

Shawnee State University Marketing Agency Projects

Marketing instruction at Shawnee State University includes courses with Agency Projects.

The Agency Project model brings an actual business or non-profit into the class as a client. The client presents his/her current marketing situation to the students.

The students work in the second half of the course as a professional agency, building a comprehensive marketing plan to address the client's needs.

The agency team presents the proposal and all sample collaterals to the client, who is free to use these materials in actual practices.

The Agency Project is not a simulation. The clients can (and do) use these plans and materials in actual practice.

In return, the client permits the students to use copies of the plans in their portfolios to demonstrate their professional field experience.

Strategic Marketing Proposal for Amelia Gray

Prepared & presented by:

BUMK 4000-Marketing Management Team

Shawnee State University

Presented on Wednesday, April 9, 2025

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The following agency project proposal is provided to Amelia Gray for its use. The content of this proposal is based on information gathered from an interview with company leadership. The work is presented in the manner of a professional agency (the team) to its client and the company is free to use all strategic instruments and suggested evaluation in whatever manner deemed appropriate. This proposal was prepared for Amelia Gray to ensure it attains its business objectives.

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Executive Summary:

The following strategic marketing plan has been devised for Amelia Gray Skin Care of Portsmouth, Ohio. The goal of this plan is to further develop Amelia Gray's current markets through the introduction of a new cosmetic brand, RMS Beauty, and capitalize on their waxing service. Additionally, they seek to fill out the schedules of their newer staff members and strive to build lasting client-stylist relationships. Amelia Gray would also like to explore more opportunities with the two younger target segments.

Each of the target market segments are characterized by the following age demographics: Connie (50-65), Jessica (35-45), and Olivia (22-34). The strategic marketing plan lays out a specialized approach that caters to each of these target segments.

The Connie market segment makes up the largest portion of Amelia Gray's clientele and is the oldest customer serviced by Amelia Gray. Because of this, the strategy put forth by the proposal aims to reinforce her connection to Amelia Gray by catering to her love of local businesses and incentives through social media engagement. The deliverables for this proposed strategy come in the form of Facebook posts, YouTube videos/posts, email blasts with promotional coupons, and website/blog posts.

The Jessica segment is the middle-ground target of Amelia Gray's clientele in both age and market size. The strategy put forth by the proposal centers on the importance of advertising time-saving services to accommodate her busy schedule, self-care services framed as investments in her well-being to alleviate maternal guilt, and the potential for selling at-home self-care packages as a means for her to maintain her self-care routines between visits. The deliverables for this proposed strategy are Facebook posts, Instagram posts, YouTube videos/posts, email blasts, coupons, and website or blog posts.

The Olivia buyer persona is the youngest and smallest market segment of Amelia Gray's clientele. The strategy put forth by the proposal centers on the importance of delivering stylish and cost-effective services that fit the lifestyle and budget of the Olivia segment. This can be accomplished by (1) showcasing Amelia Gray's products and services in a way that is relatable to her age and budgetary needs; (2) offering mid-range pricing options or service bundles; (3) social media campaigns that emphasize the fear of missing out with limited time offers or discounts; (4) a VIP or loyalty program that prompts more frequent visits through rewards and providing special deals and packages. The deliverables for this proposed strategy are Facebook posts, Instagram posts, YouTube videos/posts, email blasts, coupons, and website or blog posts.

Introduction:

Amelia Gray is a Scioto County-based, family-owned beauty and wellness establishment devoted to building lasting relationships between their clientele and staff. Through personalized services and community engagement, Amelia Gray has established itself as a trusted destination for beauty treatments. They were able to accomplish this by offering a blend of modern beauty and wellness trends alongside tried-and-true traditional beauty and wellness care. Amelia Gray has positioned itself to allow broader connections to be forged by focusing on each of their target segments. The key target segments include Connie (Primary), Jessica (Secondary), and Olivia (Tertiary).

To effectively assess the impact of its strategic efforts, Amelia Gray utilizes a systematic approach focused on tailored engagement strategies for each target segment. This is accomplished by monitoring key metrics such as monthly visits by each segment, social media engagement rates, service booking frequency, and surveys identifying how new clients discovered Amelia Gray. This, in turn, gives Amelia Gray valuable insights into the successes and failures of its current initiatives. After analyzing its key metrics, Amelia Gray then refines its marketing tactics. Regular evaluations and adjustments based on these data points allow for flexible, responsive improvements, ensuring a strong connection with both core and emerging clientele while driving long-term loyalty and growth within their multi-generational client community.

Target Segments:

Amelia Gray aims to grow their existing markets by introducing RMS brand beauty products and capitalize on waxing being popular during specific times of the year. Amelia Gray is also expanding their staff and needs to work on bringing in new clientele to fill their schedules. Amelia Gray wants to stay committed to the strong relationships and loyalty they have built with current clients while building relationships with new clients. The main target segments that Amelia Gray plans to reach are:

Jessica (35-45+):

Connie's daughter, Jessica, frequents Amelia Gray for shopping and is a steady customer. She typically chooses her core services and does not deviate from them. Jessica should be targeted with the social media platforms she primarily uses, Facebook and Instagram. This works because according to Statista, <https://www.statista.com/statistics/398166/us-instagram-user-age-distribution/>, the age demographic from 35-44 years old makes up the second largest user demographic with 19% of Facebook users. This age range also makes up the third largest portion of Instagram, 19.4% of users. Also, Jessica needs to be targeted using YouTube posts, promotional coupons, website posts, and emails consisting of promotions, new product information, and service availability. Jessica is not concerned with trends or flashiness and with younger children at home, her schedule is tighter. While Jessica has some flexibility with spending, she feels a touch of guilt when splurging on herself, so she may require slightly more persuasion.

Olivia (22-34):

Connie's granddaughter, Olivia, is in the late stages of college or starting her career, with 0-2 children. Olivia's decisions are heavily affected by trends and influencers. Drawn to Amelia Gray through shopping, Olivia visits regularly for smaller services such as getting her brows worked on or for facials every 8-10 weeks (about two and a half months), though she occasionally plans for longer appointments. With limited budget flexibility and a tighter schedule, Olivia makes her visits more selective. Olivia should be targeted using Facebook, Instagram, and YouTube posts because according to Statista, <https://www.statista.com/statistics/398166/us-instagram-user-age-distribution/>, her age range makes up the largest portion of Instagram users at 28.3% and the largest portion of Facebook users, 24.2%. Olivia should also be targeted using website/blog posts and email blasts informing her of new products and services, which services are most popular at the time, and service availability. Promotional coupons for these products and services may be part of this content.

Connie (50-65):

A long-time Scioto County resident, Connie is a retired or near-retired professional, often a former teacher, nurse, or school administrator. Connie has two to three adult children and older grandchildren who are either out of the house or nearly finished with school. She enjoys her independence and does not typically babysit. Connie has disposable income and loves supporting local businesses, often reminiscing about the way life used to be. She is an active and reliable presence at Amelia Gray, visiting every month and engaging with every department. Though she is mostly on Facebook, she might dabble in Instagram as well. Therefore, Connie should be

targeted by primarily using Facebook, because according to recently released research from AARP, 71% of adults 50+ are on Facebook. In Creating Results' own independent research, <https://creatingresults.com/blog/2025/03/26/what-do-seniors-do-online-2025-update/>, of 55+ adults who are active on social media, 60% say they use Facebook at least once a day. When targeting Connie using Facebook, Amelia Gray can ensure that they are also using YouTube with this demographic by adding a link from posted short-form video such as reels that take her to an extended YouTube video. Connie should also be targeted using promotional coupons, website postings, and emails that inform her of service availability, promotions, and new products that she may enjoy.

All the intended segments can be targeted at the same time if Amelia Gray reposts different content on different social media with links to help drive traffic to their website. Amelia Gray's customer base consists primarily of older women, like Connie. By embracing the promotion of the upcoming RMS beauty products and sought-after waxing services, Amelia Gray has the opportunity to captivate younger segments, such as Jessica and Olivia, and inspire a vibrant new chapter for the brand.

SWOT Analysis:

A SWOT analysis can help Amelia Gray understand the status and potential of the salon within its desired target market. A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a marketing and management tool that is used to evaluate an organization or a project, internally (strengths and weaknesses) and externally (opportunities and threats). By evaluating the positive strengths and opportunities, along with negative weaknesses and threats, Amelia Gray is better prepared to find areas for future improvements.

Strengths:

- A comprehensive array of treatments and services to meet clients' needs;
- A varied range of products including skincare, makeup, and hair products;
- Skilled and certified technicians who work on a level system based on experience and talent;
- A variety in pricing to both reflect skill and demand and appeal to differing prospects' budgets;
- Transparency on pricing, promoting trust and clarity with clients;
- Dedication to making data-informed decisions with robust attention to metrics.

Weaknesses:

- Potential over-reliance on certain customer groups, missing an opportunity with certain demographics, especially teens from middle- and upper-income households;
- Not defining the percentages of the primary, secondary and tertiary segments within the client base;
- Lack of inclusion of more social media in marketing planning, especially to target Jessica and Olivia.

Opportunities:

- Expand market reach by introducing new brands (e.g., RMS Beauty) to attract a broader customer base;
- Leverage seasonal demand, such as waxing services during the summer months and brows during prom and wedding season;
- Expand support beyond the annual Miss River Days Pageant (high-level formals, homecomings, and related events at area schools with teens);
- Expand the client base of new providers by attracting clients with the appeal of discounted prices and generally introductory lower-service costs, while acknowledging that these providers are new to the business/industry;
- Capitalize on customer loyalty through social proof, using customer testimonials in targeted content;
- Create money-saving or opportunity-based incentives for returning customers.

Threats:

- Demographics heavily vary in how many services they receive, and how much money they are willing and able to spend;
- New products are less known at launch due to manufacturers' potentially prohibitive policies (such as not being able to feature the new product on the website initially);
- Negative reviews or feedback may negatively impact the company's reputation;
- Competition is growing among other providers offering similar treatments;

Strategic Marketing Plan:

A strategic marketing plan is a structured approach to identify measurable, timely goals to sustain and build market share engaging with specific prospects and current market segments. The plan includes an overall strategy supported by specific tactics with associated deliverables to reach these goals, with a comprehensive process for evaluating the outcomes.

Goals:

1. Expand the Jessica and Olivia market segments while optimizing Connie.
2. Promote upcoming RMS beauty products to all segments.
3. Promote new hires to build their client base and fill their schedules.
4. Advocate for waxing services with targeted messaging for all segments.

Strategy:

The following is a proposed strategy for Amelia Gray to grow the Jessica and Olivia segments as regular clientele. Additional goals include potentially expanding the Connie segment, while spotlighting the upcoming RMS line and specific waxing services. The strategy also includes a focus on building the client base for incoming associates. These measurable, timely goals will be achieved through targeted messaging featuring these services and staff. These messages will be deployed through specific behavior-based touch points engaging with each segment.

To enhance the Jessica segment, it is essential to offer services that are compatible with Jessica's demanding schedule while also inoculating against any discomfort she may experience regarding expenditures on personal items. This approach not only respects her limited time but also acknowledges her need for a balanced perspective on self-investment and nurturing a once-a-month usage behavior. Highlighting time-saving services such as quick facials or brow treatments, which can be completed in minutes, would resonate with her need for efficiency. Messaging around the importance of self-care, framed as an investment in her well-being, could help alleviate her guilt. A customizable service plan, such as a care package for busy mothers, would also appeal to her, offering essential treatments that fit her schedule and budget. Additionally, creating at-home skincare kits that complement her treatments would allow her to maintain her self-care routine between visits. See Appendix A for examples.

For Olivia, a consumer significantly influenced by current trends who operates with a constrained budget, it is essential to focus on delivering stylish and cost-effective services that align with her lifestyle preferences. Collaboration on Instagram could showcase Amelia Gray's products and services in a relatable way, drawing Olivia in with a mix of affordability and luxury. Offering mid-range pricing options and bundles like facials or brow treatments at discounted rates would encourage repeat visits. Additionally, running social media campaigns emphasizing FOMO (Fear of Missing Out) with limited time offers or exclusive promotions can keep her engaged. A VIP or loyalty program could incentivize frequent visits by offering rewards and providing special deals or membership packages, which would help Olivia feel like she's getting value despite her budget constraints. See Appendix B for examples.

For Connie, optimizing her experience involves reinforcing her connection to Amelia Gray through community-based strategies and social media engagement. Emphasizing Amelia Gray's

local roots and impact on the community would resonate with Connie's love for supporting local businesses. Offering referral incentives would also keep her engaged while expanding the customer base. Given her frequent use of Facebook, continuing to create engaging content for that platform—such as the sense of inclusion with behind-the-scenes looks and powerful social proof through customer testimonials—would help keep her connected with the brand. Exclusive events, like “members-only” nights, would also cater to Connie's engagement in all business areas, making her feel valued and a part of the local cause. Special offers for her birthday or service anniversaries could further strengthen her loyalty. See Appendix C for examples.

The launch of the RMS brand at Amelia Gray offers an exciting opportunity to expand the store's clean beauty offerings, appealing to customers who value natural ingredients, sustainability, and luxury. RMS's clean beauty ethos aligns well with Amelia Gray's customer base, especially those looking for high-quality, effective products that are also eco-conscious. These multi-functional products offer convenience and efficiency, catering to customers seeking simplicity and luxury in their beauty routines. The messaging for RMS should emphasize its commitment to clean beauty, luxury and ethical standards. RMS products should be marketed as the ideal choice for those who want a high-quality, effective beauty routine without compromising ethical values. By highlighting the multi-use nature of RMS products, Amelia Gray can appeal to customers who appreciate convenience while still seeking elegance and superior results.

When developing a schedule for new hires, it is crucial to create shifts that ensure adequate coverage during peak hours, particularly for specialized services such as waxing. Assigning new hires to work during high-demand times, including evenings and weekends, will help guarantee the consistent availability of waxing services to meet customer needs. Furthermore, it is highly beneficial to train new hires to effectively promote waxing during client consultations. By providing tailored recommendations based on individual customer preferences, new employees will become more adept at discussing the benefits and offerings of these services, which can be a particularly sensitive topic for some segment members. Additionally, fostering an environment of internal communication—such as introducing incentives for upselling—can significantly enhance employee engagement and contribute to increased sales. Developing a well-balanced and strategic schedule, along with empowering new hires to advocate for waxing services, will ensure that customers receive exemplary care while simultaneously driving growth in this essential revenue-generating segment. See the appendices for some suggested integration of waxing services and spotlighting new staff members.

Tactical Chart Report:

Market Segment	Message	Strategy	Tactics	Deliverables
Jessica (35-45+): Connie's daughter, Jessica, is a steady customer at Amelia Gray, opting for services every 4-6 weeks, meeting a busy schedule and budget. While she has some financial flexibility, she often battles mom guilt when spending money on herself.	"Time to treat yourself! At Amelia Gray, we know busy moms deserve beauty services that fit their schedule. Whether it's a quick touch-up or a little self-care escape, we're here to help you look and feel amazing. Follow us on Facebook and Instagram for beauty tips, exclusive promotions and special offers just for you! Plus, book your next appointment today and enjoy a special discount on your next visit; you deserve it!"	-Target this audience with Facebook, Instagram, and YouTube (Highlight the new lines and brands being introduced at Amelia Gray, ensuring they are positioned to showcase their benefits and appeal to the specific target market). <i>According to Statista, https://www.statista.com/topics/751/facebook/, the age demographic from 35-44 makes up the second largest demographic with 19% of Facebook users. This age range also makes up the third largest portion of Instagram, being 19.4% of users, https://www.statista.com/statistics/398166/us-instagram-user-age-distribution/.</i> -Post short reels on social media that link to an extended version on YouTube. <i>The second-largest age group is 35 to 44, with 17.9% of YouTube users in this range, https://www.charleagency.com/articles/youtube-statistics/.</i> -Send out blasts of emails about new products, popular services, service availability, and promotions. -Give promotional coupons after appointments for future promotions. -Drive website traffic through social media platforms, including Facebook, and Instagram to generate leads and sustain loyalty. -Publish blog posts, including quick and easy tips and tricks (especially for busy mothers); repost to social media to help drive website traffic and knowledge.	-Social media -Email -Voucher -Website	-Facebook Posts -Instagram Posts -YouTube Videos/Posts -Email Blasts -Promotional Coupons -Website/Blog Posts <i>Examples: Appendix A</i>

Olivia (22-34): Connie's granddaughter, Olivia, visits Amelia Gray every 8-10 weeks for small services (like brow treatments). Recently graduated, she has limited time and a tighter budget to work with.	"Transform your beauty routine with Amelia Gray's budget-friendly treatments designed just for you! Stay in the loop with our exciting new products, the hottest trends, and exclusive promotions by following us online. Don't wait—book your appointment today and unlock a special coupon for your next visit!"	-Target the younger audience especially through Instagram and TikTok, as well as through Facebook and YouTube (highlight the new lines and brands being introduced at Amelia Gray, ensuring they are positioned to showcase their benefits and appeal to the specific target market). <i>According to Statista, https://www.statista.com/statistics/398166/us-instagram-user-age-distribution/, this age range makes up the largest portion of Instagram users with 28.3% and the largest portion of Facebook users making up 24.2%.</i> -Distribute social media posts that link to an extended version on YouTube. -Send out blasts of emails about new products, popular services, service availability, and promotions. -Give promotional coupons after appointments for future promotions. -Advertise Amelia Gray's website (and its blog posts) on Instagram, Facebook, and TikTok -Push blog posts that contain relevant information for the market segment like makeup trends, hacks, and having/navigating one's beauty budget.	-Social media -Email -Voucher -Website	-Facebook Posts -Instagram Posts -YouTube Videos/Posts -Email Blasts -Promotional Coupons -Website/Blog Posts <i>Examples: Appendix B</i>
Connie (50-65): Retired professional from Scioto County, visits Amelia Gray monthly and mainly engages on Facebook.	"Looking for expert beauty care with exclusive deals? At Amelia Gray, we're here to help you feel confident with personalized services and special promotions, just for you! Join our email list and follow us on Facebook for beauty tips, loyalty rewards, and savings you won't want to miss!"	-Target this audience with Facebook and YouTube. <i>According to recently released research from AARP, 71% of adults 50+ are on Facebook. In Creating Results' own independent research, of 55+ adults who are active on social media, 60% say they use Facebook at least once a day.</i> -Send blasts of emails focusing on new products, popular services, and promotions. Will benefit from repurposing social media posts into email to save time. -Give out promotional coupons after appointments for future promotions. -Drive website traffic through social media platforms to sustain loyalty and generate leads. -Create blog posts relating to the target market and their needs, interests, and habits (pertaining to Amelia Gray and the beauty realm as a whole), can repost to social media to help drive traffic to website.	-Social media -Email -Voucher -Website	-Facebook Posts -YouTube Videos/Posts -Email Blasts -Promotional Coupons -Website/Blog Posts <i>Examples: Appendix C</i>

Evaluation:

To effectively measure the impact of Amelia Gray's strategic marketing proposal, it is extremely important to implement a systematic evaluation system to measure the outcomes of the strategies targeting Connie, Jessica and Olivia. Key metrics that include the number of visits per segment, social media engagement, and book frequency will help Amelia Gray gauge the success of each strategy in retaining existing clients while simultaneously attracting new ones.

Key performance indicators such as website traffic, particularly from social media platforms, will offer insights into whether the platform messages are driving traffic to Amelia Gray's website. Credible backlinks from other reputable sources should also be measured. Inbound website traffic from unpaid/earned referrals not only drives up lead generation, but it also boosts SEO outcomes and rank. Bounce rates will also help determine how effective the links were at reaching the correct market segments. The history of incoming traffic from other paid links and how long the visitor stays on the site can be a strong indicator of the quality of the site and affect its search engine ranking. Monitoring the frequency of engagement on the various social media platforms will provide valuable data regarding how well the content itself resonates with specific target demographics. For example, Facebook engagement is critical for Connie, while Instagram and YouTube may be more relevant for Olivia and Jessica. Cross-referencing this data with observed booking data on new clients and their segment classification will help verify the success of specific messaging efforts. A/B testing of posts on platforms in specific cycles can also support choices in messaging that best resonate with all three segments.

Additionally, email open and click-through rates will allow Amelia Gray to assess the impact of its marketing through email. To further refine the strategy, a survey could be conducted among first-time clients to gather data on how they discovered the business. This survey would provide an insight into the effectiveness of social media campaigns and promotions.

By continuously evaluating these key metrics and adjusting strategies based on the results, Amelia Gray will be able to remain responsive to client preferences and marketing changes. By maintaining a flexible, data-driven approach, Amelia Gray can optimize its marketing efforts, maintain its relationships with active customers, and expand its reach to younger demographics. This ongoing process will allow the company to build loyalty while attracting new clients.

Conclusion:

This strategic marketing plan has been created for Amelia Gray to further enhance its brand presence across a multi-generational customer base while continuing to strive for excellence in the care and services they provide.

By targeting a diverse customer base, Amelia Gray can succeed in launching their new RMS cosmetic line and continue to fill out the schedules of newer staff members by utilizing their waxing offerings during peak service months. The introduction of the RMS cosmetic line will allow Amelia Gray to continue to cater toward customers focused on high-quality, multi-use, effective products with ethical values that provide convenience and elegant results.

The utilization of Amelia Gray's newer staff during peak operating hours and on specialized services such as waxing will allow the new hires to fill out their schedule and begin the process of building trusting relationships between the stylist and their clients. This in turn will allow for the constant availability of waxing services during peak operating hours and contribute to higher sales as newer staff members are trained in how to upsell services tailored to their customers' preferences.

Through personalized messaging, Amelia Gray can tailor their advertising to each of the target segments allowing for growth in their smaller two segments without isolating their largest segment. Amelia Gray can also make customers aware of special offers, new product lines, and availability of all services. This proposal lays out the groundwork for Amelia Gray to position themselves as *the* trusted destination for all beauty and wellness needs in the broader Portsmouth and Scioto County area.

The proposal provides examples and recommendations to help guide Amelia Gray in the implementation of these strategies through different social media posts, email blasts, promotional coupons, and blog posts. The BUMK 4000 class would like to thank Amelia Gray for allowing us to assist in their continued success and wish them all the best in the future.

Appendix A--Collaterals Targeting Jessica:

Facebook Post #1:

(Linked to the Amelia Gray website landing page for face and body waxing:

<https://www.ameliagrayskincare.com/gentle-waxing-face-body>)

Caption:

🌸 Self-Care Without the Guilt 🌸

Hey, busy moms—this one's for you! ❤️ We know how hard you work taking care of everyone else, but you deserve a little TLC too. Our gentle, professional **body waxing services** at **Amelia Gray** make self-care simple, quick, and totally worth it.

- ✨ Smooth, long-lasting results
- ✨ Hygienic & comfortable experience
- ✨ A confidence boost you deserve

It's okay to put yourself first—just a little. 😊 Book your appointment today and enjoy a little "me time" without the guilt. 🧘

📅 Schedule your visit: [insert booking link]

#AmeliaGray #EffortlessConfidence #YouDeserveIt



Amelia Gray Skincare & Cosmetics

1 hr • 📍

...

Self-Care Without the Guilt!

Hey, busy moms—this one's for you! We know how hard you work taking care of everyone else, but you deserve a little TLC too. Our gentle, professional body waxing services at Amelia Gray make self-care simple, quick, and totally worth it.

- ✦ Smooth, long-lasting results
- ✦ Hygienic & comfortable experience
- ✦ A confidence boost you deserve

It's okay to put yourself first—just a little. Book your appointment today and enjoy a little "me time" without the guilt.

👉 Schedule your visit now at <https://www.ameliagrayskincare.com/gentle-waxing-face-body>

#AmeliaGray #EffortlessConfidence #YouDeserveIt



Facebook Post #2:

(Linked to the Amelia Gray website page for facial care:

<https://www.ameliagrayskincare.com/facial-care-1>)

Caption:

Moms, we see you. ❤️

Between all the juggling, self-care often takes a backseat. But here's a reminder—it's not a luxury; it's an investment in you! At **Amelia Gray**, we make beauty simple, quick, and affordable, so you can fit a little me time into your busy schedule.

- ✨ Brow treatments
- ✨ Express facials
- ✨ Effortless confidence

Because a little pampering goes a long way. 🙋 Book your appointment today!

📌 [Insert Website Link]

#AmeliaGray #BusyMomBeauty #YouDeserveIt



Amelia Gray Skincare & Cosmetics

1 hr • 🌐

...

Moms, we see you. 💕

Between all the juggling, self-care often takes a backseat. But here's a reminder—it's not a luxury, it's an investment in you! At Amelia Gray, we make beauty simple, quick, and affordable, so you can fit a little me time into your busy schedule.

✨ Brow treatments

✨ Express facials

✨ Effortless confidence

Because a little pampering goes a long way. 🧡 Book your appointment today!

👉 Schedule your visit now at <https://www.ameliagrayskincare.com/facial-care-1>

#AmeliaGray #BusyMomBeauty #YouDeserveIt



Instagram Post #1:

Caption:

🌟 Welcome Selene! 🌟

Book your first appointment with her to receive a special discount. 💖 Whether it's brows or a facial, now's the time to treat yourself.

📅 Book now!
(Link in Bio)

#AmeliaGray #NewTeamMember #BeautyDeals

Six variants as follows (organic posts include “link in bio” line):



ameliagraysalon_spa



ameliagraysalon_spa

☀️ Welcome Selene! ☀️

Book your first appointment with her to receive a special discount. ❤️ Whether it's brows or a facial, now's the time to treat yourself.

 Book now!

📍 [#http://ameliagraysalonspa.com/book-online#AmeliaGray](http://ameliagraysalonspa.com/book-online#AmeliaGray) #NewTeamMember #BeautyDeals



ameliagraysalon_spa



ameliagraysalon_spa

🌟 Welcome Selene! 🌟

Book your first appointment with her to receive a special discount. ❤️ Whether it's brows or a facial, now's the time to treat yourself.

 Book now!

📌 Link in Bio

[#AmeliaGray](#) [#NewTeamMember](#) [#BeautyDeals](#)

Organic: https://youtube.com/shorts/_172a1ddnxU?feature=share,
<https://youtube.com/shorts/0H5dEZAnPxA?feature=share>



ameliagraysalon_spa



ameliagraysalon_spa

★ Welcome Selene! ★

Book your first appointment with her to receive a special discount. ❤️ Whether it's brows or a facial, now's the time to treat yourself.

 Book now!

 Link in Bio

#AmeliaGray #NewTeamMember #BeautyDeals



ameliagraysalon_spa



ameliagraysalon_spa

★ Welcome esthetician, Selene! ★ Book your first appointment with her to receive a special discount. ❤️ Whether it's brows or a facial, now's the time to treat yourself.  Book now!

 Link in Bio!

#AmeliaGray #NewTeamMember

#BeautyDeals

Sponsored: <https://youtube.com/shorts/ebwCzWEAqZA?feature=share>



ameliagraysalon_spa



ameliagraysalon_spa

🌟 Welcome Selene! 🌟

Book your first appointment with her to receive a special discount. ❤️ Whether it's brows or a facial, now's the time to treat yourself.

 Book now!

📍 <https://ameliagraysalonspa.com/book-online>
#AmeliaGray #NewTeamMember #BeautyDeals



ameliagraysalon_spa



ameliagraysalon_spa

🌟 Welcome Selene! 🌟

Book your first appointment with her to receive a special discount. ❤️ Whether it's brows or a facial, now's the time to treat yourself.

 Book now!

📍 <http://ameliagraysalonspa.com/book-online>
#AmeliaGray #NewTeamMember #BeautyDeals

Instagram Post #2

Caption:

"Glow on the go! Try our new at-home skincare kits and pair them with a quick in-store treatment for a flawless routine. Book now for a special discount! #GlowUp #BeautyOnTheGo #AmeliaGrayBeauty"



ameliagraysalon_spa



ameliagraysalon_spa

Glow on the go! ✨ Try our new at-home skincare kits and pair them with a quick in-store treatment for a flawless routine. Book now for a special discount!

📍 <http://ameliagraysalonspa.com/book-online>
#GlowUp #BeautyOnTheGo
#AmeliaGrayBeauty

YouTube Short:

Caption:

Beauty that fits your life. ✨ Clean, lightweight, and effortlessly radiant—RMS Beauty is made for busy women who want simple, effective makeup. ❤️ Find your glow at Amelia Gray!
#RMSBeauty #EffortlessGlow #CleanBeauty

Title:

RMS Beauty for the Everyday Woman

Script:

[Voiceover]

"Between work, family, and everything in between, taking time for yourself isn't always easy. But feeling your best? That should be effortless. With **RMS Beauty**, clean, lightweight formulas give you that fresh, radiant glow in minutes. No heavy makeup, no complicated routines—just simple beauty that works for you. Because self-care doesn't have to be all or nothing—it can be as simple as feeling confident in your skin."

Graphic:

<https://www.youtube.com/watch?v=5Q3gEckJ2Ks>

Email Blast:

Script:

Subject: 15% Off! Quick Beauty Fixes for Your Busy Life at Amelia Gray!

Hi Jessica,

We know life can get busy, and it's not always easy to make time for yourself. That's why at Amelia Gray, we offer quick beauty treatments that fit seamlessly into your schedule—helping you look and feel amazing without the stress.

Whether you're looking for a quick brow touch-up or a refreshing facial, our services are designed to help you balance self-care with your busy life.

Special Offer Just for You!

Book your next appointment today and enjoy 15% off your next visit. Whether it's a quick service or a moment of relaxation, we've got you covered.

Why Choose Amelia Gray?

- Quick treatments that work with your schedule
- Personalized care to help you feel your best
- A welcoming space to recharge

Ready to book?

Click below to schedule your next appointment and take advantage of this special offer!

[Book Now]

<https://ameliagraysalonspa.com/book-online>

We look forward to seeing you soon!

Best,

The Amelia Gray Team

15% OFF! QUICK BEAUTY FIXES FOR YOUR BUSY LIFE AT AMELIA GRAY!

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- Quick treatments that work with your schedule ✨
- Personalized care to help you feel your best 🧖‍♀️
- A welcoming space to recharge 🍃

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BOOK NOW

<https://ameliagraysalonspa.com/book-online>

We look forward to seeing you soon!

Best,

The Amelia Gray Team

Email Coupon:

Script:

Subject: Your 15% Off Awaits – Relax & Save at Amelia Gray!

Hi Jessica,

We've got something special just for you!

To help make your next visit even better, we're offering 15% off your next service at Amelia Gray.

Use code: RELAX15 at checkout to redeem your discount!

Book today and enjoy a moment of relaxation, on us.

We can't wait to see you soon!

Best,
The Amelia Gray Team

Subject: Your 15% Off Awaits – Relax & Save at Amelia Gray!



Hi Jessica,

We love seeing you at Amelia Gray each month—it's clients like you who make our beauty community so special! We've got something special just for you!

To help make your next visit even better, we're offering **15% off** your next service at Amelia Gray.

Use code: **RELAX15** at checkout to redeem your discount!

Book today and enjoy a moment of relaxation, on us.

BOOK NOW

We can't wait to see you soon!

Best,

The Amelia Gray Team

Website Blog Post:

Why Every Busy Mom Deserves a Moment of Self-Care

As a busy mom, finding time for yourself can feel like an impossible task. Between juggling work, family, and countless other responsibilities, self-care often takes a backseat. At Amelia Gray, we understand the challenges you face—and we believe every mom deserves a moment to feel pampered and rejuvenated.

The Importance of Self-Care

Self-care isn't just a luxury; it's a necessity. When you invest in yourself, you:

- **Boost Your Mood:** A little pampering can brighten your day.
- **Improve Your Health:** Regular self-care can lead to better well-being.
- **Enhance Your Energy:** Taking time for yourself means you're better equipped to care for your loved ones.

It's time to shed the mom guilt and embrace the idea that you deserve to feel good too.

Quick & Efficient Beauty Treatments

We know your time is precious. That's why Amelia Gray offers a range of quick and efficient beauty treatments:

- **Brow Shaping Sessions:** Perfect for a quick refresh.
- **Mini Facials:** Get glowing skin without spending hours in a salon.

Our services are designed to fit seamlessly into your busy schedule, so you can enjoy a little pampering without the long commitment.

Customized Care Just for You

Every mom's needs are different, and we're here to cater to yours:

- **Customizable Care Packages:** Choose the treatments that best suit your lifestyle and preferences.
- **Express to Indulgent Options:** Whether you need a fast touch-up or a full pampering session, we've got you covered.

Maintain Your Glow at Home

Keeping your beauty routine going between visits is easier than ever with our at-home skincare kits. Tailored to complement your in-salon treatments, these kits help you care for your skin—even on the busiest days.

Stay Connected & Get Exclusive Offers

Want the inside scoop on all things beauty?

Follow us on social media to stay updated on:

- Expert beauty tips 📖
- Exclusive promotions 🎁
- Special offers just for you 📺

👉 Follow us on Facebook: [@Ameliagrayskincare](#)

👉 Follow us on Instagram: [@ameliagraysalon_spa](#)

Join our community and never miss a glow-up moment! ❤️

Plus, book your next appointment today and enjoy a special discount on your next visit. It's our way of saying thank you for being a valued customer.

You Deserve It

At Amelia Gray, we believe that every mom deserves to feel beautiful and confident. Our services are designed to fit your schedule and budget, making self-care accessible and essential. Remember, taking time for yourself isn't selfish—it's vital.

Book your appointment today and let us help you look and feel amazing.

<https://ameliagraysalonspa.com/book-online>

Why Every Busy Mom Deserves a Moment of Self-Care

Date • Author

As a busy mom, finding time for yourself can feel like an impossible task. Between juggling work, family, and countless other responsibilities, self-care often takes a backseat. At **Amelia Gray**, we understand the challenges you face—and we believe every mom deserves a moment to feel pampered and rejuvenated.

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Keeping your beauty routine going between visits is easier than ever with our at-home skincare kits. Tailored to complement your in-salon treatments, these kits help you care for your skin—even on the busiest days.

Stay Connected & Get Exclusive Offers

Follow us on Facebook and Instagram to stay updated on:

- Beauty tips
- Exclusive promotions
- Exclusive offers just for you

👉 Follow us on Facebook: [@Ameliagrayskincare](#)

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Plus, book your next appointment today and enjoy a special discount on your next visit. It is our way of saying thank you for being a valued customer.

You Deserve It!!!

At **Amelia Gray**, we believe that every mom deserves to feel beautiful and confident. Our services are designed to fit your schedule and budget, making self-care accessible and essential. Remember, taking time for yourself is not selfish, it is vital.

Book your appointment today and let us help you look and feel amazing!

Like • Comment • Share

Appendix B--Collaterals Targeting Olivia:

Facebook Post 1

Beauty Made Easy & Affordable!

Busy schedule? Tight budget? No problem! Get quick, budget-friendly brow services & discover the latest beauty must-haves at Amelia Gray!

Book now & get a special promo! → <https://www.ameliagrayskincare.com/book-online>

#BeautyOnABudget #BrowsOnPoint #AmeliaGrayGlow



Amelia Gray Skincare & Cosmetics

1 hr • 🌐

...

Beauty Made Easy & Affordable!

Busy schedule? Tight budget? No problem! Get quick, budget-friendly brow services & discover the latest beauty must-haves at Amelia Gray!

★ Smooth, long-lasting results

★ Hygienic & comfortable experience

★ A confidence boost you deserve

👉 Book now & get a special promo! →

<https://www.ameliagrayskincare.com/book-online>

[#BeautyOnABudget](#) [#BrowsOnPoint](#) [#AmeliaGrayGlow](#)



Facebook Post 2

✨ Beauty on a Budget? We Got You! ✨

Fresh out of school, busy schedule, tight budget—we hear you! ❤️ That's why RMS Beauty is perfect for keeping your routine quick, easy, and affordable.

- ✨ Clean, skin-loving ingredients
- ✨ Lightweight, effortless glow
- ✨ Multi-use products for beauty on the go

Look polished in minutes—without breaking the bank! 🛒 **Shop RMS Beauty** now at **Amelia Gray** and keep your beauty routine simple & stunning.

📍 Visit us in-store

#RMSBeauty #GlowOnTheGo #BeautyMadeEasy #AmeliaGray



Amelia Gray Skincare & Cosmetics

1 hr •



Beauty on a Budget? We Got You!

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Look polished in minutes—without breaking the bank! Shop RMS Beauty now at Amelia Gray and keep your beauty routine simple & stunning.

👉 Visit us in-store

[#RMSBeauty](#) [#GlowOnTheGo](#) [#BeautyMadeEasy](#) [#AmeliaGray](#)



Instagram Post 1

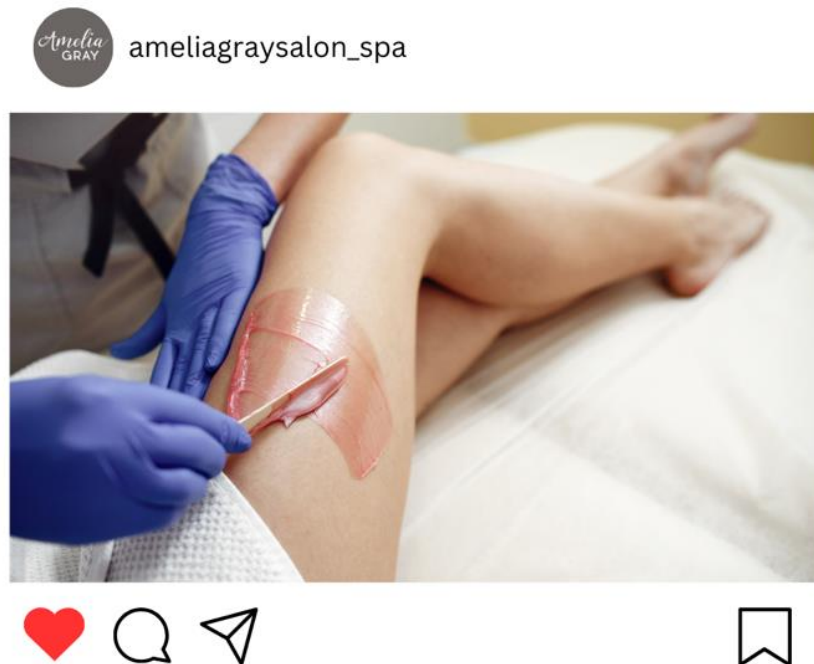
Ditch the razor—get long-lasting smoothness with **body waxing** at **Amelia Gray!** ❤️ Quick, gentle, and confidence-boosting.

📌 Link in Bio

#SmoothSkin #WaxingBeauty #AmeliaGray

(Includes link to the Amelia Gray website page on waxing services:

<https://www.ameliagrayskincare.com/gentle-waxing-face-body>)



ameliagraysalon_spa

Ditch the razor—get long-lasting smoothness with body waxing at Amelia Gray! ❤️ Quick, gentle, and confidence-boosting.

📌 <https://www.ameliagrayskincare.com/gentle-waxing-face-body>

[#SmoothSkin](#) [#WaxingBeauty](#) [#AmeliaGray](#)

Instagram Post 2

Affordable beauty that fits your budget! Bundle a brow treatment or facial and save! Join our VIP Program for rewards & exclusive deals.

#AmeliaGrayBeauty #SelfCareOnABudget #BrowGoals #TreatYourself

Two Variants as follows:



ameliagraysalon_spa



ameliagraysalon_spa

Affordable beauty that fits your budget! 💕
Bundle a brow treatment or facial and save!
Join our VIP Program for rewards &
exclusive deals.
[#AmeliaGrayBeauty](#) [#SelfCareOnABudget](#)
[#BrowGoals](#) [#TreatYourself](#)



ameliagraysalon_spa



ameliagraysalon_spa

Affordable beauty that fits your budget! 💕
Bundle a brow treatment or facial and save!
Join our VIP Program for rewards &
exclusive deals.
[#AmeliaGrayBeauty](#) [#SelfCareOnABudget](#)
[#BrowGoals](#) [#TreatYourself](#)

Email

Subject: Meet Our New Waxing Expert – Enjoy a special discount! ✨

Hey Olivia,

We know your time (and budget) is tight, so here's a little treat just for you! ❤️ Meet Selene, our newest body waxing expert at **Amelia Gray**, and enjoy a **special discount** on your first waxing service with her!

- ✓ Smooth, long-lasting results
- ✓ Quick & affordable
- ✓ Expert, gentle care

This **limited-time offer** won't last—book your appointment today and treat yourself to effortless smoothness!

📌 **Book now:** [Insert Booking Link]

See you soon! 🐾

– The Amelia Gray Team



MEET OUR NEW WAXING EXPERT – ENJOY A SPECIAL DISCOUNT! ✨

Hey Olivia,
We know your time (and budget) is tight, so here's a little treat just for you! ❤️ Meet Selene, our newest body waxing expert at Amelia Gray, and enjoy a special discount your first waxing service with her!

This **limited-time offer** won't last—book your appointment today and treat yourself to effortless smoothness!

📍 **Book now:** <https://www.ameliagrayskincare.com>
See you soon! 🧖‍♀️
– The Amelia Gray Team



SMOOTH, LONG-LASTING
RESULTS



QUICK & AFFORDABLE



EXPERT, GENTLE CARE

Promo Coupon 1

Subject: Flaunt Your Look – Get A Free Brow Upgrade!

Hi Olivia,

Show off your stunning Amelia Gray look and enjoy a little extra love!

Post your Amelia Gray look and tag us on social media and we'll treat you to a FREE brow shaping upgrade at your next appointment.

Here's how to claim your discount:

- Book a new beauty service.
- Post a picture of your visit on social media.
- Tag us – and claim a FREE brow shaping upgrade.

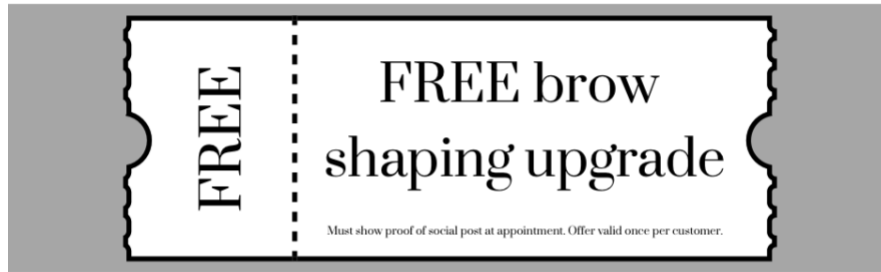
Don't miss out – Book your visit today and let those brows shine!

We can't wait to see your gorgeous transformation!

Best,

Amelia Gray Team

Subject: Flaunt Your Look — Get a Free Brow Upgrade!



Hi Olivia,

Show off your stunning Amelia Gray look and enjoy a little extra love! Post your Amelia Gray look & tag us on social media, and we'll treat you to a FREE brow shaping upgrade at your next appointment!

Here's how to claim your discount:

- Book a new beauty service.
- Post a picture of your visit on social media.
- Tag us — and claim FREE brow shaping upgrade!

Don't miss out — book your visit today and let those brows shine!

BOOK NOW

We can't wait to see your gorgeous transformation!

Best,

The Amelia Gray Team

Promo Coupon 2

Subject: Try Something New – Get 15% Off!

Hi Olivia,

Ready to switch things up? Now's the perfect time to try that new look you've been thinking about. Enjoy 15% off any NEW beauty service on your next visit – all you have to do is share your fresh look!

Here's how to claim your discount:

- Book a new service.
 - Post a picture of your visit on social media.
 - Tag us – and save 15%
- Don't wait – treat yourself and show off your new look today!

We can't wait to see your gorgeous transformation!

Best,

The Amelia Gray Team

Subject: Try Something New — Get 15% Off!



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Don't wait — treat yourself and show off your new look today!

BOOK NOW

We can't wait to see your gorgeous transformation!

Best,

The Amelia Gray Team

YouTube Short

Concept: Quick, engaging video showcasing affordable beauty services and new products at Amelia Gray.

Script outline:

Hook (0:00 – 0:03):

“On a budget but still want to look flawless? Come to Amelia Gray!”

Showcase (0:04 – 0:15):

“We have affordable eyebrow treatments for **you**. Come check out our new beauty products available **in store**.”

- Quick clips of an esthetician performing a brow treatment.
- New beauty products available at Amelia Gray (short, snappy transitions).
- A smiling customer (Olivia-type) leaving happy.

CTA (0:16 – 0:20):

“Book your appointment today and get a special promo for your next visit! Click our link in the description.”

<https://ameliagraysalonspa.com/book-online>

Hashtags: #AmeliaGrayBeauty #BudgetGlam #FlawlessForLess

Graphics:

<https://www.youtube.com/watch?v=gKPypu95liE>

Blog Post

Beauty on a Budget: How to Keep Your Routine Affordable & Effortless

Graduating, starting a new job, or just managing a packed schedule? We know that keeping up with your beauty routine while sticking to a budget can be tough. But looking and feeling your best doesn't have to mean splurging on expensive treatments! At Amelia Gray, we make beauty effortless and affordable with services designed for your lifestyle.

Quick & Affordable Beauty Services

Your time is valuable, and long salon visits aren't always an option. That's why we offer quick, budget-friendly treatments that keep you looking polished without the hassle. Whether it's a brow shaping or tinting session, you'll be in and out in no time—without stretching your wallet.

Stay on Trend Without Overspending

We're always bringing in new brands and beauty essentials to keep you up to date with the latest trends. From skincare must-haves to everyday beauty staples, Amelia Gray makes it easy to upgrade your routine without breaking the bank.

Beauty Hacks to Save Time & Money

Want to maximize your beauty budget?

Here are a few simple ways to save while still looking flawless:

- **Multi-use products** – Invest in beauty items that serve multiple purposes (like a tinted moisturizer or all-in-one brow kit!).
- **Regular maintenance** – Small touch-ups (like brow grooming) prevent the need for costly overhauls later.
- **Exclusive promotions** – Book an appointment with us and receive a special promo code for your next visit!

Your Go-To for Affordable Beauty

At Amelia Gray, we believe beauty should be accessible to everyone—no matter what your budget or schedule. Whether you need a quick refresh, or the latest beauty finds, we've got you covered.

Book your next appointment today & enjoy exclusive savings!

Beauty on a Budget: How to Keep Your Routine Affordable & Effortless

Date • Author

Graduating, starting a new job, or just managing a packed schedule? We know that keeping up with your beauty routine while sticking to a budget can be tough. But looking and feeling your best does not have to mean splurging on expensive treatments! At **Amelia Gray**, we make beauty effortless and affordable with services designed for your lifestyle.

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Book your next appointment today & enjoy exclusive savings!

Like • Comment • Share

Appendix C--Collaterals Targeting Connie:

Facebook Post 1

✨ Because Timeless Beauty Deserves the Best! ✨

Your skin deserves care that evolves with you! ❤️ Our newest **hydrating & firming serums** are perfect for maintaining that radiant glow.

✨ Deep hydration for a plump, dewy look 💧

✨ Firming ingredients to support youthful skin

✨ Lightweight formulas that nourish & protect 🌿

Stop by on your next visit to **Amelia Gray** and let's find the perfect formula for your skin's needs!

#AgelessBeauty #AmeliaGrayGlow

*(linked to the Amelia Gray website landing page for skin care:
<https://www.ameliagrayskincare.com/facial-care-1>)*



Amelia Gray Skincare & Cosmetics

1 hr • 🌐



Because Timeless Beauty Deserves the Best!

Your skin deserves care that evolves with you! Our newest hydrating & firming serums are perfect for maintaining that radiant glow.

- ✦ Deep hydration for a plump, dewy look
 - ✦ Firming ingredients to support youthful skin
 - ✦ Lightweight formulas that nourish & protect
- 👉 Stop by on your next visit to Amelia Gray and let's find the perfect formula for your skin's needs! <https://www.ameliagrayskincare.com/facial-care-1>

#AgelessBeauty #AmeliaGrayGlow



Facebook Post 2

“My Skin Has Never Felt Better!” ✨

Meet Pam, 58, from Scioto County – a longtime Amelia Gray client who swears by our signature facial. 🐱💧

“I love coming in for my monthly treatment—it’s my favorite way to relax and feel refreshed!” 😊🌸

Ready to experience the same glow? Book your appointment today! 📅👉

#AgelessGlow ✨ #ClientLove ❤️

(linked to the Amelia Gray website landing page for skin care:
<https://www.ameliagrayskincare.com/facial-care-1>*)*



Amelia Gray Skincare & Cosmetics

1 hr • 🌐



My Skin Has Never Felt Better!

Meet Pam, 58, from Scioto County – a longtime Amelia Gray client who swears by our signature facial. “I love coming in for my monthly treatment—it’s my favorite way to relax and feel refreshed!” Ready to experience the same glow? Book your appointment today!

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#AgelessGlow #ClientLove



YouTube Short

Script:

TITLE: “The Secret to Radiant Skin After 50!”

[Opening Shot: Warm, inviting beauty studio setting at Amelia Gray. Soft background music plays.]

On-Screen: (A friendly, well-groomed woman in her 50s or 60s, possibly a beauty expert from Amelia Gray, speaking directly to the camera.)

Host: “Hey there, ladies! If you’re 50 or beyond and looking for simple ways to keep your skin glowing, you are in the right place! At Amelia Gray, we know beauty doesn’t have an age – it has confidence!”

[Cut to close-up shots of hands applying a rich, hydrating cream to the skin.]

Host (voiceover): “The key? Hydration, protection, and finding the right skincare routine that works for YOU.”

[Cut to a smiling woman relaxing during a facial at Amelia Gray.]

Host: “Our signature facials boost collagen and keep your skin refreshed – perfect for maintaining that youthful glow. And the best part? You deserve it!”

[Quick before-and-after shots of skin improvement, followed by a friendly client testimonial clip.]

On-Screen (Text Overlay): “My skin has never felt better! Amelia Gray is my go-to every month.” – [Client’s Name, 58]

[Cut to host holding a skincare product.]

Host: “Not sure where to start? Let us help! Stop by Amelia Gray for a free consultation and let’s find what works for YOU. Because self-care isn’t just a treat—it’s a necessity!”

[Closing shot: Smiling host with a call-to-action text on-screen.]

Caption:

Come visit Amelia Gray in Scioto County or book your appointment today! Link in the description! #AgelessGlow #AmeliaGrayBeauty

Graphic:

<https://www.youtube.com/watch?v=OdNUdLhGp0E>

Email

Script:

Subject: Exclusive First Look: RMS Beauty Has Arrived at Amelia Gray!

Dear Connie,

We have exciting news! Amelia Gray is now offering RMS Beauty – the clean, luxurious makeup and skincare line loved by beauty experts.

Why you'll love RMS Beauty:

- Skin-loving ingredients – Nourishing formulas that enhance your natural glow
- Lightweight & effortless – Perfect for a radiant, everyday look
- Clean beauty you can trust – Free from harsh chemicals and made for healthy skin

Be one of the first to try it! Stop by Amelia Gray to explore the collection and find your new go-to beauty essentials.

[Shop RMS Beauty Now]

See you soon,

The Amelia Gray Team

P.S. Follow us on Facebook for tutorials and special promotions on RMS Beauty!

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See you soon,

The Amelia Gray Team

P.S. Follow us on Facebook for tutorials and special promotions on RMS Beauty!

Email Coupon

Script:

Subject: A Special Treat Just for You, Connie!

Dear Connie,

We love seeing you at Amelia Gray each month—it's clients like you who make our beauty community so special! To show our appreciation, we have a little thank-you gift just for you.

Enjoy \$10 OFF your next facial or waxing service when you book within the next 30 days!

- Relax & Refresh – A facial to keep your skin glowing
- Smooth & Confident – A waxing service to get ready for spring
- Because You Deserve It! – A little self-care goes a long way

Schedule your next visit today and mention this email at checkout to redeem your gift!

[Book My Appointment]

We can't wait to see you again,

The Amelia Gray Team

P.S. Have you seen our new RMS Beauty collection? Stop by to explore clean, radiant makeup perfect for a natural glow at any age!

Subject: A Special Treat Just for You, Connie!



Dear Connie,

We love seeing you at Amelia Gray each month—it's clients like you who make our beauty community so special! To show our appreciation, we have a little thank-you gift just for you.

Enjoy **\$10 OFF** your next facial or waxing service when you book within the next 30 days!

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- Because You Deserve It! – A little self-care goes a long way

Schedule your next visit today and mention this email at checkout to redeem your gift!

BOOK MY APPOINTMENT

We can't wait to see you again,

The Amelia Gray Team

P.S. Have you seen our new RMS Beauty collection? Stop by to explore clean, radiant makeup perfect for a natural glow at any age!

Blog Post

Simple Self-Care Tips for Radiant Skin at Any Age

Taking care of your skin doesn't have to be complicated. As we age, our skin changes, requiring more hydration, nourishment, and gentle care to maintain a healthy glow. Here are some simple ways to keep your skin looking and feeling its best:

Hydrate Inside & Out – Drinking plenty of water and using a moisturizer with hyaluronic acid can help your skin stay plump and smooth.

Protect Your Skin – Sunscreen isn't just for summer! Using an SPF daily helps prevent fine lines and keeps skin healthy year-round.

Prioritize Gentle Exfoliation – A mild exfoliant once or twice a week can remove dead skin cells and improve skin texture without irritation.

Waxing for Skin Health – Regular waxing not only removes hair but also exfoliates the skin, leaving it softer and reducing the chance of irritation from shaving.

Choose Skin-Friendly Beauty Products – Using clean, nourishing makeup and skincare—like RMS Beauty—can help maintain a natural glow without clogging pores or drying out the skin.

Small changes in your routine can make a big difference in how your skin looks and feels. Taking time for self-care isn't just about appearance—it's about feeling confident and comfortable in your own skin!

Simple Self-Care Tips for Radiant Skin at Any Age

Date • Author

Taking care of your skin does not have to be complicated. As we age, our skin changes, requiring more hydration, nourishment, and gentle care to maintain a healthy glow. Here are a few simple ways to keep your skin looking and feeling its best:

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Drinking plenty of water and using a moisturizer with hyaluronic acid can help your skin stay plump and smooth.

Protect Your Skin

Sunscreen is not just for summer! Using an SPF daily helps prevent fine lines and keeps skin healthy year-round.

Prioritize Gentle Exfoliation

A mild exfoliant once or twice a week can remove dead skin cells and improve skin texture without irritation.

Waxing for Skin Health

Regular waxing not only removes hair but also exfoliates the skin, leaving it softer and reducing the chance of irritation from shaving.

Choose Skin-Friendly Beauty Products

Using clean, nourishing makeup and skincare—like **RMS Beauty**—can help maintain a natural glow without clogging pores or drying out the skin.



Minor changes in your routine can make a significant difference in how your skin looks and feels. Taking time for self-care is not just about appearance, it is about feeling confident and comfortable in your own skin!

Like • Comment • Share

Appendix D—Collateral Targeting Brand Awareness:

YouTube Short

Script:

“On a budget but still want to look flawless? We’ve got you!”

“Book your appointment today and get a special promo for your next visit! Click our link in the description.”

Link In Description:

<https://ameliagraysalonspa.com/book-online>

Graphics:

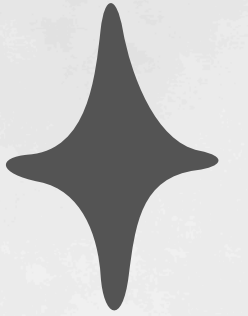
<https://www.youtube.com/watch?v=7baiwZVT8Z4>

Strategic Marketing Proposal For

Amelia GRAY

Proposed By BUMK4000 Team

Presented By:

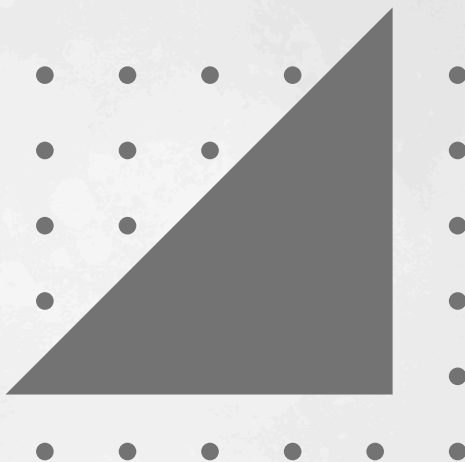


Lanie Johnston

Levi Hamilton

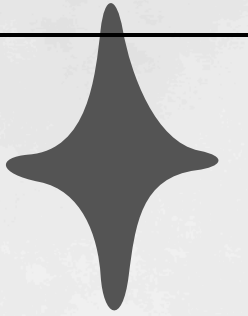
Madisyn Connelley

Jared Raynard



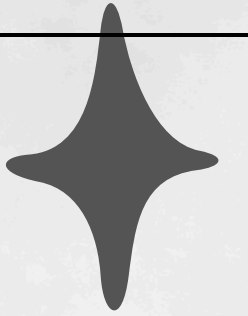
Introduction

- Amelia Gray is a Scioto County-based family-owned beauty and wellness establishment.
- Amelia Gray has established itself as a trusted destination for beauty treatments.
- They offer a blend of modern beauty and wellness trends alongside tried-and-true traditional beauty and wellness care.
- Amelia Gray has positioned itself to allow broader connections to be forged by focusing on each of their target segments.
- The key target segments include Connie, Jessica, and Olivia.



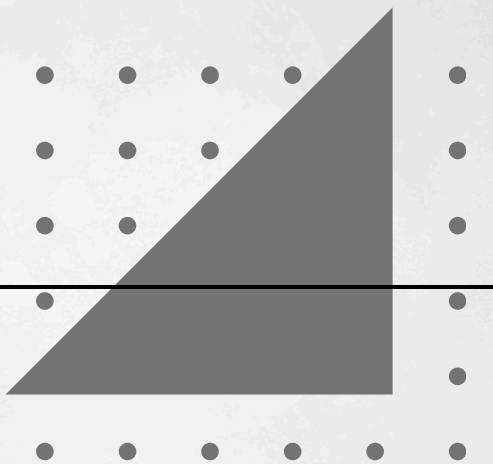
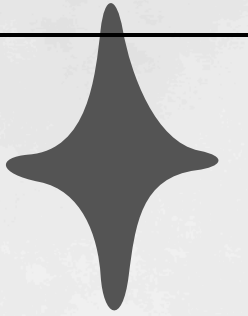
Introduction

- To effectively assess the impact of its strategic efforts, Amelia Gray utilizes a systematic approach focused on tailored engagement strategies for each target segment.
- This is accomplished by monitoring key metrics such as:
 - Monthly visits by each segment
 - Social media engagement rates
 - Service booking frequency
 - Surveys identifying how new clients discovered Amelia Gray



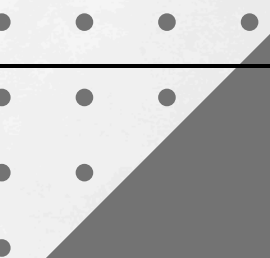
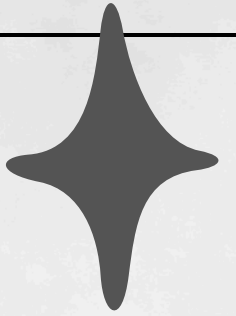
Executive Summary

- Further develop Amelia Gray's current markets through the introduction of a new cosmetic brand, RMS Beauty.
- Capitalize on waxing services.
- Fill out the schedules of the newer staff members.
- Continue to build lasting client-stylist relationships
- Delve further into the two younger target segments.

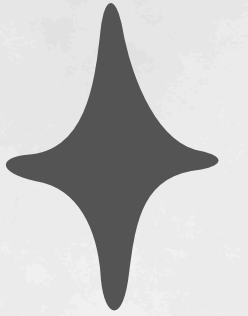


Executive Summary

- Each of the target market segments are characterized by the following age demographics:
- Connie (50-65)
- Jessica (35-45)
- Olivia (22-34)
- The strategic marketing plan lays out a specialized marketing plan that caters to each of the target segments



Connie



Oldest customers
serviced by Amelia
Gray

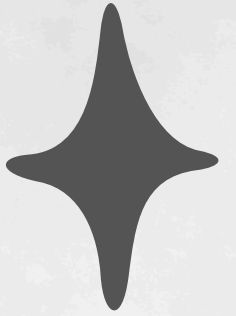
The Connie market
segment makes up the
largest portion of
Amelia Gray's clientele

Reinforce her
connection to Amelia
Gray by catering to her
love of local businesses
and incentives through
social media
engagement

The collaterals:
Facebook posts,
YouTube videos/posts,
email blasts, and
website or blog posts



Jessica



The Jessica market segment is the middle-ground of Amelia Gray's clientele in both age and market size

Potential for selling at-home self-care packages as a means for her to maintain her self-care routines between visits

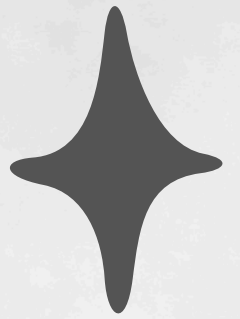
Advertising time-saving services to accommodate her busy schedule

The collaterals: Facebook Posts, Instagram Posts, YouTube videos/posts, email blasts, and website or blog posts

Self-care services framed as investments into her well-being to alleviate guilt



Olivia



The Olivia market segment is the youngest and smallest demographic of Amelia Gray's clientele

Offering mid-range pricing options or service bundles, social media campaigns that emphasize the fear of missing out, and a VIP or loyalty program

Delivering stylish and cost-effective services

The collaterals: Facebook Posts, Instagram Posts, YouTube videos/posts, email blasts, and blog posts.

Showcase Amelia Gray's products and services in a way that is relatable for her age and budgetary needs





Target Segments

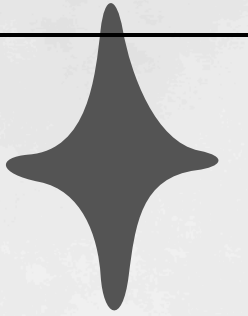
Amelia Gray wants to strive to stay committed to the strong relationships and loyalty they have built with current clients while building relationships with new clients. The main target segments that Amelia Gray plans to reach are:

- Connie 50-65
- Jessica 35-45
- Olivia 22-34



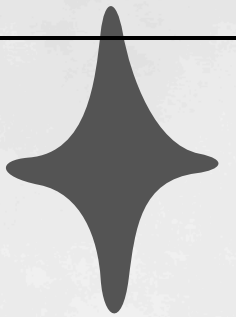
Connie

- Long-time Scioto County resident
- Retired or near-retired professional (former teacher, nurse, or school administrator)
- Has two to three adult children and older grandchildren
- Enjoys independence and does not typically babysit
- Has disposable income and loves supporting local businesses
- Reminisces about the way life used to be
- Active and reliable presence, visits every month
- Engages with every department



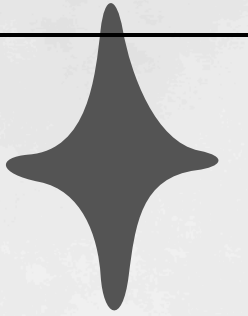
Jessica

- Connie's daughter and a steady customer at Amelia Gray
- Primarily visits for shopping
- Chooses smaller services (brows, facials every 8-10 weeks)
- Occasionally plans for longer sessions
- Not concerned with trends or flashy marketing
- Has younger children at home, leading to a tighter schedule
- Some spending flexibility but feels guilty splurging on herself
- May require slightly more persuasion to make a purchase



Olivia

- Connie's granddaughter
- In late college stages or starting her career
- Has 0-2 children
- Heavily relies on trends and influencers
- Drawn to Amelia Gray through shopping
- Limited budget with a tighter schedule



SWOT Analysis

Strengths

Weaknesses

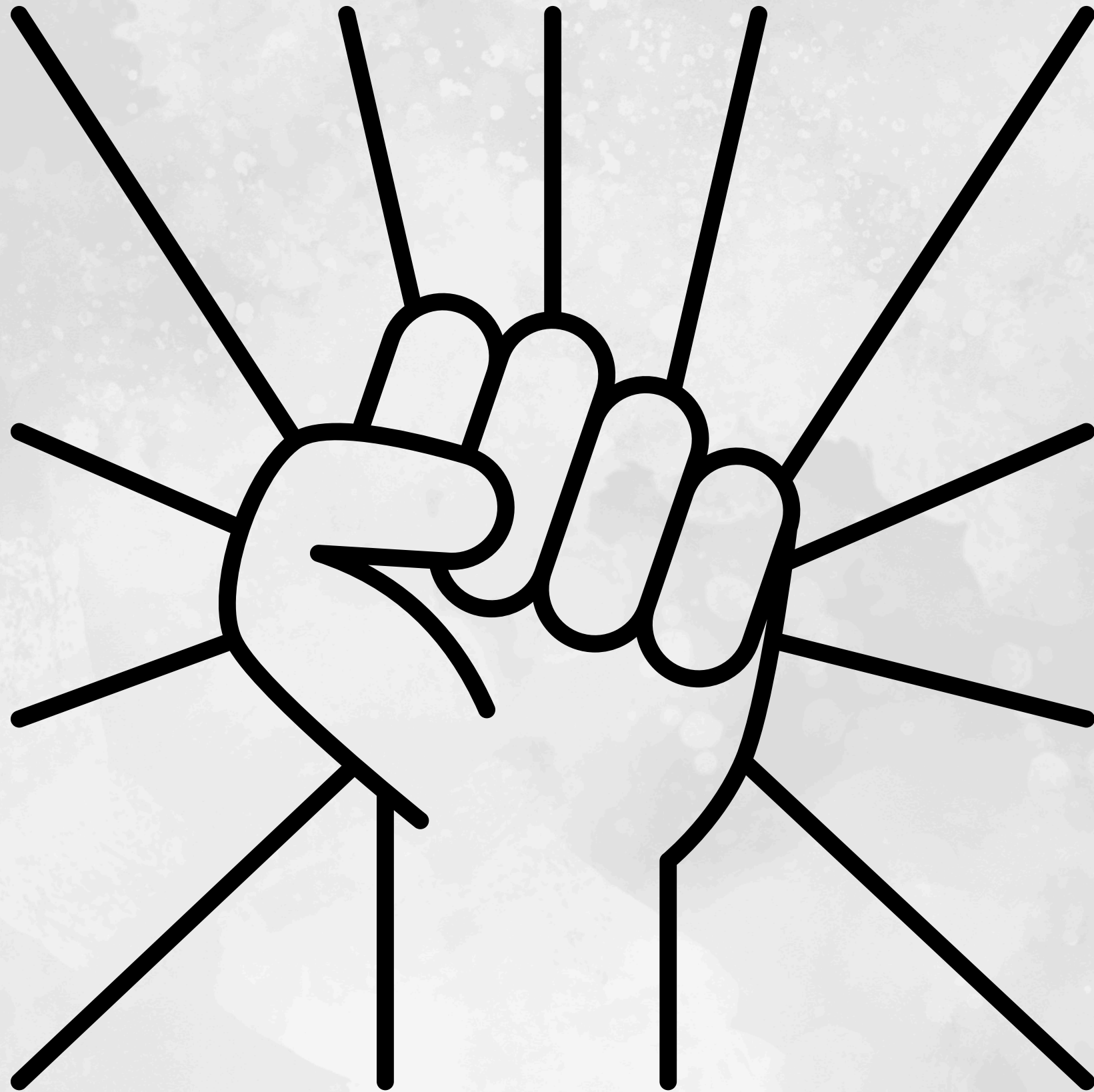
Opportunities

Threats

Internal

External





Strengths

- Wide array of treatments, services, & products offered
- Skilled & certified team
- Transparent pricing variety for prospects on a budget
- Data-driven decisions, attention to metrics



Weaknesses

- Potential missed opportunities
- Percentages of each segment of client base are undefined
- More social media in marketing planning needed



Opportunities

- Expand through new brands
- Leverage seasonal demand
- Expand client base through new technician prices
- Capitalize on customer loyalty
- Return incentives



Threats

- Wide variances in segment spending behaviors
- Lack of customer awareness of new products launched
- Negative reviews/feedback
- Rising competition

Strategic Marketing Plan

Goals

1.

Expand Jessica
& Olivia,
optimize Connie

2.

Promote RMS
Beauty line

3.

Promote new
team, build
schedules

4.

Advocate for
waxing services

Strategy: Jessica

- Offer services compatible with schedule
- Reassure she deserves services
- Highlight time-saving services
- Messaging: self-care importance
- Customizable service plan
- At-home skincare kits



Strategy: Olivia

- Glam on a budget
- Showcase cost-effective, stylish services on Instagram
- Offer mid-range pricing and bundles
- FOMO messaging
- VIP or loyalty programs

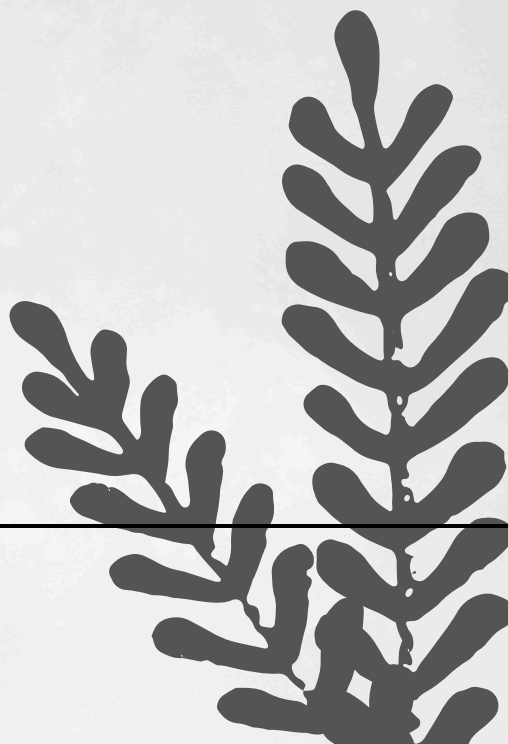
Strategy: Connie

- Reinforce commitment
- Emphasize local roots
- Referral incentives
- Engaging Facebook content
- Special events & offers



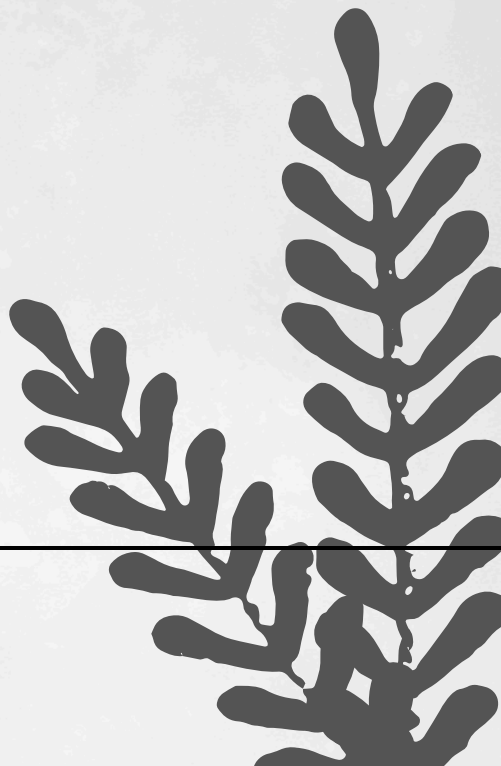
Strategy: RMS Beauty Messaging

- Clean Beauty
- Luxury
- Ethical standards
- Ideal choice for those who value high-quality, effective beauty routines



Strategy: New Team Members

- Create shifts during peak hours, assign new members to them
- Promote waxing during consultations
- Personalized service plans
- Upselling services



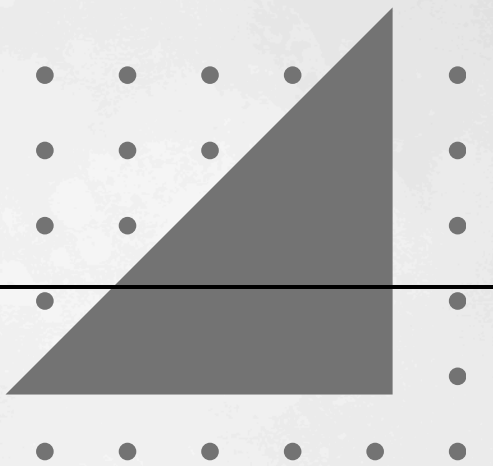
Tactical Chart

Market Segment	Message	Strategy	Tactics	Deliverables
Jessica (35-45+): Connie's daughter, Jessica, is a steady customer at Amelia Gray, opting for services every 4-6 weeks, meeting a busy schedule and budget. While she has some financial flexibility, she often battles mom guilt when spending money on herself.	"Time to treat yourself! At Amelia Gray, we know busy moms deserve beauty services that fit their schedule. Whether it's a quick touch-up or a little self-care escape, we're here to help you look and feel amazing. Follow us on Facebook and Instagram for beauty tips, exclusive promotions and special offers just for you! Plus, book your next appointment today and enjoy a special discount on your next visit; you deserve it!"	-Target this audience with Facebook, Instagram, and YouTube (Highlight the new lines and brands being introduced at Amelia Gray, ensuring they are positioned to showcase their benefits and appeal to the specific target market). <i>According to Statista, the age demographic from 35-44 makes up the second largest demographic with 19% of Facebook users. This age range also makes up the third largest portion of Instagram, being 19.4% of users.</i> -Posting short reels on social media that link to an extended version on YouTube. <i>The second-largest age group is 35 to 44, with 17.9% of YouTube users in this range.</i> -Send out blasts of emails about new products, popular services, service availability, and promotions. -Give promotional coupons after appointments for future promotions. -Drive website traffic through social media platforms, including Facebook, and Instagram to generate leads and sustain loyalty. -Publish blog posts, including quick and easy tips and tricks (especially for busy mothers); repost to social media to help drive website traffic and knowledge.	-Social media -Email -Voucher -Website	-Facebook Posts -Instagram Posts -YouTube Videos/Posts -Email Blasts -Promotional Coupons -Website/Blog Posts <i>Examples: Appendix A</i>

Market Segment	Message	Strategy	Tactics	Deliverables
Olivia (22-34): Connie's granddaughter, Olivia, visits Amelia Gray every 8-10 weeks for small services (like brow treatments). Recently graduated, she has limited time and a tighter budget to work with.	"Transform your beauty routine with Amelia Gray's budget-friendly treatments designed just for you! Stay in the loop with our exciting new products, the hottest trends, and exclusive promotions by following us online. Don't wait—book your appointment today and unlock a special coupon for your next visit!"	-Target the younger audience especially through Instagram and TikTok, as well as through Facebook and YouTube (highlight the new lines and brands being introduced at Amelia Gray, ensuring they are positioned to showcase their benefits and appeal to the specific target market). <i>According to Statista, this age range makes up the largest portion of Instagram users with 28.3% and the largest portion of Facebook users making up 24.2%.</i> -Social media posts that link to an extended version on YouTube. -Send out blasts of emails about new products, popular services, service availability, and promotions. -Give promotional coupons after appointments for future promotions. -Advertise Amelia Gray's website (and its blog posts) on Instagram, Facebook, and TikTok -Push blog posts that contain relevant information for the market segment like makeup trends, hacks, and having/navigating one's beauty budget.	-Social media -Email -Voucher -Website	-Facebook Posts -Instagram Posts -YouTube Videos/Posts -Email Blasts -Promotional Coupons -Website/Blog Posts <i>Examples: Appendix B</i>
Connie (50-65): Retired professional from Scioto County, visits Amelia Gray monthly and mainly engages on Facebook.	"Looking for expert beauty care with exclusive deals? At Amelia Gray, we're here to help you feel confident with personalized services and special promotions, just for you! Join our email list and follow us on Facebook for beauty tips, loyalty rewards, and savings you won't want to miss!"	-Target this audience with Facebook and YouTube. <i>According to recently released research from AARP, 71% of adults 50+ are on Facebook. In Creating Results' own independent research, of 55+ adults who are active on social media, 60% say they use Facebook at least once a day.</i> -Send blasts of emails focusing on new products, popular services, and promotions. Will benefit from repurposing social media posts into email to save time. -Give out promotional coupons after appointments for future promotions. -Drive website traffic through social media platforms to sustain loyalty and generate leads. -Create blog posts relating to the target market and their needs, interests, and habits (pertaining to Amelia Gray and the beauty realm as a whole), can repost to social media to help drive traffic to website.	-Social media -Email -Voucher -Website	-Facebook Posts -YouTube Videos/Posts -Email Blasts -Promotional Coupons -Website/Blog Posts <i>Examples: Appendix C</i>

Jessica

- Regular customer, 35-45 +
- Flexible spending
- Has younger children and feels guilt for splurging
- Not concerned with trends, yet may need persuasion





Amelia Gray Skincare & Cosmetics

1 hr • 📍



Self-Care Without the Guilt!

Hey, busy moms—this one's for you! We know how hard you work taking care of everyone else, but you deserve a little TLC too. Our gentle, professional body waxing services at Amelia Gray make self-care simple, quick, and totally worth it.

- ✦ Smooth, long-lasting results
- ✦ Hygienic & comfortable experience
- ✦ A confidence boost you deserve

It's okay to put yourself first—just a little. Book your appointment today and enjoy a little "me time" without the guilt.

👉 Schedule your visit now at <https://www.ameliagrayskincare.com/gentle-waxing-face-body>

#AmeliaGray #EffortlessConfidence #YouDeserveIt



Jessica





Amelia Gray Skincare & Cosmetics

1 hr • 🌐



Moms, we see you. 💕

Between all the juggling, self-care often takes a backseat. But here's a reminder—it's not a luxury, it's an investment in you! At Amelia Gray, we make beauty simple, quick, and affordable, so you can fit a little me time into your busy schedule.

✦ Brow treatments

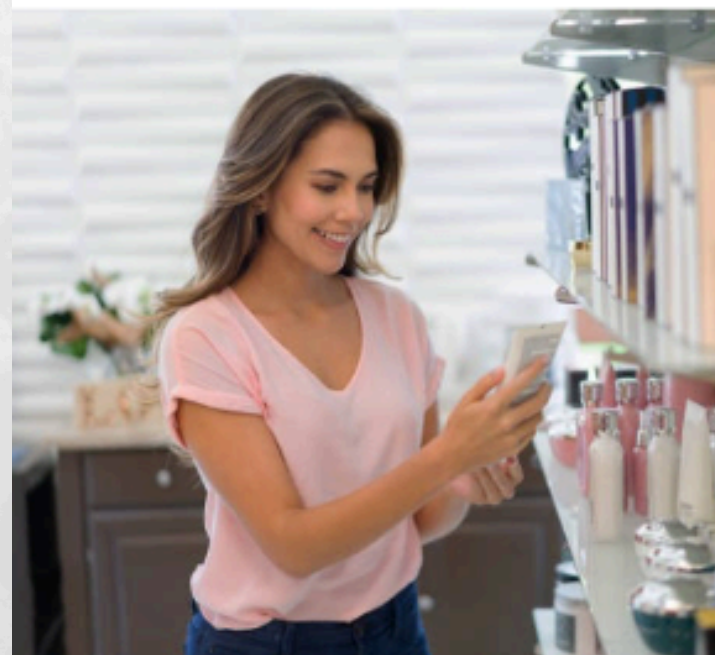
✦ Express facials

✦ Effortless confidence

Because a little pampering goes a long way. 🛀 Book your appointment today!

👉 Schedule your visit now at <https://www.ameliagrayskincare.com/facial-care-1>

#AmeliaGray #BusyMomBeauty #YouDeserveIt



Jessica





ameliagraysalon_spa



ameliagraysalon_spa

🌟 Welcome Selene! 🌟

Book your first appointment with her to receive a special discount. ❤️ Whether it's brows or a facial, now's the time to treat yourself.



Book now!

📍 [#http://ameliagraysalonspa.com/book-online#AmeliaGray](http://ameliagraysalonspa.com/book-online#AmeliaGray) #NewTeamMember #BeautyDeals

Jessica





ameliagraysalon_spa



ameliagraysalon_spa

Glow on the go! ✨ Try our new at-home skincare kits and pair them with a quick in-store treatment for a flawless routine. Book now for a special discount!

📍 <http://ameliagraysalonspa.com/book-online>
[#GlowUp](#) [#BeautyOnTheGo](#)
[#AmeliaGrayBeauty](#)

Jessica



Jessica



15% OFF! QUICK BEAUTY FIXES FOR YOUR BUSY LIFE AT AMELIA GRAY!

Jessica

Hi Jessica,

We know life can get busy, and it's not always easy to make time for yourself. That's why at Amelia Gray, we offer quick beauty treatments that fit seamlessly into your schedule—helping you look and feel amazing without the stress.

Whether you're looking for a quick brow touch-up or a refreshing facial, our services are designed to help you balance self-care with your busy life.

✨Special Offer Just for You!✨

Book your next appointment today and enjoy 15% off your next visit. Whether it's a quick service or a moment of relaxation, we've got you covered.

Why Choose Amelia Gray?

- Quick treatments that work with your schedule ✨
- Personalized care to help you feel your best 🧖‍♀️
- A welcoming space to recharge 🌿

Ready to book?

Click below to schedule your next appointment and take advantage of this special offer!

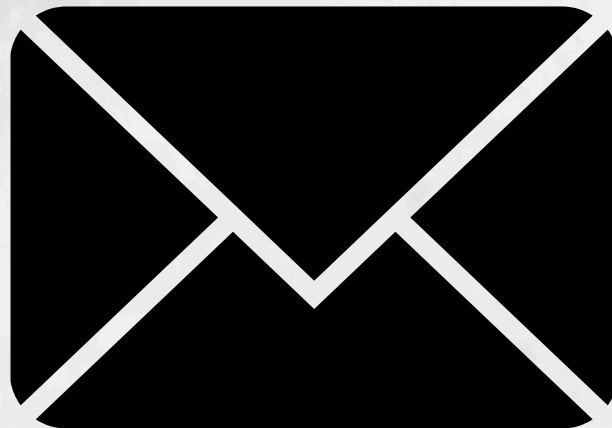
BOOK NOW

<https://ameliagraysalonspa.com/book-online>

We look forward to seeing you soon!

Best,

The Amelia Gray Team



Subject: Your 15% Off Awaits – Relax & Save at Amelia Gray!

Jessica

15% OFF

15% OFF your
next service

Hi Jessica,

We love seeing you at Amelia Gray each month—it's clients like you who make our beauty community so special! We've got something special just for you!

To help make your next visit even better, we're offering **15% off** your next service at Amelia Gray.

Use code: **RELAX15** at checkout to redeem your discount!
Book today and enjoy a moment of relaxation, on us.

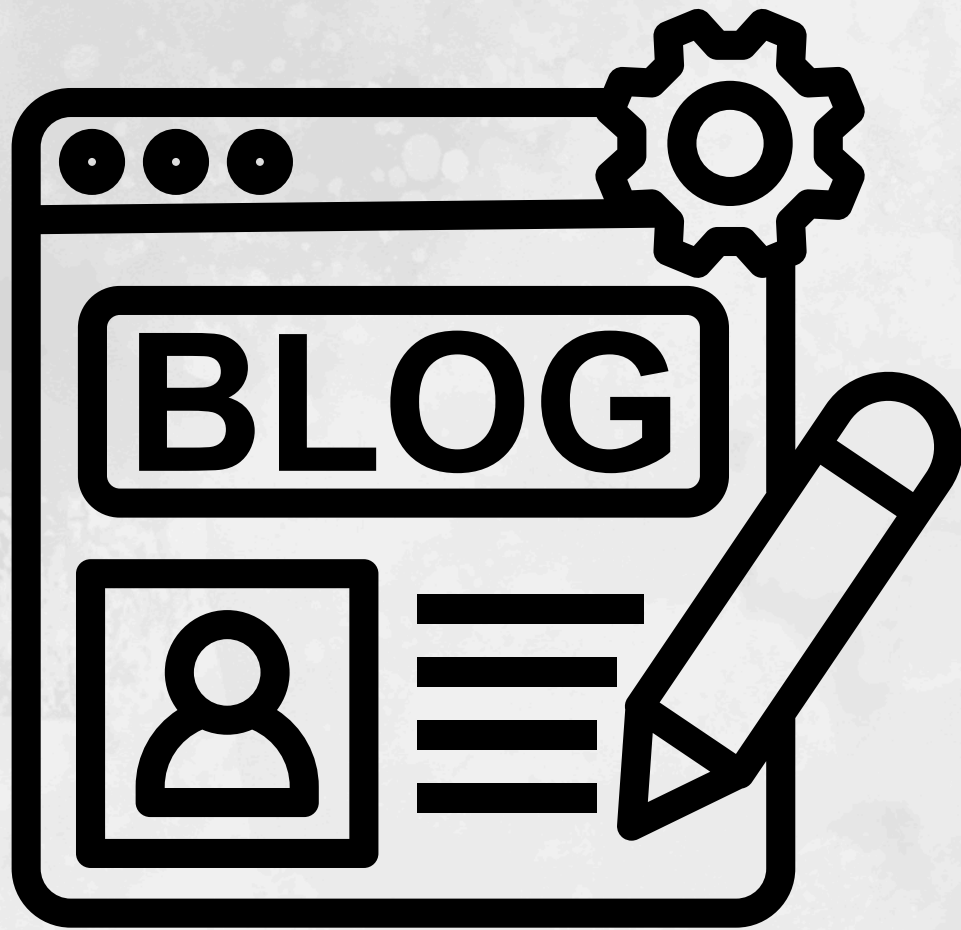
BOOK NOW

We can't wait to see you soon!

Best,

The Amelia Gray Team





Why Every Busy Mom Deserves a Moment of Self-Care

Date • Author

As a busy mom, finding time for yourself can feel like an impossible task. Between juggling work, family, and countless other responsibilities, self-care often takes a backseat. At **Amelia Gray**, we understand the challenges you face—and we believe every mom deserves a moment to feel pampered and rejuvenated.

The Importance of Self-Care

Self-care is not just a luxury; it is a necessity. When you invest in yourself, you:

- **Boost Your Mood:** A little pampering can brighten your day.
- **Improve Your Health:** Regular self-care can lead to better overall well-being.
- **Enhance Your Energy:** Taking time for yourself means you are better equipped to care for your loved ones.

It is time to shed the mom guilt and embrace the idea that you deserve to feel good too.

Quick & Efficient Beauty Treatments

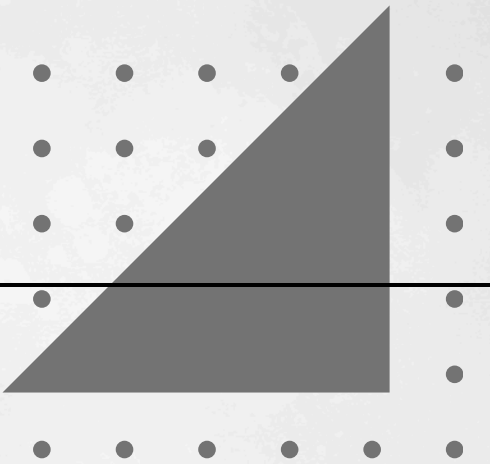


We know your time is precious. That is why Amelia Gray offers a range of quick and efficient beauty treatments:

- **Brow Shaping Sessions:** Perfect for a quick refresh.

Olivia

- Local Women, 22-34
- Influenced by trends
- Targeted using affordability and luxury
- FOMO is a key behavior driver





Amelia Gray Skincare & Cosmetics

1 hr • 📍



Beauty Made Easy & Affordable!

Busy schedule? Tight budget? No problem! Get quick, budget-friendly brow services & discover the latest beauty must-haves at Amelia Gray!

- ✦ Smooth, long-lasting results
- ✦ Hygienic & comfortable experience
- ✦ A confidence boost you deserve
- 👉 Book now & get a special promo! →

<https://www.ameliagrayskincare.com/book-online>

#BeautyOnABudget #BrowsOnPoint #AmeliaGrayGlow



Olivia





Amelia Gray Skincare & Cosmetics

1 hr •

Beauty on a Budget? We Got You!

Fresh out of school, busy schedule, tight budget—we hear you! That's why RMS Beauty is perfect for keeping your routine quick, easy, and affordable.

- ✦ Clean, skin-loving ingredients
- ✦ Lightweight, effortless glow
- ✦ Multi-use products for beauty on the go

Look polished in minutes—without breaking the bank! Shop RMS Beauty now at Amelia Gray and keep your beauty routine simple & stunning.

👉 Visit us in-store

[#RMSBeauty](#) [#GlowOnTheGo](#) [#BeautyMadeEasy](#) [#AmeliaGray](#)



Olivia





ameliagraysalon_spa



ameliagraysalon_spa

Ditch the razor—get long-lasting smoothness with body waxing at Amelia Gray! ❤️ Quick, gentle, and confidence-boosting.

📍 <https://www.ameliagrayskincare.com/gentle-waxing-face-body>

#SmoothSkin #WaxingBeauty #AmeliaGray

Olivia





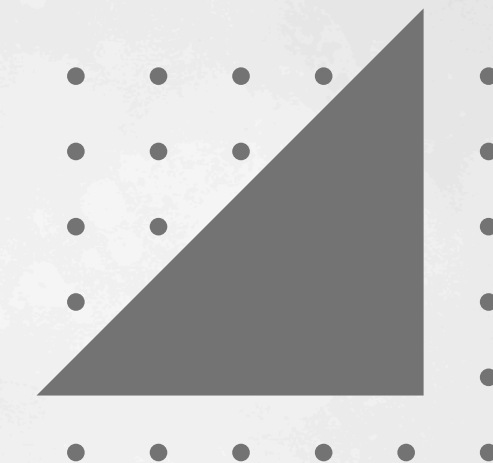
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ameliagraysalon_spa

Affordable beauty that fits your budget! 💕
Bundle a brow treatment or facial and save!
Join our VIP Program for rewards &
exclusive deals.

[#AmeliaGrayBeauty](#) [#SelfCareOnABudget](#)
[#BrowGoals](#) [#TreatYourself](#)





AMELIA GRAY SALON & SPA

EMAIL NEWSLETTER

Olivia



MEET OUR NEW
WAXING EXPERT –
ENJOY A SPECIAL
DISCOUNT! ✨

Hey Olivia,
We know your time (and budget) is tight, so here's a
little treat just for you! ❤️ Meet Selene, our newest
body waxing expert at Amelia Gray, and enjoy a special
discount your first waxing service with her!

This **limited-time offer** won't last—book your
appointment today and treat yourself to
effortless smoothness!

📌 **Book now:** <https://www.ameliagrayskincare.com>
See you soon! 🧑💆
– The Amelia Gray Team



SMOOTH, LONG-LASTING
RESULTS



QUICK & AFFORDABLE



EXPERT, GENTLE CARE





Subject: Flaunt Your Look — Get a Free Brow Upgrade!

Olivia



Hi Olivia,

Show off your stunning Amelia Grey look and enjoy a little extra love! Post your Amelia Grey look & tag us on social media, and we'll treat you to a FREE brow shaping upgrade at your next appointment!

Here's how to claim your discount:

- Book a new beauty service.
- Post a picture of your visit on social media.
- Tag us — and claim FREE brow shaping upgrade!

Don't miss out — book your visit today and let those brows shine!

BOOK NOW

We can't wait to see your gorgeous transformation!

Best,

The Amelia Gray Team





Subject: Try Something New — Get 15% Off!



Hi Olivia,

Ready to switch things up? Now's the perfect time to try that new look you've been thinking about! Enjoy **15% off** any NEW beauty service on your next visit — all you have to do is share your fresh look!

Here's how to claim your discount:

- Book a new beauty service.
- Post a picture of your visit on social media.
- Tag us — and save 15%!

Don't wait — treat yourself and show off your new look today!

BOOK NOW

We can't wait to see your gorgeous transformation!

Best,

The Amelia Gray Team

Olivia



Olivia



Beauty on a Budget: How to Keep Your Routine Affordable & Effortless

Date • Author

Graduating, starting a new job, or just managing a packed schedule? We know that keeping up with your beauty routine while sticking to a budget can be tough. But looking and feeling your best does not have to mean splurging on expensive treatments! At **Amelia Gray**, we make beauty effortless and affordable with services designed for your lifestyle.

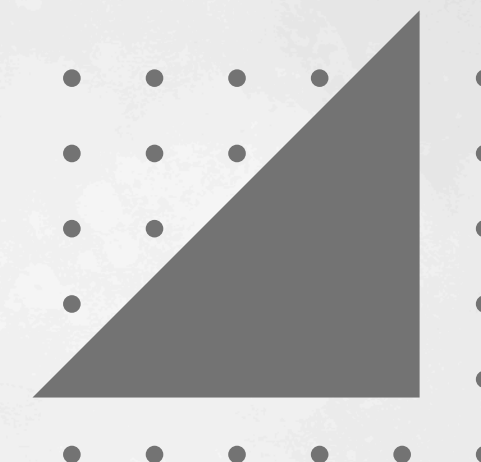
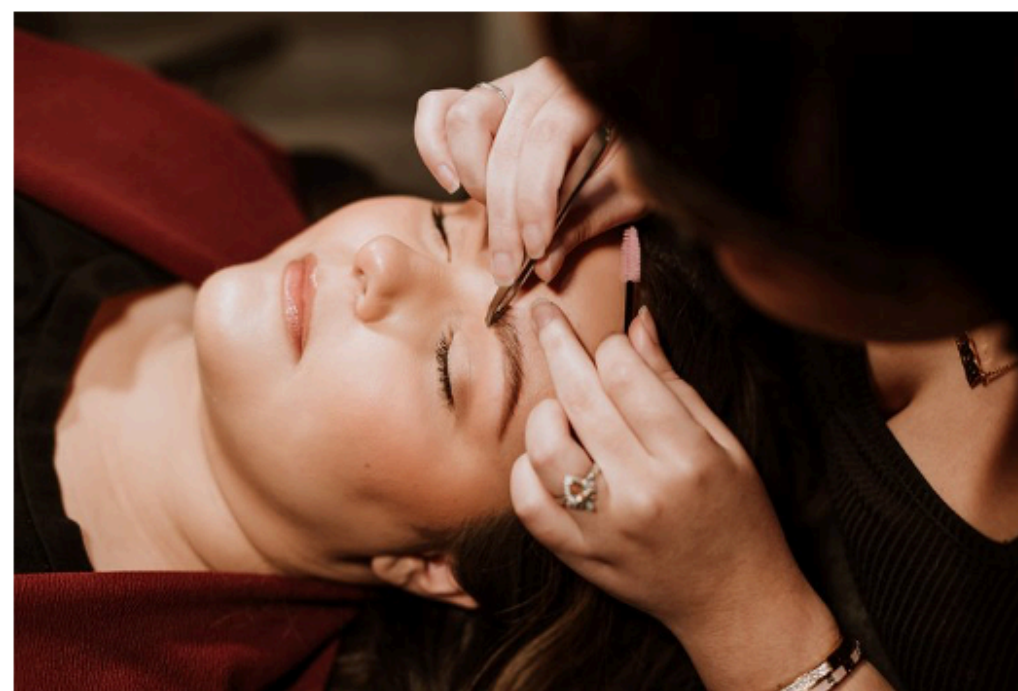
Quick & Affordable Beauty Services

Your time is valuable, and long salon visits are not always an option. That is why we offer quick, budget-friendly treatments that keep you looking polished without the hassle. Whether it is a brow shaping or tinting session, you will be in and out in no time—without stretching your wallet.

Stay on Trend Without Overspending

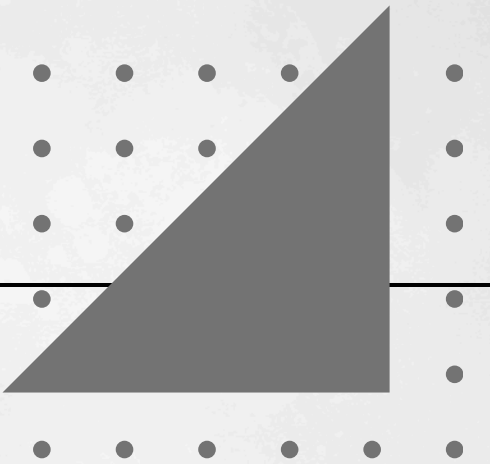
We are always bringing in new brands and beauty essentials to keep you up to date with the latest trends. From skincare must-haves to everyday beauty staples, **Amelia Gray** makes it easy to upgrade your routine without breaking the bank.

Beauty Hacks to Save Time & Money



Connie

- Local Resident, 50-65
- Retired professional
- 2-3 adult children plus grandchildren
- Targeted using promotional coupons, emails, website postings







Amelia Gray Skincare & Cosmetics
 1 hr • 

Because Timeless Beauty Deserves the Best!

Your skin deserves care that evolves with you! Our newest hydrating & firming serums are perfect for maintaining that radiant glow.

- ✦ Deep hydration for a plump, dewy look
- ✦ Firming ingredients to support youthful skin
- ✦ Lightweight formulas that nourish & protect

👉 Stop by on your next visit to Amelia Gray and let's find the perfect formula for your skin's needs! <https://www.ameliagrayskincare.com/facial-care-1>

#AgelessBeauty #AmeliaGrayGlow





Amelia Gray Skincare & Cosmetics

1 hr • 🌐



Connie

My Skin Has Never Felt Better!

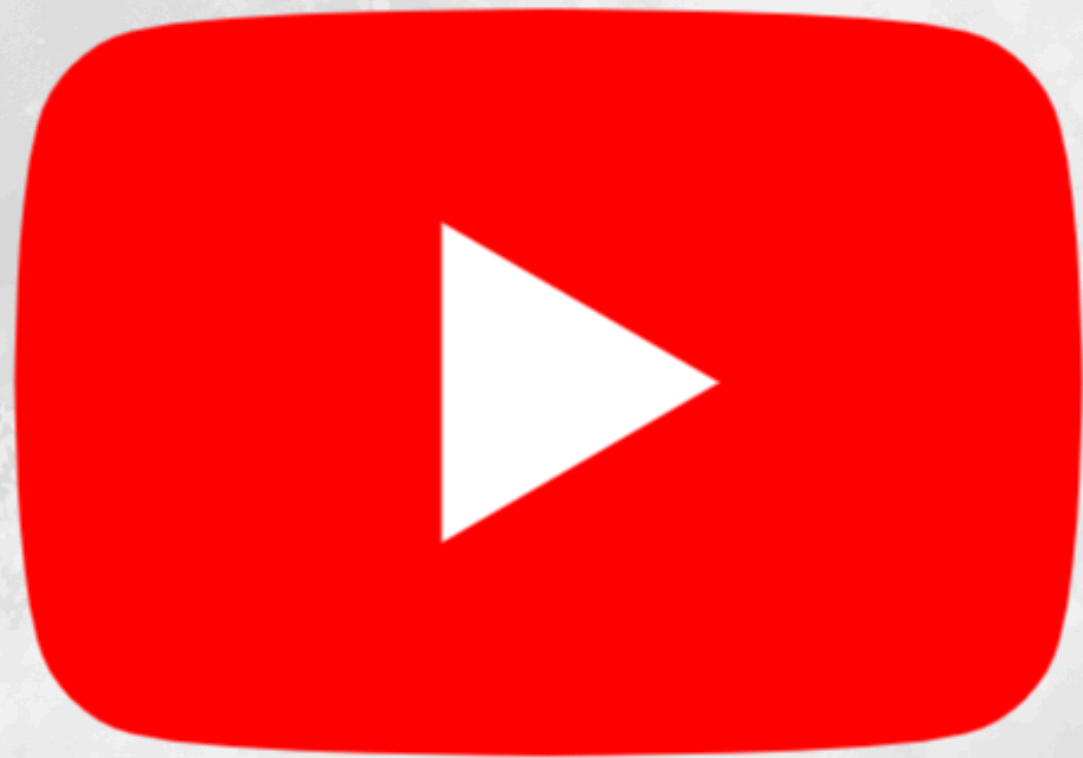
Meet Pam, 58, from Scioto County – a longtime Amelia Gray client who swears by our signature facial. “I love coming in for my monthly treatment—it’s my favorite way to relax and feel refreshed!” Ready to experience the same glow? Book your appointment today!

👉 Schedule your appointment now at
<https://www.ameliagrayskincare.com/facial-care-1>

#AgelessGlow #ClientLove



Connie



Exclusive First Look: RMS Beauty Has Arrived at Amelia Gray!

Connie



Dear Connie,

We have exciting news! Amelia Gray is now offering RMS Beauty – the clean, luxurious makeup and skincare line loved by beauty experts.

Why you'll love RMS Beauty:

- Skin-loving ingredients –
- Nourishing formulas that enhance your natural glow
- Lightweight & effortless – Perfect for a radiant, everyday look
- Clean beauty you can trust – Free from harsh chemicals and made for healthy skin

Be one of the first to try it! Stop by Amelia Gray to explore the collection and find your new go-to beauty essentials.

See you soon,

The Amelia Gray Team

P.S. Follow us on Facebook for tutorials and special promotions on RMS Beauty!





Subject: A Special Treat Just for You, Connie!

Connie

\$10 OFF

\$10 OFF your
next facial or
waxing service

Dear Connie,

We love seeing you at Amelia Gray each month—it's clients like you who make our beauty community so special! To show our appreciation, we have a little thank-you gift just for you.

Enjoy **\$10 OFF** your next facial or waxing service when you book within the next 30 days!

- Relax & Refresh – A facial to keep your skin glowing
- Smooth & Confident – A waxing service to get ready for spring
- Because You Deserve It! – A little self-care goes a long way

Schedule your next visit today and mention this email at checkout to redeem your gift!

BOOK MY APPOINTMENT

We can't wait to see you again,

The Amelia Gray Team

P.S. Have you seen our new RMS Beauty collection? Stop by to explore clean, radiant makeup perfect for a natural glow at any age!

Simple Self-Care Tips for Radiant Skin at Any Age

Date • Author

Taking care of your skin does not have to be complicated. As we age, our skin changes, requiring more hydration, nourishment, and gentle care to maintain a healthy glow. Here are a few simple ways to keep your skin looking and feeling its best:

Hydrate Inside & Out

Drinking plenty of water and using a moisturizer with hyaluronic acid can help your skin stay plump and smooth.

Protect Your Skin

Sunscreen is not just for summer! Using an SPF daily helps prevent fine lines and keeps skin healthy year-round.

Prioritize Gentle Exfoliation

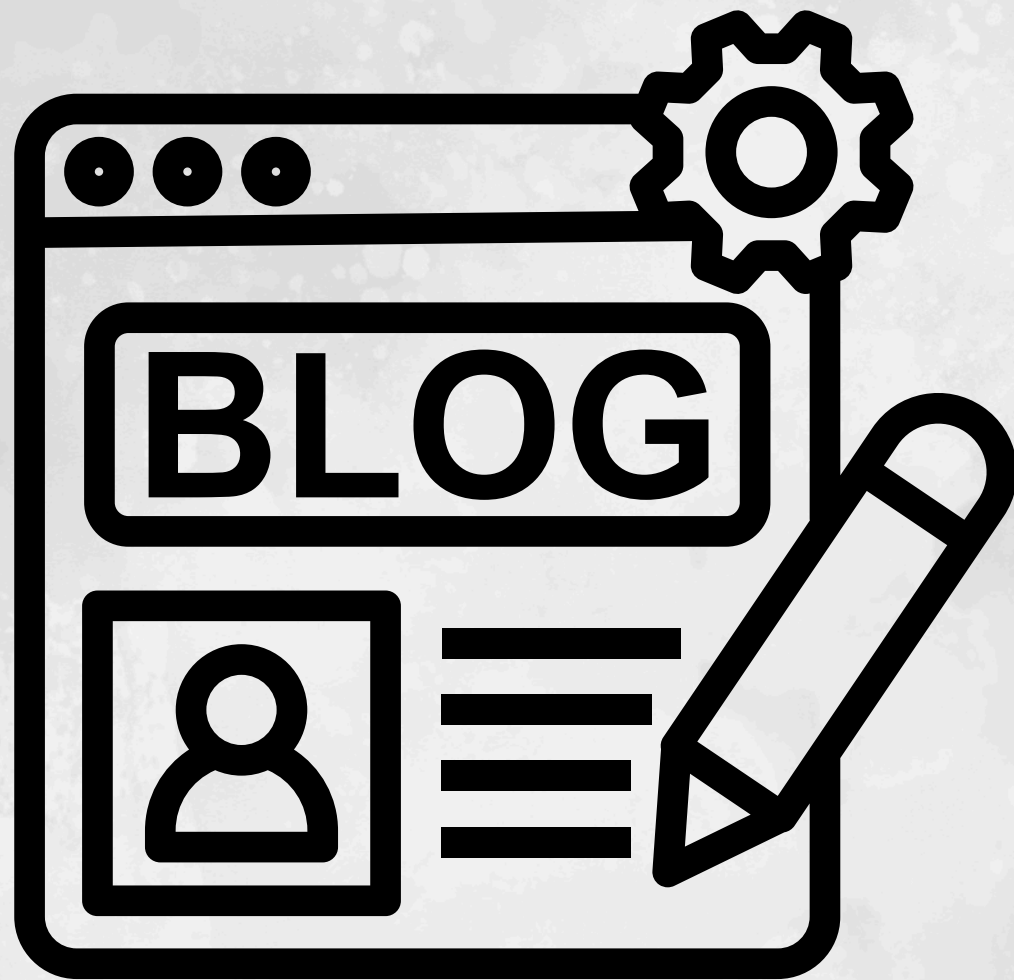
A mild exfoliant once or twice a week can remove dead skin cells and improve skin texture without irritation.

Waxing for Skin Health

Regular waxing not only removes hair but also exfoliates the skin, leaving it softer and reducing the chance of irritation from shaving.

Choose Skin-Friendly Beauty Products

Using clean, nourishing makeup and skincare—like **RMS Beauty**—can help maintain a natural glow without clogging pores or drying out the skin.





Amelia GRAY

SALON • SPA • COSMETICS

Evaluation

Key Metrics:

- Website traffic & social media engagement (likes, shares, comments)
- Email open & click-through rates

Client Feedback:

- Survey new clients on how they discovered the business

Evaluation

KPIs:

- Conversion rates & customer retention
- Customer satisfaction via surveys/reviews

Continuous Adaptation:

- Adjust strategies based on data insights to optimize marketing efforts

Evaluation

Website KPIs:

- Backlinks from credible outside sources (influencers, brand blogs, etc.)
- Bounce rate from our history of organic and paid links
- Current backlink traffic

Conclusion

1. Enhance brand presence
2. Introduce ethical products for customers
3. Increase booking for newer staff
4. Build trust between staff and clients
5. Tailor advertising to target segments without isolating the largest segment.
6. Utilize social media, email, and blogs to promote new services/products.
7. Position Amelia Gray as the trusted beauty and wellness destination in Portsmouth & Scioto County.

Amelia GRAY

