

Social Media Plan and Website for Sharon Warick Hair

Master's Capstone Project

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SOCIAL MEDIA PLAN AND WEBSITE FOR SHARON WARICK HAIR

Abstract

With no prior online presence, this project created a social media plan and website for local Tooele business, Sharon Warick Hair. The website works to provide a space for Sharon Warick Hair to showcase its portfolio of work, services, prices, About Page, and option to schedule an appointment online. The social media plan was created to serve as a roadmap for how Sharon Warick Hair can go forward and utilize social media to increase its online presence and drive traffic back to their website.

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Introduction

In this day and age, running a business without having an online presence is a self-inflicted hinderance to the potential reach, impact and revenue a business is able to acquire. 84% of consumer's today think that having a website makes a business more credible (Gunn, 2021). Over 30% of consumers won't even consider a business that doesn't have a website (Jaswal, 2020). Word of mouth advertising can only go so far before a business finds that they need to step into the online space. For the owner of Sharon Warick Hair, this was exactly the problem they were facing. Being a self employed cosmetologist working in the industry for almost 20 years, and having a strong clientele, moving into the digital age was not something they previously viewed as important or necessary. But in 2021 and with the increased levels of communication via social media and the web, they realized how helpful and necessary having an online space to connect with clients and potential clients, showcase their portfolio, have a professional display of their offered services and prices and give clients the option to schedule appointments online would be. This project helped solve the problems they were facing with being a current, efficient and convenient business for their clients.

With no previous online presence and having never worked in this space, the owner of Sharon Warick hair (hereafter referred to as 'the client') wanted to keep their website clean, simple, easy to navigate and especially easy to keep updated and run on their end after the administration of the website was handed back to them at the conclusion of this project. For their social media plan, they wanted the same approach. Something that would be simple, straight forward, consistent and useful for their clients. This project accomplished just that. With a simple 6 page website and social media plan focused just on their clients two most used social media sites, Instagram and Facebook, this project helped to give them the simple but effective online presence they were hoping for.

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Literature Review

In this literature review there will be two sections, the first focusing on the literature surrounding the website. A framework of web design as researched by Elena Vasiliu, PhD, will be discussed and expanded on, showing the importance of their fundamentals of web design. The second section will focus on the social media plan. This section will outline the five benefits of a social media plan researched by Nobre and Silva and the ways to realize these benefits.

Website

With the internet being such a necessary aspect of everyday life, and especially being such a large part of how society communicates and gains knowledge, it is no surprise that “websites have become the most important public communication portal for most, if not all, businesses and organizations” (Garett et al., 2016). With the importance of websites and their function as a line of communication from business to consumer, it’s important to know that “...building an effective website is a prerequisite for effective marketing communication in the digital realm and beyond.” (Vasiliu, p. 71). Through their research published in the Journal of Media Research, Vasiliu outlines many fundamentals of website design for effective digital audience engagement. These fundamentals served as the framework for the website created for the client in this project, and will be discussed further.

Designing for engagement (web and mobile)

The first principle of designing for engagement explains that the website should stage an experience for the user, and create ways for a user to engage on the website. This can include interactive elements, contact forms, videos etc. A couple of interactive elements were used in the client’s website to follow this principle and will be discussed in the method section.

The second principle of this fundamental is designing for touch, meaning that when a user is on the site on a mobile, touchscreen device, they are still able to easily engage with the

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website, and the touch abilities of the website are clean and simple. With the high amount of devices being touchscreen now, this fundamental of engagement emphasizes the importance of a website being optimized for touch. To optimize web design for touch it's important to have simple, clean designs, with pages that aren't too long so a user doesn't have to scroll a lot, simple navigation that doesn't bury links and menu items, as well as ensuring that a website has a mobile version, not just a desktop version that can be viewed on mobile. A website may be very engaging on the desktop version, but ensuring that engagement is carried over for a touchscreen is important too.

Designing for storytelling

To design a website for storytelling, the website should “communicate a cohesive image and tell a meaningful story” (Vasiliu, p. 76). A large way to complete this fundamental is to brand the website and create a cohesive brand. “Branding is one of the most important aspects of any business, large or small, retail or B2B.” (Williams, 2020). Because a business's branding is many times a first impression for customers, something that catches the eye and keeps customers interested is crucial. However, branding is more than just a nice looking logo, it's implementing consistent voice, color scheme, imagery, storytelling and overall feel across all platforms.

Branding is “the overall perception of your business” (Marlena, 2019). In a brand, there are two subpoints worth noting, branding and brand identity.

Branding is defined as “the actions you take to create a distinctive, memorable brand” (Marlena, 2019). These actions are important for many reasons. First it can build a loyal customer base, which can lead to referrals. More referrals and a loyal customer base leads to increased revenue. When customers find a brand that they relate to and become familiar with, they are more likely to recommend it to friends. Businesses can build their brand in many ways outside of an online presence like customer service, consistent dialogue (think Chick Fil A

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always saying, ‘my pleasure’, rather than you’re welcome), how they make customers feel with their interactions, etc. The online presence is where all of these actions can be illustrated and showcased.

Another reason branding is crucial is that it makes a business stand out from the competition. In the case of the client, of the other cosmetologists that work in their same salon, none of them have a website or social media presence, they simply work by word of mouth and referrals. By having an online presence at all the client now has an edge on the competition. Branding also helps a business connect with their customers on a personal and emotional level. By creating a space online where a business can have multiple interactions with multiple people a day, the reach and personal connection is expanded to anyone that follows or connects with them online, rather than only being able to connect with customers when they make a purchase or visit their business. In the case of the client, the only connection they previously had with customers was when customers would schedule an appointment or the time spent in their appointment. There was no way for them to connect otherwise.

The other subpoint of branding is brand identity. Brand identity is the sum of all the actions taken in branding. “It’s the collection of tangible brand elements that a company creates to portray the right image of itself to its target audience.” (Marlena, 2019). By implementing branding throughout all online presence a brand identity is created. It’s what a customer thinks and sees when they think of a business. Whether that be a spunky, quirky brand because of their edgy posts, funny comments to their customers, quirky imaging and color choices, or a sweet, kind, simple brand because of their clean design, inspirational posts, thanking customers for commenting etc., the overall sum of these actions creates the brand identity. “Brand identity is the personality of your business and a promise to your customers.” (Wheeler, 2021).

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The smallest choice of a web designer can make an impact on the consumer. What a business communicates visually through their brand can create an impression positive or negative with a consumer. It's important that all aspects of a website are taken into consideration. "Visual communication is a reality as soon as a word is typed, a color chosen, or a text displayed on the screen, and any visual expression, whether it is intentional or not, communicates something to the visitor of the site" (Thorlacius, p. 1).

Designing for persona

This fundamental also incorporates two additional fundamentals, designing for emotion and designing for audience insights. Firstly, to design for persona, Vasiliu explains the website should "speak for specific users, answer their questions, alleviate their pain points, delight them with a seamless experience." (Vasiliu p. 76). As mentioned this fundamental could also be considered a fundamental of designing for audience insights. Completing an audience analysis is a key to creating an effective website because it gives a business a chance to do research into their audience to know what they are looking for, what their demographics are etc. "Audience analysis is the research of demographics, language, location, preferences, interests, and other metrics within a group" (Porteous, 2018). By having this information, a business can better tailor their website to fit the needs of their audience.

When a website is designed with its audience in mind, and creates a persona that the audience can connect to, this creates the fundamental of designing for emotion. When a website is designed with some emotion it helps to establish a genuine connection between the business and the consumer. This can be done in many ways, a video series showing the business, an about page that lets consumers in on the business's story, real customer reviews etc. When a business injects emotion into their brand and website, they are making themselves relatable to the audience, rather than being a stagnant entity with no real connection to the consumer.

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Designing for logic (information hierarchy)

A website should have “a very clear structure that emphasizes the most significant pieces of information” (Vasiliu p. 76). Another way to describe this fundamental is having a clean website. “Designers around the world are continuously impressed by beautiful and clean websites” (Visual Hierarchy, 2021). With a clean website, users are easily able to find the most relevant information, and get from one point to another in an easy manner. When a website is clean and clear, the most important information will be highlighted and easy to navigate to. One way to emphasize the most significant pieces of information and create a clean website are to use the less is more principle, and not overcrowd a website with irrelevant and cluttered information. Sticking to the pertinent information and designing it in an appealing way will take users right to the information a business wants them to go to. If the content is logical and relevant to a website, then it should be designed in a pleasing way on the website. If it’s not needed, it needs to go.

Designing for performance

Similar to the fundamental of designing for logic where the focus is on the content, when designing for performance the focus is on providing the content quickly in a precise and convenient manner. Performance can also be considered usability in this case. “Usability, or how easy it is to use a site, is critical because if a site is difficult to use, users will go elsewhere for the information or service. Poor usability has been demonstrated to undermine overall site credibility” (Youngblood, p. 2).

A common term in the website marketing world is ‘bounce rate’, which is exactly what Youngblood speaks of above. Bounce rate “is a metric that measures the percentage of people who land on [a] website and do completely nothing on the page they entered. So they don’t click on a menu item, a ‘read more’ link or any other internal links on the page. This means that the Google Analytics server doesn’t receive a trigger from the visitor. A user bounces when there

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has been no engagement with the landing page and the visit ends with a single-page visit” (Valk, 2017). With a low bounce rate, that shows that a website is built in a way that keeps users on the site and once users get to the site they are interacting with it, not just scrolling on the first page then leaving.

In a study over the course of one month of online user behavior across 2 billion visits around the web, content analytics company, Chartrate, found that over half of the users spent less than 15 seconds actively on a page before bouncing off (Haile, 2014). This shows the short attention span a business is working with to try to engage users on their site before a user will bounce off. By following the fundamental of designing for performance where the focus is on providing the content quickly, conveniently and precisely a website has a better chance of grabbing a user and keeping them on the site if they can get to the info they’re looking for quickly.

Another important aspect of designing for performance is to design for content so that the content is crafted most appropriately and successfully on the website. When designing for content, “the layout must fit the content, not otherwise.” (Vasiliu pg 76). Rather than starting with a layout and trying to make the content fit, it’s important to work the other way around. By doing this, the content will flow naturally and perform well on the website, leaving the audience pleased with their experience and open to coming back for more.

Designing for accessibility and discoverability

For a website to be accessible, “content must be easy to read and understand, from any digital device or browsing platform, by all users.” (Vasiliu, p. 76). As mentioned in the designing for touch fundamental, a website must be optimized for desktop and mobile so that it is easy to reach and understand from any device or platform. When creating a website, it is important that the website designer not simply build the website then hope it works on mobile. In 2020, 50% of

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B2B inquiries were made on mobile, 51% of the time spent online in the US was on mobile devices, and 40% of people search only on a smartphone (Petrov, 2020).

In many cases the website needs to be rebuilt for mobile so that it is optimized to be viewed and accessed from a smartphone. If the desktop version of a website is viewed on mobile the experience is going to be very poor for the user. Text size will be different on desktop and mobile, layouts may have to be completely altered, images resized, each element may need to be reimagined to work for mobile, etc. This creates a feat to keep the mobile and desktop version cohesive as well as a business won't want two different looking websites based on the device a user is using. By taking the time to optimize a website for accessibility on all devices, the business shows that they are willing to take the time to create an enjoyable experience for the user no matter where they are viewing the website from.

To be discoverable, "content must be easy to find, from anywhere, by anyone" (Vasiliu, p. 76). A large aspect of this fundamental is by employing tactics of search engine optimization (SEO). By injecting a website with SEO tactics a business is placing elements in their website that will generate more opportunities for the website to be found from a search engine search. Some tactics to employ SEO include keywords, meta data, links, long form content, and short form content.

Through Vasiliu's fundamentals of web design a framework for creating a strong website was discovered. Vasiliu shows that there is more to a good website than just good design, and these fundamentals proved beneficial in the creation of the client's website. Fundamentals like designing for accessibility and performance were particularly helpful because they discussed the importance of how a website should function, not just how it should look. In focusing on not just the design, these fundamentals helped to keep the importance of the actual functionality of the website at the forefront of the creation process.

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The next section of this literature review will outline the five benefits of a social media plan researched by Nobre and Silva and the ways to realize these benefits.

Social Media Plan

In creating a social media plan for the client, research on social media marketing was used to create a framework for the importance of a social media strategy. One piece of literature in particular served as the framework, with five motivations/benefits of a social media plan for a business being discussed. In the creation of this social media plan these five benefits were used to build a strategy around gaining these five benefits of social media. Each of these benefits will be discussed further.

Social Media Marketing (SMM) is “primarily internet-based but has similarities with non-internet based, marketing methods like word-of-mouth marketing. SMM is the way of promoting a website, brand or business by interacting with or attracting the interest of current or prospective customers through the channels of social media” (Saravanakumar, & SuganthaLakshmi, p. 4451). The main purpose of social media marketing is “the amplification of word-of-mouth marketing, market research, general marketing, idea generation and new product development, co-innovation, customer service, public relations, employee communications and reputation management. Indeed, social networks can increase product and brand awareness, web traffic, customer loyalty, but also improve the company’s Search Engine Optimization, and even increase the success of new product launches.” (Karimi & Naghibi, p. 94). All of these potentials are why a social media plan was created for the client. Having no online presence, the client looked forward to getting their business online, creating a cohesive brand and increasing the awareness of it, driving traffic to their new website, strengthening their customer loyalty, and increased awareness of new products or services.

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Social Media Marketing Strategy is defined as “an organization’s integrated pattern of activities that, based on a careful assessment of customers’ motivations for brand-related social media use and the undertaking of deliberate engagement initiatives, transform social media connectedness (networks) and interactions (influences) into valuable strategic means to achieve desirable marketing outcomes.” (Li et. al, p. 4).

Nobre and Silva’s (2014) framework of five important benefits of a social media strategy were found and served, as mentioned previously, as the framework for creating the social media strategy in this project for the client. The five benefits are 1. SME (small medium enterprises) benefit from the impact of WOM (word of mouth) on social networks, 2. Social networks are an important means of enabling consumers to share information about a product/service, 3. Social networks reflect the quality of the relationship that companies have with consumers, 4. The presence of SME’s in social networks will have a direct impact on the brand familiarity of these firms to the consumer, 5. The direct contact with consumers through social networks generate greater involvement resulting in a direct impact on brand loyalty (Nobre & Silva, pp. 4-5). These five benefits were used as anchor motivations in creating the social media strategy plan for the client.

The first benefit focuses on the benefit and impact of word of mouth advertising on social networks. “[Social media] provides a company with a unique opportunity to communicate with a collection of consumers who have a personal interest in the company's products and brand” (Nobre & Silva, p. 4). In order to foster word of mouth advertising through social media it’s vital that a business have a social media platform for consumers to speak on in the first place. By creating a social media account, this can provide the platform for users to speak on. It also gives the consumer a tangible, visual thing to send to someone that they are trying to share this

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business with. By having an online presence the business gives its consumers something to pass around as they share via word of mouth.

The second benefit, enabling customers to share information about a product or service, can be realized in many ways through a social media plan. An important thing to focus on here in a social media strategy is building the trust in the relationship so the consumer feels comfortable and is willing to share information on a business's products. "In order to build the level of trust and transparency that is needed for the consumers to feel comfortable with companies participating in what is considered a not commercial environment (such as Facebook), companies should invest in doing Relationship marketing right" (Gil-Or, p. 22)

The third benefit, reflecting the quality of the relationship that companies have with consumers, shows the importance of genuine connections between consumer and business. It also shows the importance of a consistent relationship with business and consumer on all platforms, not just one or another social media. Each online platform a business has should reflect the same level of customer service and branding to show a consistent relationship between them and the consumers. Once a consumer creates, in their mind, favorable, strong and unique brand associations, then a brand familiarity of the business happens for them. (Keller, p. 2)

The fourth benefit ties closely with the third, in that it focuses on the brand loyalty and familiarity that consumers can gain through social media. Customer satisfaction in a brand is proven to be tied to their level of loyalty to a brand, so the more satisfied a customer is the more loyal they will be. (Bloemer and Kasper, 1994). By creating satisfying social media content and a consistent and familiar brand, customers are more likely to be loyal.

The fifth and last benefit focuses on direct contact and communication between business and consumer. When a business directly interacts with a consumer via social media they create

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more engagement and involvement by the consumer which can result in a direct impact on the consumer's brand loyalty.

Goals, Objectives, Strategies and Tactics

With these five benefits, or motivations, of a social media plan, it is important to understand how to execute these items. Through the setting of goals and objectives, and the strategies and tactics used to accomplish these goals, the social media plan was built out. Many times goals, strategies and tactics are used interchangeably, so it is important to note their differences.

Goals are a broad aim toward which efforts are directed. Goals do not focus on the exact ways they are going to accomplish these things, but the broad aim of what they want to accomplish. What is a business trying to do, rather than how are they doing it? To set strong goals, the SMART method is very beneficial. SMART stands for specific, measurable, achievable, relevant, time-sensitive. By ensuring that goals are all of these components, the goal will be strong.

Objectives are many times used interchangeably with goals, but objectives serve as milestones to accomplishing the goal. Objectives are specific and measurable. Strategies take a step deeper than goals and outline the path a business will take to achieve the goal. They are the plan of action designed to achieve an objective. Lastly, a tactic is a specific action step required to deliver on a strategy. Each of these elements waterfall into each other from the top down. By starting at the top and defining goals then working down a business is able to create actionable and measurable steps to accomplish the goal.

Nobre and Silva's five benefits of a social media plan show the importance of having one in the first place, and the returns a business can see by implementing one. After learning of these

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benefits, ensuring they could be realized through the goals, strategies and tactics put in place became the main goal in the creation of the client's social media plan.

Method

As mentioned previously, the purpose of this project was to create a website and social media plan for the client. The website was the first of the two components that was completed and therefore will be discussed first in this method section.

To create the website the first step was to set up meetings with the client. The first meeting was to gather the content for the website, discuss branding, needs and desires of the website. The client expressed that they wanted their website to be simple, clean and light colors with a pop of an accent color. To bring these colors together and create a jumping off point for a color story, a logo was created. The colors consisted of a white background, gray text and maroon accents, see below:



This logo is featured at the header of every page of the website to create consistency. It also will serve as the banner image of the client's Facebook and a version optimized for social media will be used for the profile picture of the client's Instagram and Facebook. In using this logo across all platforms, this creates a sense of branding and consistency.

After a logo was created and the client's needs were finalized, the program, Wix, was used to create the website. Like many website creation programs, Wix offers memberships that allow websites to be ad free and to have a custom domain. The client chose to select one of their

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memberships that allowed for this, and the domain of sharonwarickhair.com was chosen as it was simple, to the point, and easy for customers and potential customers to find.

On the website it was finalized that the client had the need for six different pages; an about page, a services page which would list what services they offered as well as their pricing, an interactive page where clients could schedule an appointment on the website, a page to highlight a specialized service that the client is a certified distributor for and therefore they wanted to highlight this service in its own page, a portfolio page and a contact page. Each of these pages will be discussed to illustrate the work done, as well as illustrate how the concepts from the literature review were implemented in these pages.

Home

The home page is the first page users are directed to so it needed to pack a punch visually and create a connection with users when they first visit the site. To do this, many fundamentals of web design were utilized. One of those fundamentals was to design for emotion. The home page features a brief About section giving a background of the client and their training and experience. Because it's important to create a connection with users, it was important that this About section included some emotion so users could create that connection with the client. By including personal experiences and sharing their passion, the client's about section creates that emotional connection with the users.



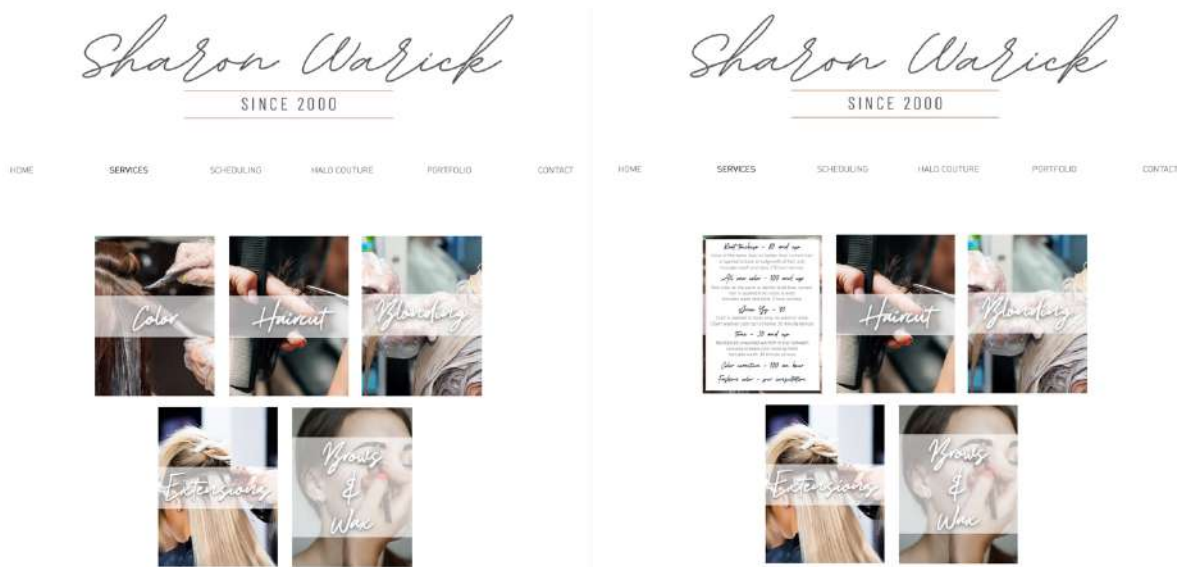
Another fundamental that was utilized on this page is to design for logic. As seen on the screenshot of the home page, the six pages are clearly defined in the navigation menu and show a

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clear structure that emphasizes what the most important pieces of information are. Users are very easily able to navigate to the sections they need and get the information they are seeking. This fundamental is similar as well to design for performance, which states that content must be provided fast, precise and convenient.

Services

The services page serves to inform users of the services offered by the client, and provide pricing for those services. In order to keep this page clean and simple, an interactive feature of hover boxes was utilized (see images below). The hover boxes work by hiding the text until a



mouse hovers over the box, at which point the text box will appear. By using this feature the website becomes more interactive which follows the fundamental of designing for engagement and creating an experience for users. This also follows the fundamental of designing for content, not otherwise. By designing the layout around the five different services and creating clean boxes to showcase this content, the layout is different, but allows the content to shine as the star of the page.

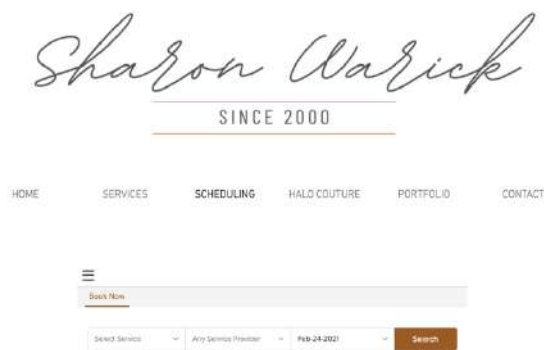
Scheduling

The scheduling page is a very simple page that features one element, a widget from the client's scheduling software. This widget was able to be built into the code of the page so that

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when users go to this page to book an appointment they aren't taken to a different tab or pop up window, rather they are able to book their appointment right in the client's website.

This creates a seamless experience which follows the fundamental of designing for persona (alleviating pain points, delighting users with a seamless experience). This also makes this page interactive, which follows the fundamental of designing for engagement.



Halo Couture

This is the page that features a specific service the client provides, but rather than including it on

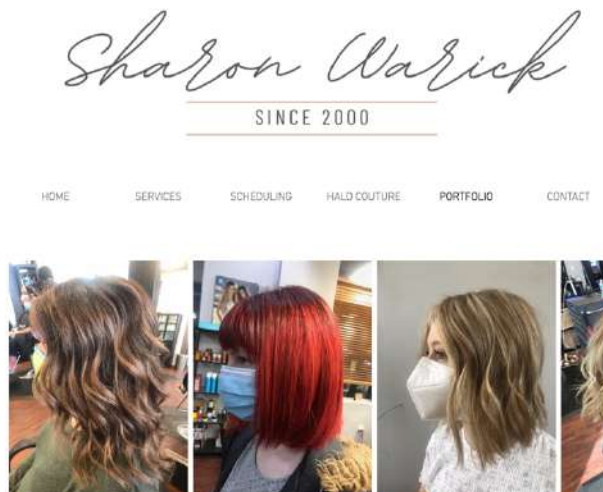


the services page, it was decided that since it is such a high traffic topic the client faces with their clientele, it was better for the performance of the site if it was highlighted as its own page. Halo Couture is a specific type of hair extension that can only be sold and distributed by certified hair stylists that become a certified distributor. This means that there is less competition in being a distributor because of the additional certifications needed. Because there's less competition, people interested in this product are funneled directly to the client. For those reasons, this service was created on its own page. This page follows the fundamental of designing for performance by making this high traffic topic easy to find and not burying it in the services page.

Portfolio

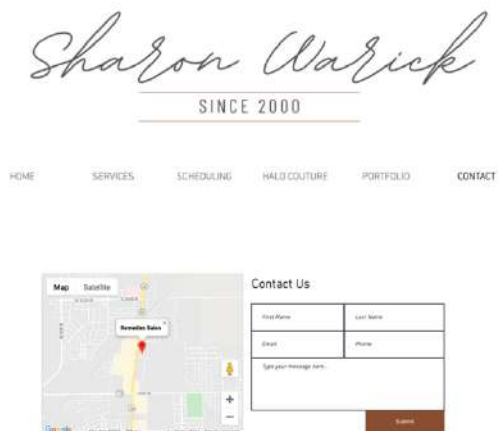
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The portfolio page served a simple purpose, to display the client's work. By implementing an interactive slider bar of images, users of the site are able to scroll through images of the client's work. This creates an engaging experience for users which follows the fundamental of designing for engagement. By implementing a tool that is optimized specifically for images, which is the only content on the page, the page followed the fundamental of designing for content.



Contact

The contact page also served a simple purpose, to give users a chance to get in contact with the client and to find the location of the salon where the client works. By using an interactive form



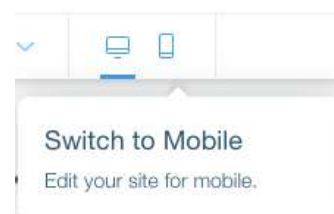
the page was designed for engagement. This form allows users to input their first and last name, email, phone number and a place for them to type their message. Any of the messages submitted through this contact form goes directly to the client's email and they are able to then respond and get in contact with

the client in a more personal way, either by phone or email. By including this page on the site and including a chance for users to get in touch with the client, this page is also designed for emotion in a way, because it provides the way for users to create a meaningful emotional connection with the client. Another note of this page is that the submit button is customized to include the accent color that is consistent throughout the website. This follows the fundamental of storytelling in that it communicates a cohesive imagery throughout the site.

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Mobile Optimization

The website was created on a desktop, however the Wix software allows for the website to be edited and designed for mobile. This is a key to website design, as mentioned in the literature review that in 2020 50% of B2B inquiries were made on mobile, 51% of the time spent online in the US was on mobile devices, and 40% of people search only on a smartphone (Petrov, 2020). By optimizing for mobile, the website also employed some of the final fundamentals not utilized in the desktop version, design for touch, design for accessibility, design with audience insights.



When optimizing for mobile many of the pages had to be completely redesigned in order to work in a vertical format, and with limited features available in mobile view. See the image of the menu on the left. Because of the vertical and mobile view, the navigation menu is no longer a header menu like on the desktop version, rather there's a three line menu on the site that when clicked opens to this menu.

Another difference on the mobile version was the services page. On the desktop version, the hover boxes were used and created an engaging experience for the user. However on the mobile version the hover box option is not compatible, so in order to follow the fundamentals of designing for touch and designing for accessibility, it was the most efficient to take the text boxes and simple place them below the title boxes so users could simple scroll on their touchscreen devices and still get the information they needed quickly and

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efficiently. While it is not as engaging as the hover boxes, it is still simple, clean, efficient and easy to navigate on a smartphone, touchscreen device.

With the website complete, it was time to move to the social media plan. As mentioned previously, the social media plan was created to serve as a framework for how the client may start and run an Instagram and Facebook page. The purpose of this project was to create the plan only, not to create the accounts and run them. Four main components make up the social media plan, and these four components all serve to realize the five benefits of a social media plan as outlined previously in this paper. The format of this section will be broken up into those four components of the plan and how they each serve to realize those five benefits.



Branding

The first step in any social media strategy is to create and discover the business's brand. The brand of a business will serve as a compass for the voice used in posts, the type of content shared, the colors and imagery, the consistency of posts, the format of posts etc. Branding truly is the first step.

Much of the branding was realized when creating the website for this project as the website was the first part of this project. The client wanted clean and simple styling, a very personal and friendly voice, one that people feel they can connect to, and they wanted to be very concise in their messaging. All of these elements helped to build the brand of Sharon Warick Hair.

With all of those elements on the table, it was important to answer some key questions to help shape the brand as well. One of those questions regards the brand value proposition (BVP).

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The BVP defines what a business sells and what the consumer wants. What does a business sell, who wants it, and what's unique about what the business offers vs the competition? Those questions all help to share a BVP. For the client, the following BVP was created in the branding part of the social media plan

“With over 20 years of experience in the hair world, Sharon Warick hair offers expert hair styling services, and a friendship and comfortable environment every time you visit. For men and women alike looking to change up their hair, Sharon Warick offers services for everyone. When you're sitting in her salon, you're not completing an errand or a chore, you're taking a break from the day to day and escaping to a moment of peace and relaxation.”

In this BVP the product the client is selling is covered, hair styling services, who wants it is men and women alike, and the uniqueness of the business is that consumers will not only get their hair done, but they will also create a friendship with the client and get to enjoy a peaceful, relaxing comfortable environment, rather than feeling like they are running errands or completing a chore. The experience they have will be beneficial for them.

The next aspect of the branding section of the social media plan is to identify some key features of the social media platforms by answering the following questions, 1. What is the social media platforms mission? 2. What are the benefits and features of the social media? 3. What does the business want the public to think of their social media? 4. What qualities does the client want users to associate with their social media? By answering these questions the overall brand and voice is better identified. After discussing with the client their hope for their social media the following answers to those questions were decided:

1. What is the social media platforms mission? To connect with clients and grow their network of potential clients.

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2. What are the benefits and features of the social media? Users will receive hair tips, announcements, examples of the client's work, a link back to the website.
3. What does the business want the public to think of their social media? The client wants their social media to be an extension of their website, and act as the engaging online presence that the website can't necessarily do. The client wants the public to see their social media as a helpful, fun, beautiful space where they can be inspired, learn and connect with others.
4. What qualities does the client want users to associate with their social media? As mentioned above, the client wants their social media to be helpful and inspiring to their followers and to feel like a personal connection to the client.

By answering these questions the overall branding and voice of the client's desired brand began to take shape. They wanted their social media to reflect the styling of their website, clean and simple, and they wanted it to be a place where customers and potential customers could come to receive helpful tips, get inspired and connect with the client on a more personal level.

With this brand created and formulated, five out of the five benefits of a social media plan are realized: 1. Businesses will benefit from the impact of WOM on social networks. By having a consistent brand that encourages engagement and regularly connects with their customers, the client is positioning themselves to gain that trust with their customers that will lead to referrals and WOM advertising. 2. Social networks are an important means of enabling consumers to share information about a product or strategy. By having a consistent brand that shares information about their products and services, and shares images from their portfolio as inspiration to their followers, they are giving their followers the content to be shared. This will come more into play in the content strategy section as well. 3. The level of communication in social networks reflects the quality of the relationship that companies have with consumers. As

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part of their brand the client wanted to be very engaging with their followers. This engagement builds a quality relationship between client and follower. 4. The presence of business in social networks will have a direct impact on brand familiarity. By having social media that acts as an extension of their website and brand, that brand familiarity can be realized in the followers. 5. The direct contact with consumers through social networks generate greater involvement resulting in a direct impact on brand loyalty intentions. By having a strong engagement on the client's side and consistently connecting with followers on social media, the client will build that brand loyalty with the consumers which will directly impact their intentions of continuing to visit the client rather than going to the competition.

Goals, Strategies and Tactics

Once the brand was formulated it was time to start building the goals, strategies and tactics to execute the social media plan. First, the broad goals for the social media presence were decided then the trickle-down effect of strategies and tactics to meet these goals were made. Three main goals were identified, growing the brand audience, increasing community engagement and driving traffic to the website. This section will go through each of the three goals and the strategies and tactics planned to meet those goals

Goal #1 – Grow the brand audience

Because the client had no prior social media presence the first goal was to grow the brand's audience on social media. To do this the primary strategy was to first connect with all of their current customers. The tactic for this was to search for them on social media and send a friend request to all of them within one week. By connecting with their current customers first, the client is initiating that online relationship, introducing their customers to their online brand and opening the door for the engagement the client seeks on social media. The hope for this goal was that 50% of customers the client follows would follow back.

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Goal #2 – Drive traffic to the website

Now that the client has a website, their social media should serve in one capacity as a driver to their website. Their website is where the meat of their information is and it's where customers can book appointments, so there definitely needed to be an emphasis on the website in the social media plan. With a broad goal of driving traffic to the website, the strategy for this was to increase awareness of the website through social media. There were two tactics utilized for this. The first was to include the link to the website in the social media bio sections. By doing this the social media at a first glance had a direct link to the website and made it very easy for followers to get to that content. The second tactic is to include previews or links back to the website in the content. The specifics of this tactic will be discussed further in the content strategy section.

Goal #3 – Increase community engagement

By increasing community engagement followers will build brand loyalty to the client and be more willing to share their business with others and remain loyal to them. When the client regularly interacts with followers they show that they are desiring a personal connection with the followers and they build that trust with them. One strategy for this goal was to interact with their followers every day. The tactics for this strategy include liking their follower's posts, commenting on their posts, commenting on their stories and sharing their content on their page (if it was relevant to hair). Being generally engaged with their followers and showing that they care about them is a building block to forming those emotional connections.

The second strategy for this goal was to implement engaging content. The tactics for this include questions in their posts like, "What's a hairstyle you've been dying to try?" or "Which do you guys prefer, this blonde style or the brunette style?". By posing questions the client is giving the followers a platform for engagement and a reason to speak up. Another tactic for this

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strategy is to hold a giveaway that is contingent on engagement. For example, the client has in their content strategy a giveaway campaign to give away one free haircut once their account hits 300 followers. The campaign is a series of posts advertising the giveaway, and the giveaway will be announced once the account reaches 300 followers. Current followers are told to tag their friends to get the account to 300 followers which encourages engagement, but also helps to achieve goal #1 which is to grow the brand audience.

Content Strategy

The content strategy for the social media plan is a big part of the plan, if not the most important. This is where the meat of the social media is, in the posts. Because the client did not have social media previously it was important to keep the content simple and manageable for the client. Going from no social media to posting every single day would be too overwhelming, so the content strategy focuses on the types of content and frequency of posting.

Types of content

To keep in line with the brand and voice, the content will be very light and bright, friendly and inspiring. Four main types of content were categorized for this social media plan. 1. A collection of portfolio images (images of current work the client has done). These posts will also include a link back to the website with text that encourages followers to visit their website for more, and to schedule an appointment. 2. Tips and Tricks for hair care posts. These posts will highlight different products the client sells and encourage them to send their questions to the client to be answered in upcoming Tips and Tricks posts. 3. A giveaway campaign featuring posts containing information on the service being given away, rules for the giveaway and a timeline for the giveaway. 4. Customer spotlight posts that will feature an image of a customer

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and their recently done hair with a nice comment about them and info on their hair that can be helpful to others.

The first type of content, the portfolio images, serves many purposes. First and foremost it gives the client a chance to highlight their skill to their followers. Second it shows a range of services available by the client, some images can be of a haircut, some of hair color, some of extensions etc. The range of services is an important aspect to highlight. Third, it opens the door for brand loyalty and engagement. The client can post an image of a service they provided and (with the customer's permission) they can tag the customer and say a nice comment about them. This creates those connections even deeper between the client and their customers. By tagging their customers it will show up on the customers feed which will expand the client's reach.

The second type of content, Tips and Tricks posts, serve to create engaging helpful content for the followers. Since the client is an expert in their field their followers will look to them and their page for their knowledge. An example of a post in this series would be a video showing the client curling a customer's hair in a desirable fashion. This would show their followers how to curl their hair this way and teach them this style. This type of content serves to teach and inspire followers, and cements in the expertise of the client which builds their credibility. By keeping these types of posts highly varied, the followers will stay engaged in learning many different types of tips and tricks. These posts will also feature questions as mentioned previously to keep the content engaging, like, "what do you want to see next?" This encourages followers to interact and post their questions.

The third type of content is a temporary giveaway campaign. To help achieve goal number one to grow the brand audience, the client needs to get their brand out there and expand their reach. To do this a series of posts advertising a giveaway of one service to a lucky winner will be posted. The rules of the giveaway are that once the social media accounts hit 300

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followers the winner will be announced. This puts in place the motivation for followers to help get more followers for the account. The second rule is that followers should tag their friends in the comments to get the word out and get the account to 300 followers. This acts to expand the client's reach to include all of their followers reach as well. By engaging the current followers to tag their friends, they are spreading the client's social media around and picking up followers as they go. Because the time taken to get to 300 followers will vary, there is no set timeline on this campaign. The frequency of posts for this type of content, as well as all other types of content listed here, will be discussed in the next section.

The fourth and last type of content is customer spotlights. Not only will these posts serve to showcase the client's work, but they will also serve to highlight the close relationships the client has with their customers. By including in the text of the post a nice comment about the client and complimenting their hair (which acts to subtly complement the client's work itself) the client is building these relationships with their customers as well as demonstrating their brand of close friendly connections with their customers.

Content Calendar

Included below is the content calendar that visually shows the frequency and timing of these different types of posts. As mentioned previously since the client had no social media presence prior, it was important to keep the social media management simple for them. Because of this, note that they aren't posting to their feed every single day.

Three posts on their feed each week and two posts on their story each week allows for them to be 'posting' on their feeds every day, but without the stress of creating a post every

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single day. With three posts a week to their feed it gives them the chance to slowly work into social media and become more comfortable with it, rather than becoming overwhelmed.

An important item to note in this content calendar is the giveaway campaign. With currently approximately 200 customers on social media and a goal of 50% follow back rate, to get to 300 followers is estimated to take one week. This is reflected in the social media plan, however once put into practice this goal of 300 followers

could be reached in a matter of days or it would take more time. The calendar serves as a road map, not a set in stone contract.

Audience Analysis

A simple audience analysis was conducted of the client's current customer base to ensure that the content being posted was in line with the audience needs and desires. The client has a record of each customer through their scheduling software, Vagaro, and after a brief audit it was found that of the 208 current customers, 78% were female (162) and 22% were male (46). With the main audience being female, a further section of an audit was completed to find the age of the female customers. The main age group of that audience was 30-45 years old. Because the client themselves nearly fits in this demographic (slightly older) they were confident that the content they will be creating in the future will speak to that audience as they are connected to that audience by nature of their own gender and age.

SHARON WARICK HAIR CONTENT CALENDAR MARCH 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Introduction/welcome post	Giveaway Story		Giveaway Story	Tips and Tricks	Giveaway
	Giveaway	Story	Portfolio	Story	Tips and Tricks	
	Customer Spotlight	Story	Portfolio	Story	Tips and Tricks	
	Customer Spotlight	Story	Portfolio	Story	Tips and Tricks	
	Customer Spotlight	Story	Portfolio	Story	Tips and Tricks	

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Discussion

The outcome of this project was exactly what the client needed, a newly created online presence. Having nothing before, to dive head first into this space with something as in depth as a website and social media plan, this was a big step for the client in the right direction of bringing their business into the digital age. With the creation of the website, the client now has a landing place for them to direct their clients and potential clients to, showcase their work, list their services and prices, allow users to get in contact with them, and create a brand identity for their business. With a social media plan, the client also now has the tools and framework needed to expand their online presence into the social media space which will allow them to connect with their audience even more and in a more personal way.

In creating this project, a strong framework for how to build the website was followed by implementing the fundamentals of web design as laid out by Vasiliu. These fundamentals served as a road map to ensure that all aspects of successful web design were implemented on this website. These fundamentals were vital because they focused on all aspects of web design from styling to accessibility to performance to emotion. These fundamentals were not about how to make the prettiest or coolest looking site, but rather how to create a website that is made to be efficient, beneficial to users, and stand out in the incredibly saturated web. Because of that, the client now has a beautiful website that serves as the foundation for their online presence, something they desperately needed to be a modern, relevant and accessible business.

Since this project didn't create the social media accounts or create content to post, rather just creating the social media plan, a future project could be to begin and run the social media accounts and track the progress and success of the goals laid out in the social media plan. In this future project the social media plan could be expanded as well to include the creation of more social media channels such as Pinterest, Twitter, YouTube etc. This would further cement the

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client's online presence and give the opportunity for more brand awareness, reach and brand identity.

A future project for the website would be to implement an updates section on the home page that could feature consistent updates and important information needed for users. These updates could include price raises, COVID-19 procedure updates, changes in policy etc. More engagement opportunities could also be down the road added to the page, including a section for customers to leave reviews, and a shop page featuring all of the products the client sells in their salon that users could now buy online. These were options that were discussed with the client but it was decided that those could come further on when the client was comfortable with running and maintaining the website, and they were ready for those types of expansions as they require more knowledge in running a website and more time to keep it consistently updated.

Another potential for a future project would be a full analysis and audit of the analytics of the website and social media platforms in order to identify where weak points may be and tailor the online platforms to improve these weak points. An important aspect of social media marketing is constant evaluation of how goals are being met, so this could serve as a part of this future project of an analysis and audit as well.

Conclusion

This project was a massive undertaking, and a much needed step in the right direction for the client. Without a previous online presence to build off of, the creation of this website and social media plan truly had to begin from the ground up, which meant this project wasn't just creating a website and social media plan, it really was creating and discovering the client's brand and voice and formulating what they wanted their business to communicate through their brand. Figuring out what the client's brand was and what they wanted their brand identity and voice to be were a big step for them in making the business more than just a service offered. With this

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online presence they are now a true business, meeting their customers where they are at (online) and providing solutions and connections to them in a space that they already are.

The creation of the website especially alleviated a lot of stress on the client as they previously had all of the information on their new website just stored in their mind. They had no space to direct people to who would inquire on the topics in their site (scheduling an appointment, pricing etc.) so fielding all of those questions and inquiries took a large amount of their time. Now that they have a beautiful space to store all of their more important information of their business, their story of why they got into this business, their pricing, their services, the options for users to book themselves an appointment rather than reaching out to the client each time they wanted to schedule, and lastly opening a line of communication between them and their customers and potential customers the client has created a space that is still pleasing and easy for users to use, but they are saving themselves time now too.

Not only is this website and future social media beneficial for their current customers, but it also provides opportunities for potential future customers to learn about the business and create a connection and motivation to purchase their services. The client now has the pathways to connect with individuals who are seeking out the services the client has to offer, and they have the power to expand their growth online to find new customers. The doors and opportunities that have now been opened for the client are endless.

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