
MARKETING PLAN

HOME-BASED BEAUTY SALON

Northern Beauty's Marketing Plan

TARGET AUDIENCE

The main demographic that we are seeking are those who prioritize self-care and value the importance of well-being through at home salon services. Some services will require the use of chemicals, preferably a demographic 16+.



THE PERFECT CLIENT

- Friendly
- Supportive of small businesses
- Creative
- Trusting
- Cares about esthetics and appreciates the time that it takes to get your desired service.



WHERE ARE WE LOCATED?

Northern Beauty is located in my family home in Kitimat, BC. Although we love to provide services our neighbouring cities such as Terrace and those who are visiting for a short periods of time. We are within walking distance of other businesses in town and less than a 10 minute drive from any residential house in Kitimat.

SOCIAL MEDIA

Most of our advertising will take place on our social media platforms as our target demographic is most present on Instagram and Facebook. This will give potential clients to make an educated choice to choose which salon they receive their services from. Being present on these platforms will make it easier to communicate and make stronger relationships with our clients.

