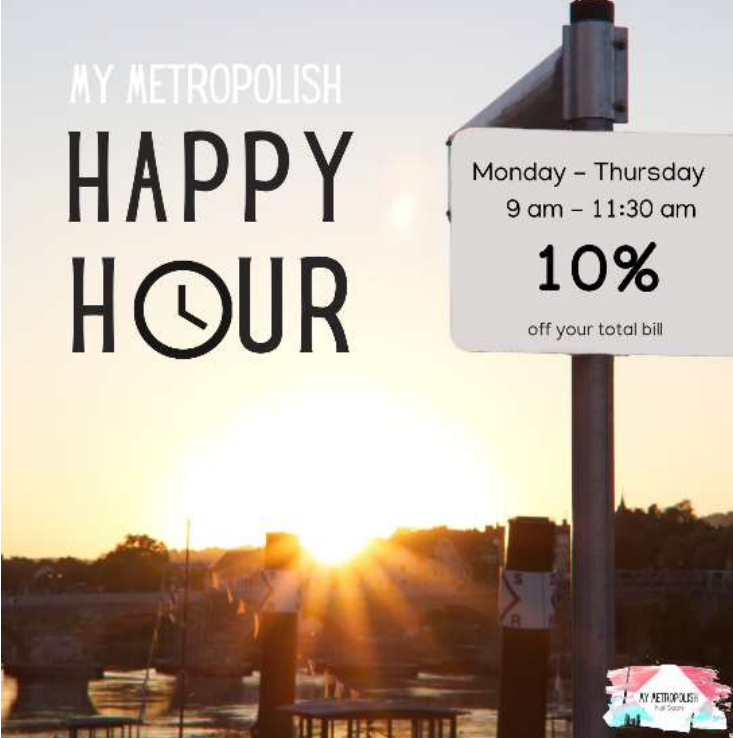
Choose a staff member

MY METROPOLISH

HAPPY HOUR

Monday - Thursday
 9 am - 11:30 am

10%
 off your total bill






FEATURED SERVICES

***New* My Metropolitish Package** **\$60+**

*This includes a manicure, deluxe pedicure, & 2 nail art designs!

***NEW* Deluxe Manicure** **\$40+**

*This includes a sugar scrub, hand soak, shaping, cuticle care, a hand massage, and polish of your choice.
*45 mins

NAIL ENHANCEMENTS

DO YOU WANT TO ADD LENGTH OR STRENGTHEN YOUR NAILS?

	Full-set	Fill in
Acrylics	\$30+	\$20+
Liquid Gel	\$50+	\$40+
Pink & White	\$50+	\$40+
Dip Powder	\$40+	N/A

EXTRAS

Nail Art	\$5+
French Tip	\$5+
Soak off acrylic	\$15
Nail Repair	\$4+

KIDS

Classic Manicure	\$15+
Classic Pedicure	\$25+

NEW BEAUTY

Eyebrow shaping	\$20
Eyebrow lifting	\$40
Eyebrow tinting	\$20
Eyelash lifting	\$55
Eyelash tinting	\$20
Eyelash extensions	\$100+
Eyelash extension removal	\$35
Extension fill-in	\$60+

(must be within 2 weeks of original purchase from My Metropolitish only)

MANICURES

Classic Manicure **\$20+**

*Hand soak, shaping, cuticle care, natural buff or polish of your choice

Gel Manicure **\$25+**

*Hand soak, shaping, cuticle care, polish of your choice. This nail polish lasts longer, looks natural, and it's easy to remove.

PEDICURES

Classic Pedicure **\$35+**

*Foot bath, toenail clipping, shaping, cuticle care, topped off with nail polish of your choice!

Gel Pedicure **\$40+**

This includes everything that the classic pedicure offer, but it includes gel polish. This polish lasts longer!

Deluxe Pedicure **\$45+**

*Foot bath, toenail clipping, shaping, cuticle care, callus remover, sugar scrub, hot stone massage, warm towel, topped off with nail polish of your choice
*45 minutes

Call us for bookings:

+1 270-559-1030

FB: @mymetropolitish

Posted just now

MY METROPOLISH
Nail Salon

GRAND RE-OPENING!
Attend our re-opening celebration
on August 13th, 2021
From 5 - 9 pm. Learn more about
it on our social media pages.




YOUR LOCAL NAIL SALON

WE WANT TO PROVIDE **GOOD VALUE AT AFFORDABLE PRICES**

[New packages](#)
New health care
New packages
New services
New services

[New packages](#)
New health care
New packages
New services
New services

[New services](#)
New health care
New packages
New services
New services

@mymetropolish
SAVE THE DATE

My Metropolis is back and better than ever! We are a small-town salon with big city aspirations. This salon is perfect for anyone who wants good value, since you get to experience our new city vibe salon, services, and packages all at affordable prices. No salon in Illinois has the same passion for their community as we do. So, check out our weekly updates, as we provide beauty education, challenges, tutorials, and karaoke parties! If this is for you, make sure you visit our social media pages for more information.

Aug 13, 5:00 AM - Aug 13, 9:00 PM

[Learn more](#)



@nailartistkenny
#mymetropolish

How is it done?

- 1) Manicure with matte gel polish
- 2) Colors off white and tan
- 3) All tools and stations are sterilized

Appendix 2- Questionnaire for consumer analysis survey

- 1) What is your gender?
 - a) Female
 - b) Male

- 2) Please select the category that includes your age.
 - a) 13 – 17
 - b) 18 – 24
 - c) 25 – 34
 - d) 35 – 44
 - e) 45 – 54
 - f) 55 – 64
 - g) 65+

- 3) Where do you live?
 - a) Metropolis
 - b) Paducah
 - c) Massac County

- 4) Which of the following categories best describes your employment status?
 - a) Student
 - b) Part-time worker
 - c) Employed
 - d) Unemployed
 - e) Retired
 - f) Disabled (not able to work)
 - g) Maternity leave
 - h) Housewife

- 5) What is your level of education?
 - a) Less than high school
 - b) High school graduate
 - c) Some college
 - d) College graduate or higher

- 6) Are you a client of Angel Nail Spa?
 - a) Yes
 - b) No

- 7) How did you hear about Angel Nail Spa for the first time?
 - a) Recommendations from friends
 - b) Recommendations from family members
 - c) Exterior design (personally)
 - d) Facebook page

- e) Search Engine (ex. Google)
- 8) Frequency of visits to Angel Nail Spa
- a) Rarely (1-2 times per year)
 - b) Occasionally (one time per two months)
 - c) Frequently (At least once a month)
- 9) Do you read the newspaper The Metropolis Planet?
- a) Yes
 - b) No
 - c) Sometimes
- 10) Have you ever participated in one of MetropolisPlanet's #buylocal contests?
- a) Yes
 - b) No
- 11) Do you listen to the radio regularly?
- a) Yes
 - b) No
- 12) If you said yes to the previous question, what radio stations do you listen to regularly?
-
- 13) What sales promotions do you prefer? (Check all that apply)
- a) Prom discounts for students
 - b) Senior deal days (65 +) ex: \$10 manicures & \$20 pedicures (Mondays from 9:30-11 a.m.)
 - c) Loyalty cards (online)
 - d) Loyalty cards (paper)
 - e) 20% off birthdays, weddings, baby shower
 - f) Contests/giveaways
 - g) Holiday packages
 - h) Flash sales (only available for 24 hours)
 - i) Happy Hours (10% discount between 9:30 - 11 a.m. M-W)
- 14) What contests would you participate in? (Check all that apply)
- a) like and comment for a chance to win
 - b) share or retweet to enter
 - c) tag a friend
 - d) photo caption contest
 - e) games related to Angel Nail Spa - bingo, crossword
- 15) What other social media pages would you follow/interact with? (Check all that apply)
- a) Instagram
 - b) Pinterest
 - c) Twitter
 - d) Youtube
 - e) TikTok
 - f) Yelp
 - g) Blogs
 - h) Groupon.com

- i) Google + (Save & follow our google page)

16) What blogs/content are you most interested in reading about? (Check all that apply)

- a) Nail education
- b) Family/Baby Andrew
- c) Community involvement
- d) funny nail entertainment

17) What community initiatives interest you the most? ex: Cope Food Pantry

18) What new services/packages would you be interested in? (high possibility of purchase) *These services are proposed in a Covid-

free environment. We guarantee safety as our prime focus in Angel Nail Spa. (Check all that apply)

- a) Holiday Packages
- b) Deluxe CBD manicure/pedicures (CBD lotion, tea, and scrub)
- c) Deluxe Manicure (includes a manicure, hand massage with lotion, and hot rocks)
- d) Eco-friendly alternatives (organic products, prices are a bit higher)
- e) Face masks/mud masks included in a spa or deluxe service (After Covid)
- f) Free hot tea or water (After Covid with a disposable environmentally friendly cup)

19) Do you know how to use QR codes? (From the effects of the pandemic, we are interested in making more contactless options.)

- a) Yes
- b) No
- c) I've done it before, but I need practice!

20) If Angel Nail Spa has to close down again from the pandemic, would you be interested in purchasing customized press-on nails online? This would emulate a real nail salon experience by first picking out your colors, length, and style of nail. Then you would send us your nail measurements and within 2 days you will come pick up your customized, high-quality press-on nails which come with nail glue. Before the launch, a complete instruction guide would be posted. As a small business, we are looking for new ways to combat the effects of the pandemic. (Mark yes, if there is a high purchase intent)

- a) Yes
- b) No
- c) I want this as an option even if the nail salon never has to close again.

21) At Angel Nail Spa, we are constantly trying to make improvements to our business. Do you have any questions, concerns, or feedback you can give us about our business?

Thank you so much for completing our survey.