



Presentation 2023

PROMOTION CHALLENGE

<https://gaiahaircare.store>



Overview

We decided to promote our natural curl enhancer using four predominant methods.

01



Instagram and Facebook.

Website.



02

03



Tick Tock and Pinterest

In-store advertisement



04

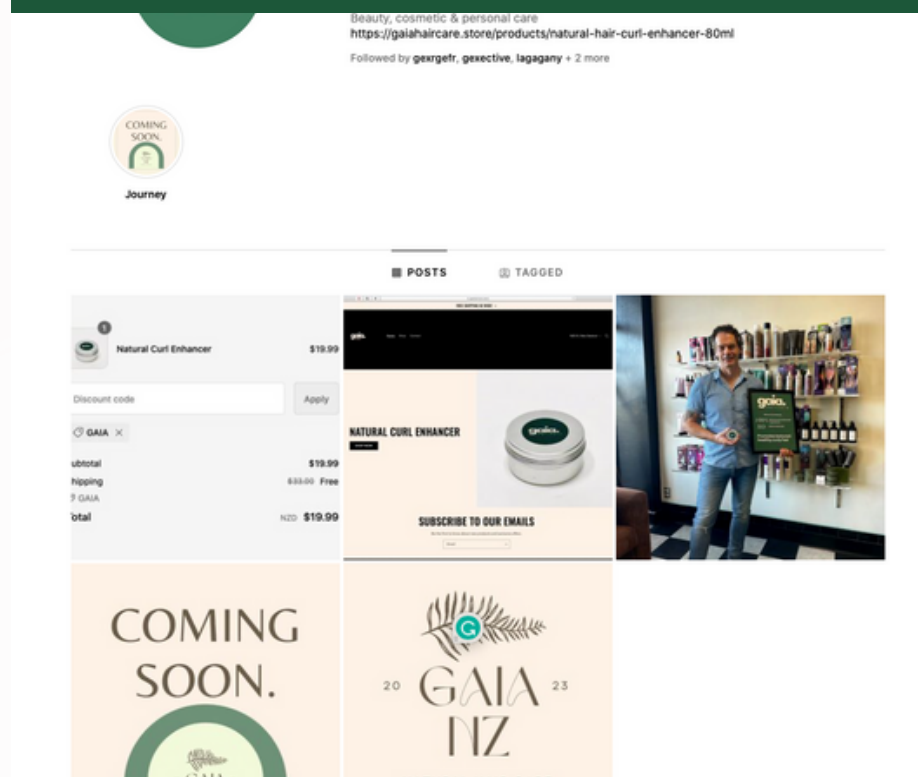
Instagram + Facebook

Instagram



We used Instagram as our main social media platform to promote and engage views. We used Instagram to make a post about the launch of our product. We were able to grow our fan base by 1300%.

@gaiahaircare



We made Instagram posts about our new product launch followed up with posts updating our followers on company achievements such as getting into stores. We also made story posts on our individual Instagram to grow our followers as well.

Facebook (e.g. Marketplace)



By posting on market place, we are able to promote our product through different social media platforms, which can reach a new target audience. Likely a target audience which is older with greater disposable income.

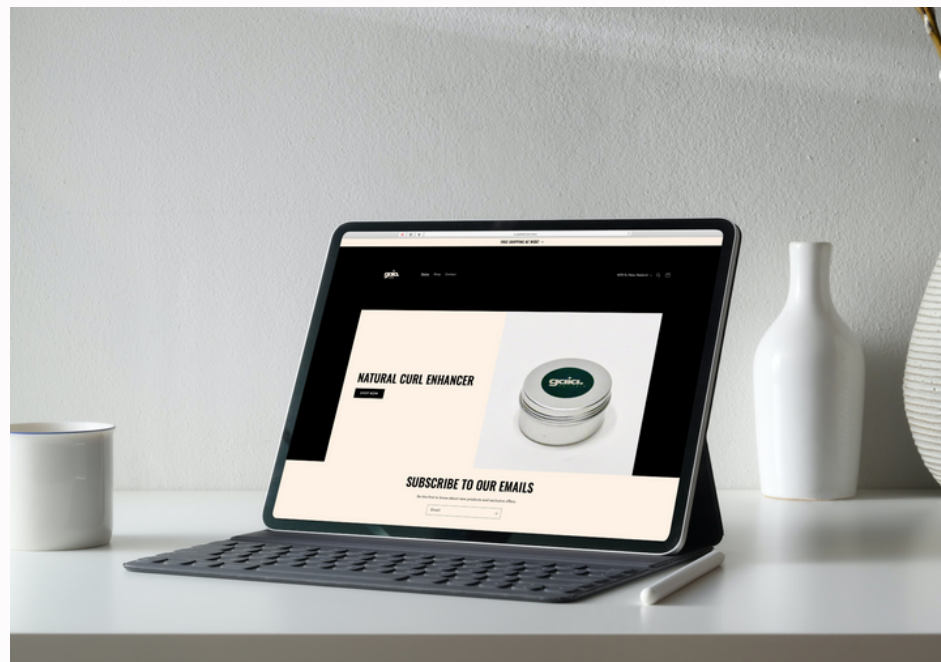


shopify

Website

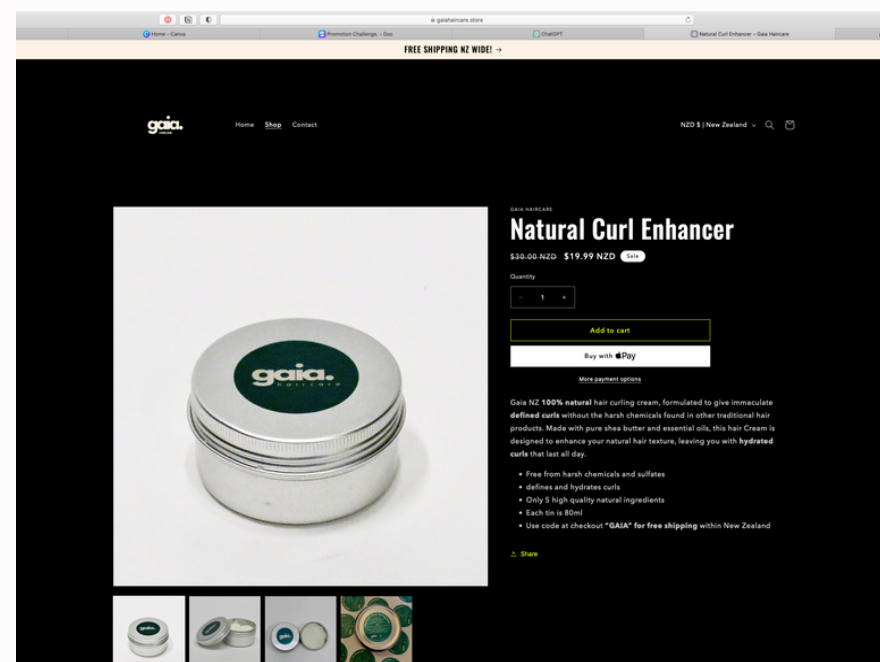
<https://gaiahaircare.store>

Home Menu



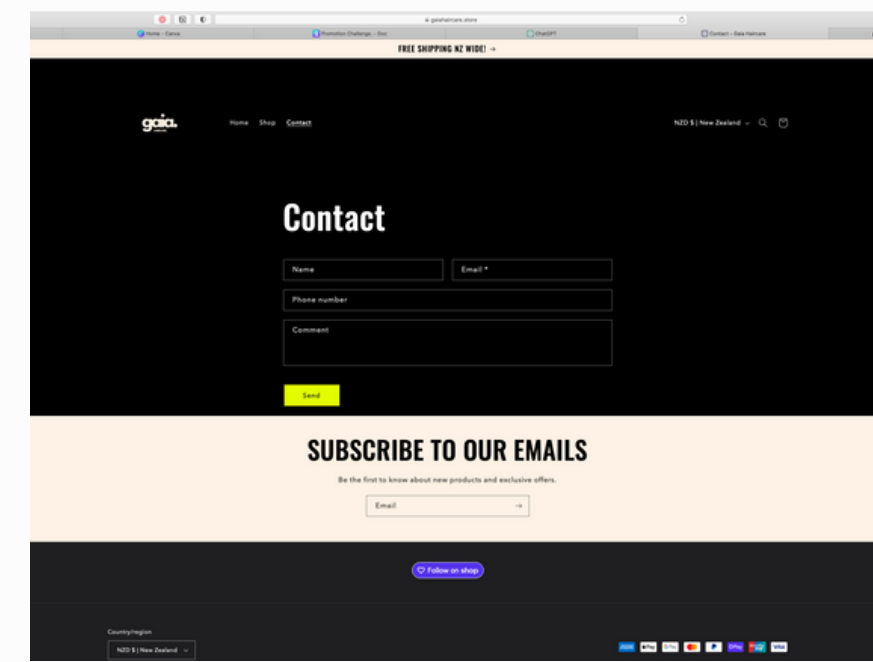
Our third promotion method is our website, created through Shopify. We can organically drive traffic to our website through Google, with us currently receiving 370 sessions over the past two and half months.

Product



Above is an image of our product displayed again on our website; as you can see at the bottom of the description, there is a share button to increase engagement and traffic of our product

Contact



In this screenshot we can see our contact page which gives customers the option to subscribe to our emails as well as follow us on the shop app (purple botton), both of these features I believe are beneficial promotional method as creates greater engagement and repeat customers.

TikTok + Pinterest

TikTok



We used TikTok to create slide show videos of before and after photos and engagement-style shortform content. TikTok is a booming promotion method for many companies due to the high engagement rate and young target demographic. For these reasons, we want to continue to invest resources into this promotion method as Gaia Haircare.

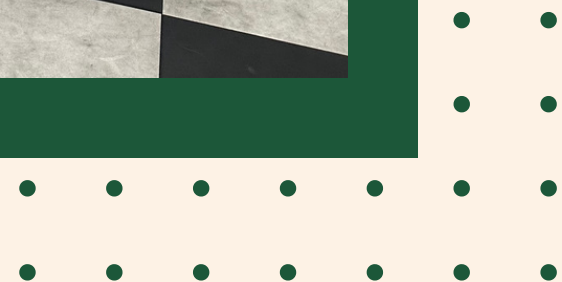
Pinterest



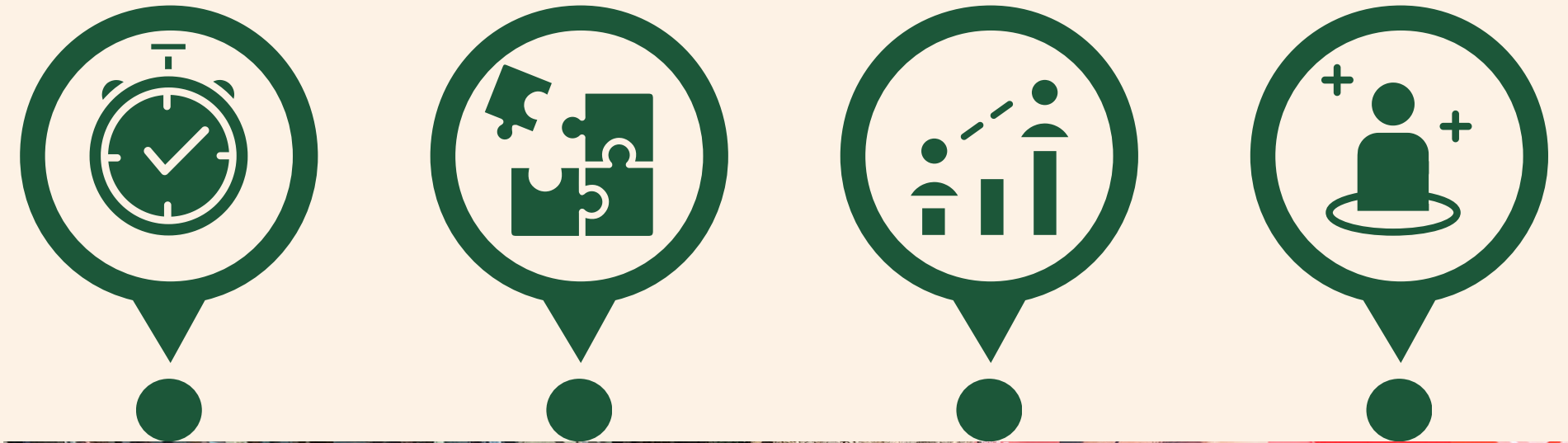
We used Pinterest to make lifestyle posts about curly hair lifestyle and ideas posts with our link in the description to promote our product. Pinterest pins/posts for Gaia Haircare allow us to connect with customers uniquely compared to other social media platforms. For example, a brilliant way for us to communicate our brand on Pinterest is through before and after photos.

Cross Promotion

Arguably our most successful promotion method is our deal signed on the 7th of September with the Mint Hair Company, which has allowed us to stock and sell our product at their corresponding store. Having our product in retail allows us to have a more significant presence in the haircare industry. Additionally, the Mint Hair Company has allowed us to have promotional material alongside stock being kept at their store. We have looked to recreate this success by moving into additional stores and hairdressers. This has led to our product being currently on trial at the hush hairstyling salon in Christchurch.



Bonus Promotion: Method YES Market



Earlier this year, we were able to attend the YES Market in the city centre. We set up a stall at the market with framed posters and a scannable QR code leading to our website. This market was successful for us as we got multiple sales and generated significant positive interaction with customers, which boosted our confidence in our product and the viability of Gaia Haircare as we advance as a company. As far as a promotion method, having direct contact with potential customers was beneficial for growing the company's brand awareness and overall brand reputation.



VERDICT

- **Instagram + Facebook:** This largely succeeded in growing brand awareness and reputation while giving us flexibility in exploring new target markets (e.g. age demographics). Additionally, placing a link to our website in the biography helped us gain traffic directly to our website from social media, meaning it is highly likely to lead to sales online.
- **Website:** Arguably, this was our least influential promotion method as our website is designed to be a sales channel for us predominately. However, we see potential in it being more than this and moving more into being a successful promotion method in the future.
- **TikTok + Pinterest:** These two promotion methods are the ones that we see as the most significant for potential success in the future of our company. However, we didn't have enough time to create a significant amount of posts and content, two things needed to make this a successful promotion method.



VERDICT FOR CROSS PROMOTION




This was successful as it allowed us to reach our target market directly. This is because the hair salon ensures that the promotion reaches people interested in hair care. Additionally, this promotion strategy increases the visibility of our product and brand to potential customers who may have yet to discover our product. Furthermore, partnering with hair saloons helped us gain credibility. Therefore, consumers are more likely to buy our product when it's recommended to them from a source they trust. Because of these reasons, this was our most successful promotion strategy and is our leading sales source.





THANK YOU

Gaia Haircare

-  +64 22 466 4069
-  gaia.haircare@gmail.com
-  <https://gaiahaircare.store>

gaia.
haircare

**CR
S
nz**

