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SKIN REJUVENATION  
- DAY SPA -

*If you feel good, I feel good.*

**Marketing  
Recommendations  
to Gain Loyal Customers**

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SKIN REJUVENATION  
- DAY SPA -

*If you feel good, I feel good.*

# Skin Rejuvenation Day Spa: Marketing Recommendations to Gain Loyal Customers

**Prepared for**

Gerda Pelayo

Skin Rejuvenation Day Spa Manager

**Prepared by**

Olive Hernandez

Divoon Liu

Clarisse Sicat

April 29, 2019

# LETTER OF TRANSMITTAL

To: Gerda Pelayo - Skin Rejuvenation Day Spa Manager

From: Olive Hernandez, Divoon Liu, Clarisse Sicat

Date: April 29, 2019

Subject: Marketing Recommendations for an Increase in Loyal Customers

Dear Gerda Pelayo,

Here is the report you requested to gain a better understanding of your consumers and ways to better market your company.

Knowing the target audience's motivations and core needs translates to effective advertising and customer satisfaction. By focusing on a niche market, Skin Rejuvenation Day Spa saves money and time.

Getting a scope of the location and the competitive set helps form strategies to differentiate and gain brand awareness.

An online presence is integral for a business to grow. The utilization of marketing platforms can increase impressions and improve the spa's relationship with its customers.

Thank you for bringing this opportunity to us. It has been a pleasure working alongside you throughout this project and we hope you find our recommendations of value. If you have any questions or concerns, please do not hesitate to contact us at [sicatclarisse@gmail.com](mailto:sicatclarisse@gmail.com).

Sincerely,

Olive Hernandez

Divoon Liu

Clarisse Sicat

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# EXECUTIVE SUMMARY

This report analyzes Skin Rejuvenation Day Spa's marketing. It studies its target audience's lifestyle and compares against its competitors. It also provides recommendations for improving its online presence.

## **Consumers: Established Men and Women**

Skin Rejuvenation Day Spa has not clearly identified its target audience. Its current customer's are Gerda's friends from the community and friends made from leisurely activities. We have determined that the target audience are established men and women above the age of 30.

## **Competition**

Skin Rejuvenation Spa competes with indirect businesses like Macy's and direct businesses (other spas). We can differentiate by making online browsing an ease and providing a more relational experience.

## **Utilizing Social Media**

There is a lack of social media presence for the spa. We will provide new accounts and details on how to better market through online platforms.

Managing multiple accounts and creating new ads may be difficult, but we will provide tools to better simplify the process.

# INTRODUCTION



## **About Skin Rejuvenation Day Spa**

The business has been open since September 2018. Gerda caters to people of all skin types, but she has a focus on anti-aging skin treatments; therefore, her clients are mostly older, aged 30 and above.

Skin Rejuvenation Day Spa's target audience is the middle class, especially those with the disposable income to afford customized skincare treatments.

The spa is located in Suffolk County, Long Island. This part of the Island has a wider range of incomes compared to Nassau County, which has residents with a wealthier income. The competition in the market is from other spas in the area, Selden.

In spite of that, the competitive advantage of Skin Rejuvenation Day Spa is a more personalized skincare with hands-on service.



# CONSUMERS WITH DISPOSABLE INCOME

## Target Audience Profile

Our target audience is professional men and women who are over the age of 30. They are established, have lived in the Nassau/Suffolk area for at least a couple of years, and have a family with at least one child. Some of our target members have already retired.

Their family income is estimated to be around \$200,000. They have ongoing expenses such as the following: house mortgage, electricity, water and cable bills, car payments, insurance, childcare costs, and or child's tuition. Despite these expenses, they still have disposable income and are able to spend money regularly on meals at restaurants, leisure activities like golf, and personal expenses like investing in skincare.

Due to their older age, our target audience is concerned about wanting to look younger and to alleviate any signs of aging. Additionally, most of them are already loyal to a day spa or purchase high-end skin care products with anti-aging serums.

# CONSUMERS WITH DISPOSABLE INCOME CONT.

Figure 1  
**Consumer Profile**

A mockup persona of a consumer.

**Emily**  
Wealth Management Advisor

---

**ABOUT**

 Age 54  
 \$92K

**MOTIVATIONS**  
Focuses on forming genuine relationships with customers and co-workers. Looks forward to leisure activities on weekends.

**CORE NEEDS**  
Time to unwind and take care of herself.  
Desires to look younger.



To further emphasize Skin Rejuvenation Day Spa's target audience, we have created an analysis of what the potential customer values and their demographics in

Figure 1.

By creating a model bio, this helps better illustrate what drives Skin Rejuvenation Day Spa's consumers and how to meet their desires.

# BUSINESSES IN SELDEN, NY

We found that there are a couple of main shopping plazas in Selden visualized in Figure 2. One is around Boyle Road called College Plaza.

This plaza contains grocery stores, restaurants, and clothing stores.

The second shopping plaza is called Selden Plaza with several businesses similar to the first plaza stated. Beside it is an area around Lobel Street where a bowling store and a gym are located.

We believe that there will be a lot of foot traffic around these areas.

Figure 2  
**Shopping Plazas**  
A map of good foot traffic areas.



College Plaza

Selden Plaza

# COMPETITIVE OVERVIEW

## Indirect Competition

Our team first conducted research on our indirect competition. This area would be the high-end skincare products available for purchase in malls such as Macy's and Nordstrom, as well as online. We believe that while these may seem effective and easy to obtain by our target audience, there is a difference in doing a skincare treatment at home and actually having someone provide such services. The consumer not only pays for the treatment but also the ambiance.

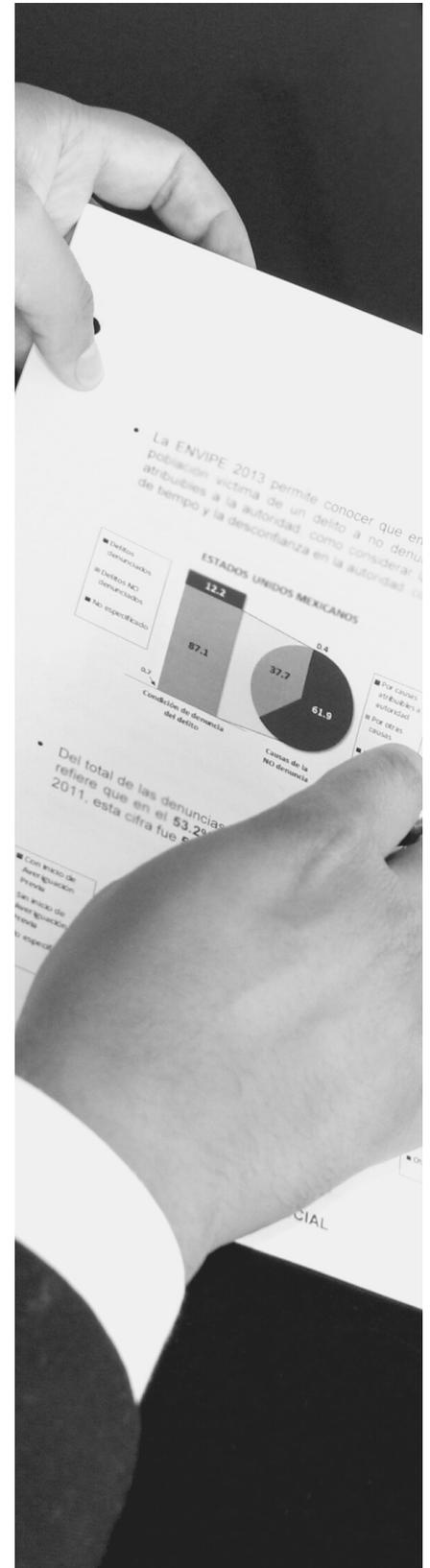
## Direct Competition

Since our target audience is located in an area where there is a lot of disposable income, our team discovered that there are multiple spas in Selden, NY. Most of the spas in this area focus on foot, beauty, and massage. While these are all potential competition, our team believes that the only direct competitor in Selden, NY is Spa Exo'tique.

Spa Exo'tique provides services from massage, body treatments, skin care, and medi/laser. Its website provides business hours, unlike Skin Rejuvenation Day Spa. This spa is well-known in the area due to its amount of high ratings and utilizes search engine optimization (SEO). When a customer searches for spas in Selden, NY, Spa Exo'tique is the first to show up. Its competitive advantage against Skin Rejuvenation Day Spa is its popularity, effective use of SEO, and its variety of services. The competitive disadvantage that Spa Exo'tique has is its lack of pricing information. There is information on the types of services Spa Exo'tique provides and its duration but fails to list how much each treatment will cost.

## Ways We Can Differentiate

It is necessary for Skin Rejuvenation Day Spa to utilize its website and SEO effectively to gain more traction online. These changes will allow customers to better navigate the services our client provides and will also improve the website's ranking on Google.



## CLIENT LIST + EMAILS

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Emily N.		*****@gmail.com
Mabette R.		*****@gmail.com

## CONTACT

631-512-2011  
 gerdapelayo@yahoo.com  
 248 Middle Country Rd  
 Selden, NY 11784

## EDUCATION

New York Institute of Beauty

## KEY SKILLS

Anti-Aging Facials  
 Waxing  
 Microdermabrasion  
 PCA Peels  
 Laser  
 Microneedling  
 Eyelash Extensions  
 Fractional  
 IPL  
 LED

## ACCOUNTS + PASSWORDS

### WEBSITE ACCOUNT

www.skinrejudayspa.com  
 PW: \*\*\*\*\*

### EMAIL

skinrejudayspa@gmail.com  
 PW: \*\*\*\*\*

### MAILCHIMP

SkinRejuDaySpa  
 PW: \*\*\*\*\*

### YELP

skinrejuvenationdayspa@gmail.com  
 PW: \*\*\*\*\*

### INSTAGRAM

@skinrejudayspa  
 PW: \*\*\*\*\*

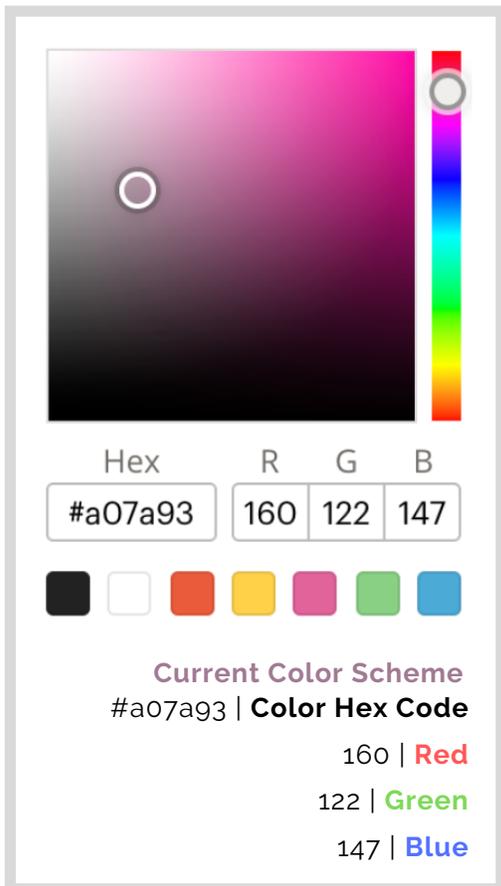


Figure 3

### Lavender Color Code

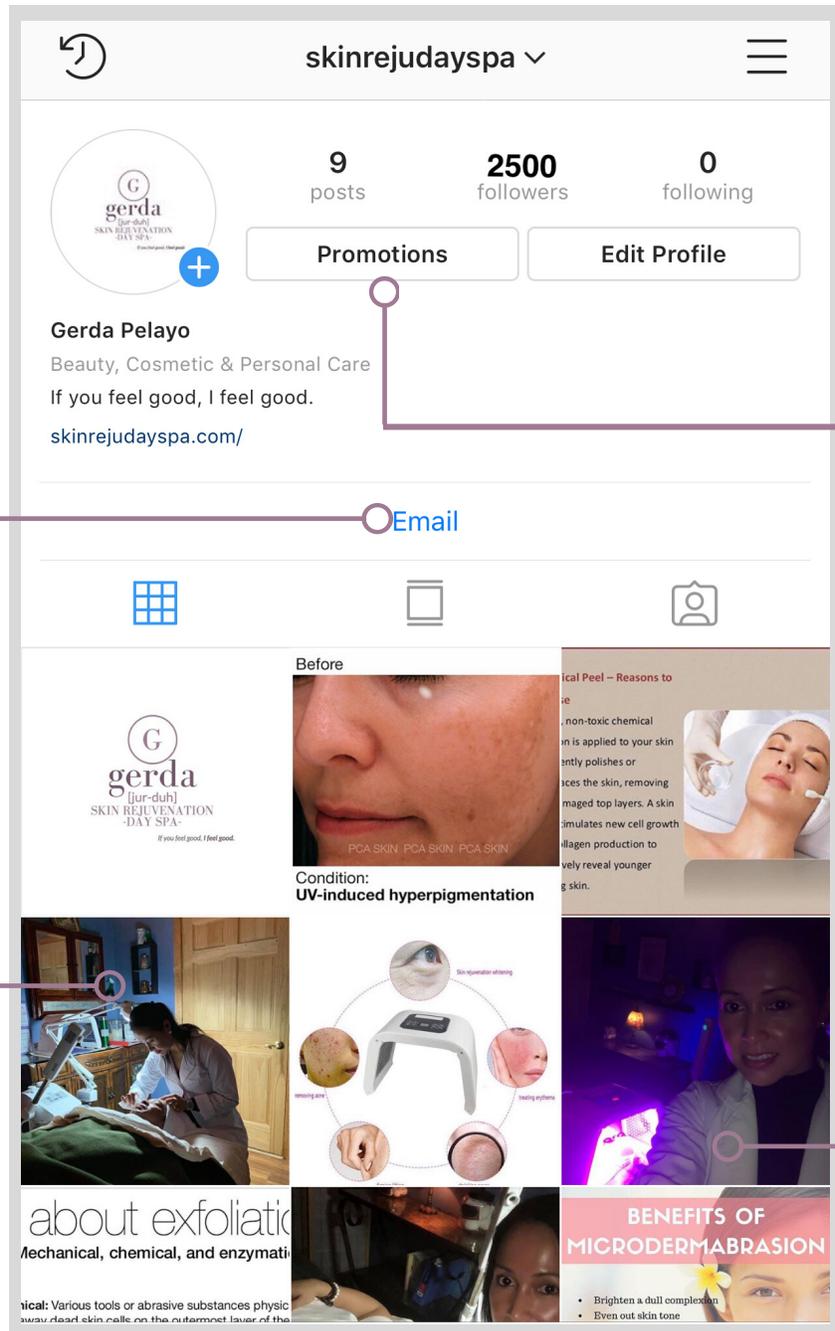
Hex and RGB numbers for the primary lavender color.

# BUDGET-FRIENDLY MEDIA OUTLETS

Figure 4

## Instagram Account | App

Keep your customers up-to date! Instagram is a great (free) way to connect with your customers by providing visual content and optimizing your social media presence.



\*The links listed below allow for customized budgets.  
Please refer to **Appendix A** for further details.

- |                      |   |
|----------------------|---|
| Google My Business   | <a href="https://adwords.google.com">https://adwords.google.com</a>                             |
| Yelp Ads             | <a href="https://biz.yelp.com/support/advertising">https://biz.yelp.com/support/advertising</a> |
| Facebook Advertising | <a href="https://www.facebook.com/business/ads">https://www.facebook.com/business/ads</a>       |

# ADVERTISING OUTLETS CONT.

Figure 5

Local Newspaper Price Listings\* | LongIsland.com

5 million Unique Visitors Annually, 450,000 Unique Visitors Per Month

The screenshot shows the LongIsland.com website interface. On the right side, several advertising options are highlighted with yellow callout boxes and lines pointing to specific ad placements on the page:

- LetterBoard 728 x 90**: Located at the top of the page, above the navigation bar.
- Sponsored Listing**: Located in the 'Sponsored Listings' section, pointing to a listing for Palermo Tuohy Bruno, P.L.L.C.
- Square Box 140 x 100**: Located in the 'Sponsored Listings' section, pointing to a listing for The Law Office of Cohen & Jaffe, LLP.
- Featured Listing**: Located in the 'Featured Listing' section, pointing to a listing for Law Office of Ronald D. Weiss, P.C.
- Standard Listing**: Located at the bottom of the page, pointing to a listing for Betz Law Office.

On the far right, vertical price indicators are shown:

- \$2400 per year**: A vertical line with a downward-pointing arrow, corresponding to the Sponsored Listing.
- \$1200 per year**: A vertical line with a downward-pointing arrow, corresponding to the Featured Listing.
- \$300 per year**: A vertical line with a downward-pointing arrow, corresponding to the Standard Listing.

\*Prices shown are dedicated to ad listings under specific business categories i.e. Spa Treatments

# AD GUIDELINE + COMPONENTS

**YOUR SKIN  
NEEDS SOME  
LOVE TOO.**

TREAT YOURSELF DAYS ARE NOT OVER.

Try our "Feel-Good Facial" that soothes, protects, and moisturizes!  
Visit [www.skinrejudayspa.com](http://www.skinrejudayspa.com) for more details.  
Radiate in sweetness.

- 1** **Headline** Attract attention and incentive to read further.
- 2** **Bridge** Connects visual and headline to the rest of the copy example.
- 3** **Support** Factual information about product or service.
- 4** **Call to Action** Entice the reader to look into product or service.
- 5** **Close** Reinforces theme of ad and that it is memorable.
- 6** **Contact** Phone number, website or other information.

Figure 6

## *Body Copy Breakdown of Print Ad*

An example of a Valentine's Day advertisement with labels.

# CONCLUSION

Skin Rejuvenation Day Spa aspires to attract more consumers and retain existing customers. For Skin Rejuvenation Spa to flourish and differentiate itself, it must take several things into account:

**Understand that their target audience is consumers with disposable income.**

Knowing the motivations and values of the target audience provides a clearer picture of how to better advertise to consumers.

**Use high-foot-traffic areas as an opportunity for advertising.** There are a couple of shopping plazas where consumers are likely to shop where the spa is located. Gaining familiarity with College Plaza and Selden Plaza are essential for in-person marketing tactics.

**Know who the competition is and differentiate through optimization.** Leisurely activities such as attending spas are common in Long Island, NY. In addition, there is alternative competition such as masks and creams purchasable at department stores. For Skin Rejuvenation Day Spa to stand out, it is integral to utilize its website and optimize it.

**Promote the spa through advertisements using the ad guidelines.** People may think creating ads are easy. It is one thing to create them and another for consumers to remember and take action. With the help of a “how to” in body copy assembly, Skin Rejuvenation Day Spa has the opportunity to create concise but effective advertisements for potential consumers. By posting these ads on social media platforms and local newspapers, this further increases brand awareness.

With the help of these steps, we believe that Skin Rejuvenation Day Spa can be first in skin treatment. There will be more loyal customers and an increase in online presence. Others will be attracted to the graphics and have a desire to relax.

Our team ensures that our research and creation of marketing accounts will lead to the success of the spa if put to use. We thank you for your cooperation.

Sincerely,



Olive Hernandez



Divoon Liu



Clarisse Sicat

# APPENDIX A

## Choose your budget. We'll estimate your results.

Google Ads can work for almost any advertising budget. Decide how much you want to spend, and we'll show you the estimated results.



Our Google Ads experts can help you set up an account and figure out your budget, free of charge.

1-877-629-5201\*  
\*Mon-Fri, 9am-9pm ET

Monthly budget cap  
Adjust anytime



Your estimated results

140 – 235 clicks and calls



"Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business" (About Google My Business).

## Yelp Ads

Call (877) 767-9357

Millions of consumers use Yelp every day to make purchase decisions. Yelp Ads feature your business when consumers search for a business like yours.



### Targeted local advertising

Yelp Ads puts your business in front of consumers nearby who are looking to make a purchase. 82% of Yelp users visit intending to buy a product or service and 89% of those who buy do so within a week, according to Nielsen.

### Premium placement on Yelp search and competitor business pages

Drive traffic to your Yelp Business Page with Yelp Ads. Yelp Ads appear in a variety of places, including on relevant search result pages and competitor business pages on Yelp, and other properties. See our [Master Advertising Terms](#) for more information.

### Presence on mobile and desktop devices

Over half of Yelp's searches come from users on mobile devices. Yelp Ads promote your business across all Yelp platforms: desktop, mobile website, and mobile app.

Do you want to learn more about Yelp for Business Owners? [Watch video](#)



"Yelp Ads puts your business in front of consumers nearby who are looking to make a purchase. 82% of Yelp users visit intending to buy a product or service and 89% of those who buy do so within a week, according to Nielsen" (Yelp Advertising).

## How do I purchase ads?

The most common way to purchase ads for Facebook, Instagram and Audience Network is through our ad management tool, Ads Manager. You purchase ads by creating an ad and submitting it to our ad auction.

You're always in charge.

You set your budget and bid. We'll never spend more than your max.

Get results on any budget.

Ads are shown to people likely to be interested, so you get results.

Pay for the actions you want.

Choose your objective—impressions, conversions—and only pay for that.

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Auction** Predictable Reach and Frequency

**Budget**    
Actual amount spent daily may vary. ⓘ

**Schedule**  Run my ad set continuously starting today  
 Set a start and end date  
You'll spend no more than \$77.00 per week.

[Show Advanced Options](#) ▾

## facebook business

"Facebook ads can be as simple or sophisticated as you want them to be. Create and run campaigns using simple self-serve tools, and track their performance with easy-to-read reports. More than two billion people use Facebook every month—so no matter what kind of audience you want to reach, you'll find them here" (Advertising on Facebook).

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