Business Solutions Project

BEAUTY LAB
HAIR SALON & WAX CENTER
www.vtbeautylab.com

Camille Girardeau-Montaut and Georgia-Kathryn Duncan

II.
INITIATING

Statement Of Problem

- Lack of participation in Buy Local Campaign for the Montgomery County Chamber of Commerce
- Difficulties in circulation of money through New River Valley local economy through product and service purchases
- Shortage of measurable digital marketing promotions and advertisements via Instagram

III. PLANNING & ORGANIZING

III. Planning and Organizing Project Goals

Educate & Participate

- Educate Kaylee Graves on the Montgomery County Chamber of Commerce Buy Local Campaign and have Beauty Lab participate.

Rebrand

- Help Beauty Lab with their rebranding efforts of a change in color palette and accent design as well as highlighting her eco-conscious vision.

Create

- Create social media content that will result in increased brand awareness. We will accomplish this by creating and measuring Instagram story insights.

Team Human Resource Template

PROJECT TITLE: Business Solutions Project

PROJECT MANAGER: Camille and Georgia-Kathryn

NAME	ROLE IN PROJECT	RESPONSIBILITY	CONTACT
Kaylee Graves	Client	To approve ideas brought to her by the project managers.	kayleebeautyco@gmail.com
Ebony Murrell	Graphic Designer	To send copies of digital material to Project Managers and update the website.	emurell@onpathgraphics.com
Camille Girardeau-Montaut	Project Manager	Come up with ideas to help increase Beauty Lab's participation in the Buy Local Campaign. (create social media posts, contact graphic designer, etc.)	camillegirardea@mcps.org
Georgia-Kathryn Duncan	Project Manager	Come up with ideas to help increase Beauty Lab's participation in the Buy Local Campaign. (create social media posts, contact graphic designer, etc.)	georgiaduncan@mcps.org

Milestone Schedule

Reach out to OnPath Graphics

Post on Beauty Lab Instagram

Analyze Data

11/23/2020

- Phone call with OnPath Graphics
- She described her rebranding and vision
- Better understood graphic designs for Beauty Lab

01/06/2021

- Posted total of 8 Instagram Stories throughout 14 day span
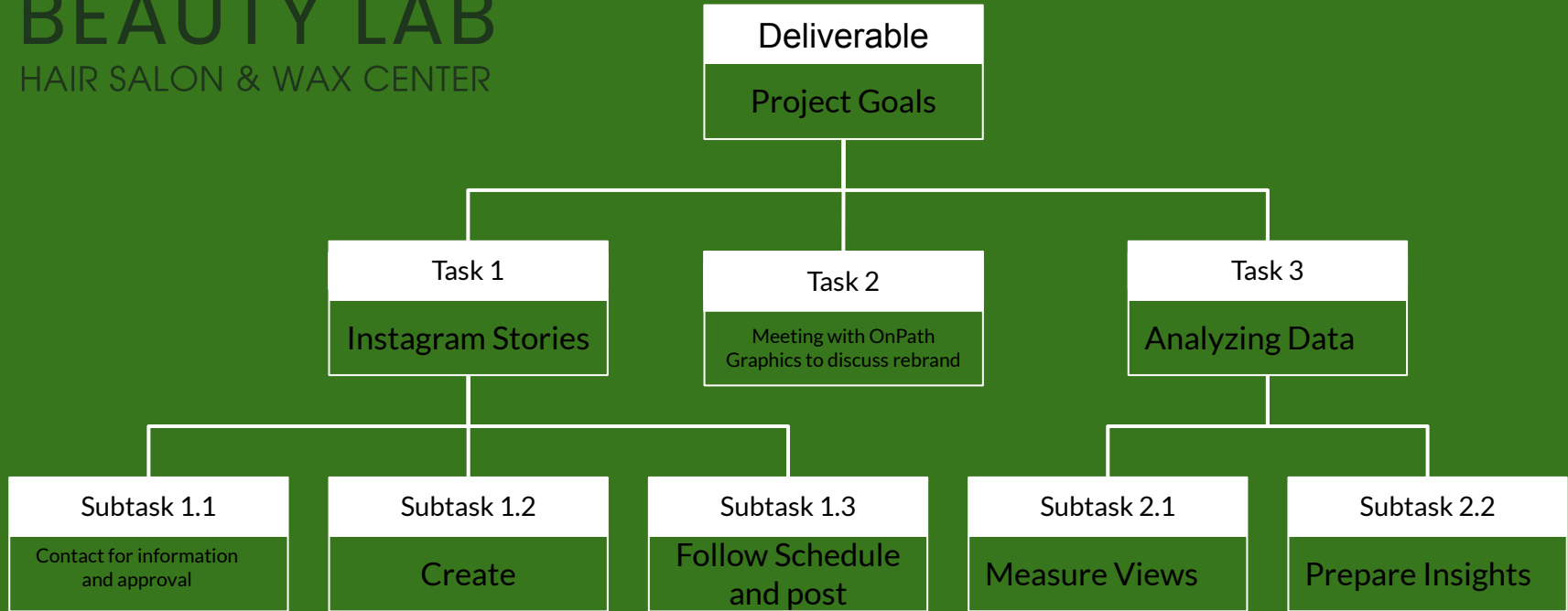- 4 different styles of Instagram Stories were posted

01/15/2021

- Analyzed insights of 5 stories that Instagram saved
- Used Instagram digital marketing tools to better understand target audience

Quality Management Plan

- Timely and professional communication
- Make sure Instagram stories follow guidelines of rebranding to maintain consistent brand image
- Post Instagram stories at reasonable time

Risk Management Plan

- Making sure that all digital marketing efforts are free and no surprise charges will occur
- Manage inconsistent communication between team members
- Maintain positive team member relationship

Proposed Budget

- No funds were allocated for this project because Beauty Lab is currently saving up to buy a new sign that matches the rebranding of the salon.
- Our strategy is to use free digital marketing materials that are preexisting such as Instagram
- Use of influencer marketing would not work for this project because of our budget.

IV. EXECUTION

DATE	TYPE	DESCRIPTION
12/23	Instagram story	Thanks for supporting local
12/29	Instagram story	New year new 'do
12/30	Instagram story	Product highlight
1/1	Instagram story	Sabrina Snider
1/2	Instagram story	Cati Bishop
1/4	Instagram story	Kaylee Graves
1/5	Instagram story	Michael Wolfe
1/6	Instagram story	Olivia Carter

Instagram Stories

Shop Local

Thank you for supporting local businesses this holiday season!

Stop by to purchase last minute hair care gifts!

New Year New 'Do

NEW YEAR NEW 'DO

2021

Book your appointment at Beauty Lab to get a fresh new style for the new year.

Product Highlight

Come shop our selection of Davines products at The Beauty Lab to give your hair new life for the new year!
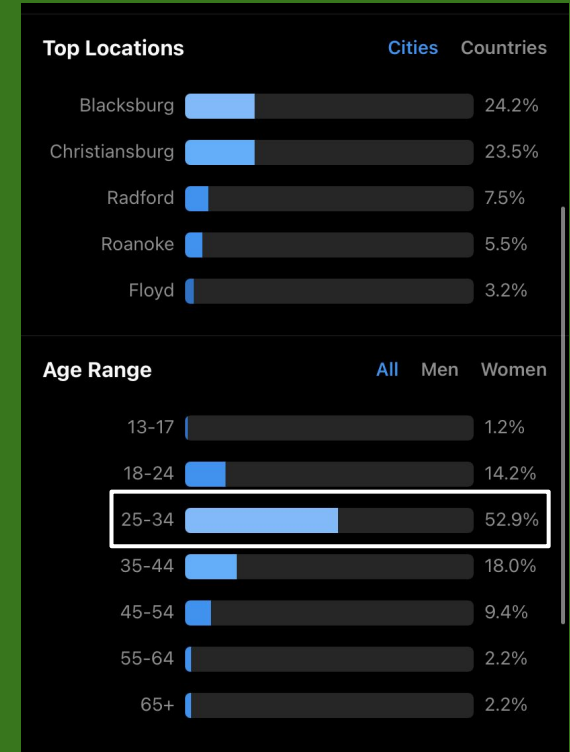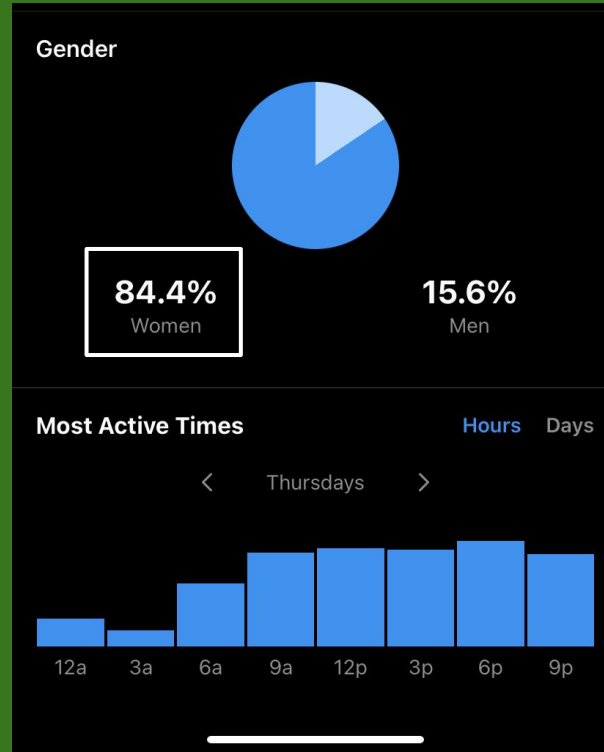
V. MONITORING & CONTROLLING

Monitoring

- Project manager tri-weekly meetings
- Each meeting accomplished initiative
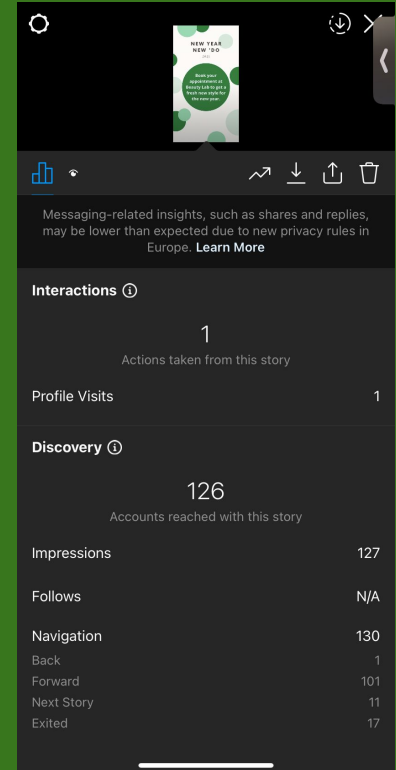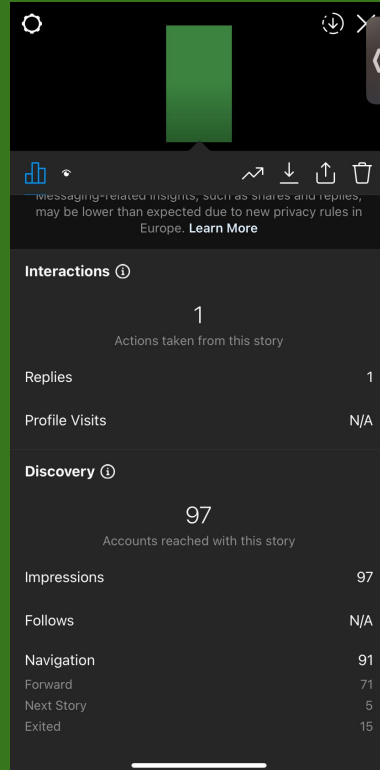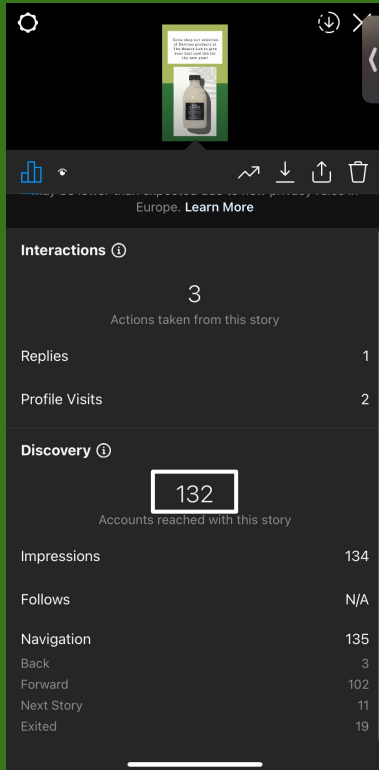- Utilized communication spreadsheet
- Budget maintaining

Controlling

- Maintained budget of $0
- Project Managers came up with ideas due to lack of assigned tasks
- Due to analytics of website being outside of budget, we instead collected free Instagram analytics

Instagram Target Audience Analytics

Last 30 Days ⌄

Follower Breakdown

729 followers

+2.5% vs Nov 11 - Dec 10

Growth

● Overall	17
● Follows	25
● Unfollows	8

4

2

0

-2

Dec 10 — Dec 17 — Dec 24 — Dec 31 — Jan 8

Gender

84.4%
Women

15.6%
Men

Most Active Times   Hours   Days

‹   Thursdays   ›

12a   3a   6a   9a   12p   3p   6p   9p

Top Locations   Cities   Countries

Blacksburg		24.2%
Christiansburg		23.5%
Radford		7.5%
Roanoke		5.5%
Floyd		3.2%

Age Range   All   Men   Women

13-17		1.2%
18-24		14.2%
25-34		52.9%
35-44		18.0%
45-54		9.4%
55-64		2.2%
65+		2.2%

Instagram Story Analytics

Current Milestone Conclusion

- Increased Followers
- Had interactions on digital marketing
- On track to fully accomplish project goals.