

DECEMBER 3, 2019



Symphony Spa & Yoga

A SYMPHONY OF WELLNESS

INTEGRATED
MARKETING PLAN

Market Background

Market Analysis

The spa and salon industry is an ever-evolving market in Canada and across the globe. There are approximately 3000 spa facilities located across Canada and 44% of those are found in Ontario, more than double than any other region. According to the latest data from Stats Canada, Kingston's inner population of 589,849 consists of 52.2% females and 47.7%, males.

<https://abcnews.go.com/Health/SkinCare/story?id=117916&page=1>

There are two major demographics that make up most spa consumers, Baby Boomers and Generations X&Y.

"While the financially stable women of the 'baby boomer' generation continue to 'fuel the growth of the market,' women in their 20's and 30's are increasingly being seen as a group which is 'holding its own' as a spa consumer base."

Canadian Tourism Commission.

Baby Boomers fuel this market and according to demographics, Kingston is a hot spot for retirees, as 14.1% of the total population is at or above the retirement age.

<http://worldpopulationreview.com/world-cities/kingston-population/>

This is the age group with disposable incomes and the desire for eternal youth. Women in this age group are seeking to turn back time and take control of their health, look and feel better. Symphony Spa & Yoga, Medi Spa services meet the needs of this demographic. If we look at income and location rather than age and focusing on a disposable income of 50K – 80K within a three-mile radius of Symphony Spa & Yoga, we are looking at 7.8 percent of the population of that area as the target customer.

Competitor Analysis

The Refinery Spa & Social House- This spa and social house, established in the downtown Kingston area of King Street West, has been in operation as of 2018. The Refinery provides restorative services such as yoga, registered massage, esthetic services like manicures and facials and they feature a steam room. The spa and social house is a place to socialize and get pampered. The prices range from \$50 to \$ 200.

Cher-Mere Day Spa -This spa has two locations in Kingston Ontario and has a partner location in Trinidad. They offer spa services, parties, face treatments and massages. They have created their own line of products that they use and sell to clients. They offer spa membership which is \$22 bi-weekly (spa treatment every month). Spa packages range from \$ 200 to \$ 600.

Product (Brand) Analysis

Symphony Spa & Yoga opened its doors in June 2018, in Kingston Ontario. They are located at 295 Brock Street, just one street north of the busy downtown area of Princess Street.

The owners Philippe and Melanie Archambault, are a husband and wife team; Michelle is the previous owner of Kings Town Spa. They have created a one-stop health and wellness spa boasting a five-service spa area for their clients. Symphony Spa & Yoga offers a plethora of services such as yoga, spa, massage, spray tanning, skin treatments, ear-piercing, haircuts, esthetics, smoothie and juice bar, light lunches, Medi Spa, and laser hair removal. Alongside these services, they offer a rooftop patio, gift certificates, student discounts, group bookings, and online booking services. Beyond spa services, they offer alcoholic beverages and a delivery service for smoothies/juices and food.

Prices start at a modest ten dollars – a bang or beard trim- and go all the way up to six-hundred and fifty dollars – a vampire facial. The Symphony Spa & Yoga is open seven days a week – starting at 9:30 am to 7 pm most weeknights and Saturday, while Sunday they are open from 10 am-3 pm only. According to the website there are nine staff members working in the spa.

Marketing Communications Plan

Target Market Profile

Demographics

Age 35-60 Female

Earns over 60 k/year

University or College Educated

Married with older children or empty nester

Single without children

Geographics–

Lives within a 5-mile radius of the spa

Queen's University area, Portsmouth Village, Downtown Kingston,

Reddendale,

Single-detached homes on city streets and recently built high-rise apartments and condos that are located near fitness clubs, clothing boutiques and all types of bars

Psychographics

Belong to networking clubs, support charity foundations, health and appearance-conscious, social butterflies, attend events, sign up for memberships. Spending time with family is critical.

Technographics

Embrace technology, have latest iphone, a desktop and a laptop. Listens to podcasts and attends webinars. Use email for most communication, texts for a quick response.

See attached Persona

Advertising Objectives

- To create awareness, education and conversation around the topic of medical beauty services.
- To communicate that Symphony Spa & Yoga offers Medi-spa services employing experienced professionals.
- To position Symphony Spa & Yoga as an appealing "all-inclusive" destination by revamping some social media handles and making our tone more appealing to our target audience.
- To increase sales by 10% of the Medi Spa services and also place Symphony Spa & Yoga as a market leader in this category.

Positioning Statement:

Symphony Spa & Yoga is Downtown Kingston's premiere wellness destination, providing high end integrated Medi Spa services that sustain the client's soul and boost overall well-being.

Creative Plan

Symphony Wellness Gala

Theme- Creating a Symphony of Wellness

- An after five mixer with only 50 tickets sold.
- Live music, experimental cocktails and delicious canapes.
- Staff present, acting as Brand Ambassadors & working the crowd.
- Self-explanatory posters inside the venue depicting information about the Medi Spa services to inform, educate and influence the target audience.
- Leading up to the event a contest will be run on social media for VIP tickets. The winner will receive a 'Girl's Package for Two' including limo service one hour before the event, arriving at the spa for a hairstyle, makeup application, manicure and complimentary champagne. They will attend the event for free, acting as ambassadors for Symphony Spa & Yoga. They will be chauffeured home.
- Tickets sales will be encouraged by offering the first 20 people who buy, a special swag bag.

Media Plan

A media campaign utilizing online/interactive marketing is recommended
Event Marketing – Create a Facebook events page and use @ and # to tag to draw attention to the event, contest winner & partners
Create a buzz around the campaign event with UGC
Cross-promote with select networking groups
Social Media - Post similar graphics on all platforms with targeted messages specific to the platform.

Online Plan

The home page has several calls to action and internal links to their other pages.
The menu is small and hard to read. There is no menu option to Media Spa
The Massage and Spa menu option leads you to this service.
There is a direct link to Medi Spa services through a graphic at the bottom of the page entitled "For Your Face"

Keyword Research

'Spa in Kingston' – Came up 2nd in Google search in the 'Local 3 Pack', with a map.

'Medi Spa, Kingston' - 6th on 1st page search

'Non-Surgical Facelift' - 2nd on 1st page search

'Facial, Kingston' - 7th on 1st page search

Site-Architecture

Medi Spa appears nowhere on the menu

To find it you need to go under the menu heading – Massage & Spa

Keywords are prevalent and repetitive on each page (facials, spa, massage, etc.)

Page URL's are not optimized

IE: **symphonyspa.ca/spa** should be optimized to

symphonyspa/spa/massage/facials/MediSpa/waxing

There are no title tags only headers on each page

Meta description fits when searching for specific services

Only internal links are to "Book Online" and "Make an Appointment"

Suggesting internal links to Medi Spa and other services on all pages

Recommendations for Campaign

Medi Spa Services needs to be easier to find

Accommodate pictures of the target audience (35-60) women on social media & website to increase engagement

Add chat Box option for Medi Spa service questions

Clearly, state Medi Spa in menu and list all service on the landing page

Add specific keyword such as premiere location, premiere Medi Spa service, exclusive, etc.

Social Media Campaign with Content plan

Promote the Medi Spa wellness services to the target audience on Instagram and Facebook by doing the following:

- Use images of corporate women experiencing services
- Hold VIP contest over the period of 60 days, leading up to the event
- Push ticket sales by offering a special swag bag to first 20 buyers
- Use Facebook Live and Instagram to promote event
- Post testimonials of clients and staff members
- Create a Facebook event page
- Send Thank you's and updates using emails collected through Eventbrite.

Other IMC Activities

Direct response E-mail marketing - divided into two categories based on the database available.

CATEGORY 1- Existing customers who have already used the Medi Spa services at least once in recent years.

The emailer will thank them for their support and offer a special deal to thank them for their loyalty. 30% off ticket to Gala. Push VIP contest and special swag bags for the first 20 ticket purchasers

CATEGORY 2 - New contacts - Database collected through the contest entries and networking partners (Kingston Chamber & Women Mean Business Network).

The emailer will push the idea of the event being exclusive, one of a kind. You can't miss this! Push VIP contest & unique swag bags for the first 20 purchasers.

Sales Promotion

Conduct contest entry for VIP tickets on social media sites.

The contest will run on Facebook & Instagram. To win one must have purchased a ticket, like the post and tag a friend they wish to attend the event with.

Offer special swag bags for the first 20 ticket purchasers

Event Marketing - creating a bond between brand and client

A significant event in the form of a gala will be held at Symphony Spa & Yoga in Kingston, Ontario.

This exclusive event will target corporate women. It will be an opportune time for networking and getting acquainted with the Medi Spa services and the atmosphere of Symphony Spa & Yoga on a whole.

Display infographic posters and banners throughout the venue for people to get a quick glimpse of what the Medi Spa is all about.

The event will be in partnership with the Women Mean Business Network or the Kingston Chamber of Commerce.

Calendar of Activities

September

Awareness Phase

- **Launch campaign and announce gala**
- **Facebook Event Page and place announcement on Symphony Spa & Yoga Facebook business page and website.**
- **Start offering tickets through Eventbrite**
- **Create Facebook and Instagram posts to build excitement**
- **Place promotional ads on partner's websites and social media**
- **Launch VIP Contest - Open to ticket holders only**
- **Announce that very special swag bags will go to the first 20 ticket buyers**

October

Engagement Phase

- **Market the event through targeted Facebook Ads**
- **Send out emails to the collected contact lists**
- **Announce the details for the event, I.E. who's playing, people attending**
- **Continue promotion across social media**
- **Continue VIP Contest**
- **Announce VIP winner**
- **Hold event the last Thursday in October**

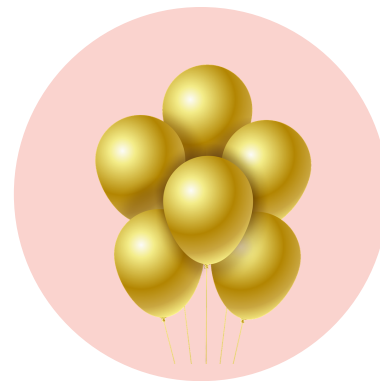
November

Conversion Phase

- **Post professional photographs and video taken at event on social media.**
- **Post testimonials and share user generated content such as insta-stories and tags.**
- **With collected emails from Gala begin email campaign:**

Thank participants for attending the event and making it a huge success. Promise more in the future. Ask them to subscribe to the newsletter and keep abreast of all the exciting news. Offer incentives, discounts and remind them of Symphony Spa & Yoga's free consultation services.

BUDGET



PROMOTION 1250.00

- Facebook and Instagram Targeted Ads,
- Email Campaign through Mailchimp \$550.00
- Membership for 1 year - Kingston Chamber of Commerce & Women Mean Business

VIP CONTEST/PRIZES \$700

- Limousine services
- Manicures
- Makeup applications
- hairstyles,
- Complimentary champagne
- Special swag bags

EVENT \$2500

- Food, decor, music, refreshments,
- Posters, banners & promotional materials
- Professional Photography and video

PERSONA



Demographics

- Age 35-60
- Female
- Earns over 60k/year
- University or College Educated
- Married with older children or empty nester
- Single without children

Geographics

- Lives within a 5-mile radius of the spa
- Queen's University area, Portsmouth Village, Downtown Kingston, Reddendale
- Single-detached homes on city streets
- Recently built high-rise apartments and condos that are located near fitness clubs, clothing boutiques and all types of bars

Psychographics

- Belong to networking clubs
- Support charity foundations
- Health and appearance-conscious
- Social butterflies that attend events & sign up for memberships
- Spending time with family is critical
- Facebook, Pinterest & LinkedIn users

Gabrielle is a 45-year-old woman living in Kingston, Ontario. She lives with her husband, and two children, ages 17 and 19. She completed her university degree and recently opened a Financial Consulting Firm.

Gabrielle makes about \$75,000 a year. Her husband earns a salary of \$80,000/year, working at the local university. Gabrielle networks a lot as it is a viable way for her to get new clients. She belongs to the Kingston Chamber of Commerce and the Women Mean Business Network. Four times a year she hosts her own events, advising women on good financial practices.

She spends time upgrading her skills listening to podcasts and reading books. She uses social media to advertise her business, find local events to attend and connect with colleagues. She also greatly enjoys spending time with her husband and children, going hiking or playing golf.

She browses the internet on her phone and her laptop, and her social media networks of choice are Facebook, Instagram, Pinterest and LinkedIn.

Technographics

- Embrace technology, have latest iPhone, a desktop and a laptop.
- Listens to podcasts and attends webinars.
- Use email for most communication, and texts for quick responses.

Reasons to Buy

Gabrielle is a busy woman, running a business and nurturing her family. She often doesn't have time to look after herself properly.

Appearance and health are important to her.