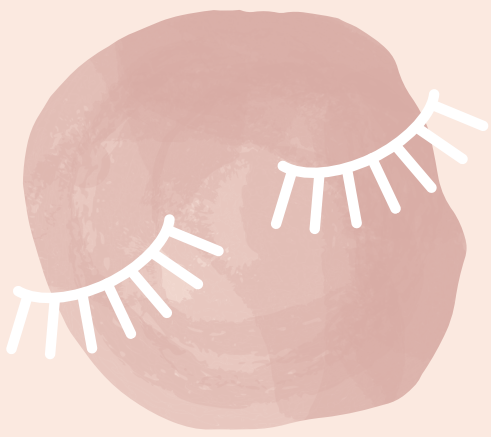


MARKETING PLAN



PRODUCT

The products involved in each service are high-quality and not tested on animals. This includes the the lash glue, gel enhancements and cleaning product.

PRICE

Each service price will vary and are set competitively against other salons in town. The service price will range from \$45-250. Discounts will be avoided at the beginning to showcase our high-quality services are worth the price.



PROMOTION

A lot of our advertising will be done through social media through the use of paid promotions and targeted advertising. Business cards will be dropped off at high traffic areas including hotels and gyms.

PLACE

The platforms that you can find us on include Facebook, Instagram, LinkedIn and our website.

