

SMM Strategy 2020

Aham Prema Masajes

Content

1. Current State Analysis

- 1.1. Information about the company / brand
- 1.2. Advantages and disadvantages of positioning
- 1.3. Strategy and goals
- 1.4. Social Media Management

2. Audience Analysis

- 2.1. Current Audience: Segments and Characteristics
- 2.2. Target Audience. Overall
- 2.3. Target Audience. Principles of segmentation

Content

3. Competitors Analysis

3.1. Competitor №1

3.2. Competitor №2

3.3. Competitor №3

4. Trends in Social Media

4.1. Trends 2020 – 2021

4.2. Trends in the Well-being Sector

5. Summary

Content

II. Business and Reputation Goals 2020

III. KPIs and Budgets

IV. SMM Strategy 2020

4.1. Communication Strategy

4.2. Content Strategy

V. Communication Tactics

5.1. Mechanics and Implementation

VI. Prognosis and Summary

Current State Analysis

1.1. Information about the company / brand

Aham Prema Masajes is a private project taking place in Ibiza Town, Balear Islands. The services include a wide variety of massages with competitive prices and special offers, like packages of massages and seasonal discounts. The Instagram Account was started in 2017 and never was managed regularly.

1.2. Advantages and disadvantages of positioning

From the first view Design of Instagram Account looks nice, the colors are pleasant and the navigation is understandable. You can easily find types of treatments, prices and contact information. If to go to posts content, here there is no something unique or special that would differ Aham Prema from similar brands, so that area needs correction.

Current State Analysis

1.3. Strategy and goals

Before there wasn't any real strategy and tactics. Posting was done from time to time, for example when there were less traffic of clients. Account wasn't switched to business so statistics was made manually.

1.4. Social Media Management

Aham Prema has an account in Instagram and in Facebook. The content is the same for both networks. Statistics for 01.04.2020:

Instagram

Followers – 954

ER – 0.7%

Facebook

Followers – 77

ER – 0.3%

Audience Analysis

2.1. Current Audience Statistics and Conclusions

FOLLOWERS BY COUNTRY

India - 42.35%
Spain – 20.79%
Bangladesh – 4.85%
Indonesia – 3.95%
Russia – 3.32%
Morocco – 2.30%
Egypt – 1.99%
Others – 20.59%

GENDER

Male – 77.75%
Female – 22.13%

AGE

18-24 - 341
25-34 - 208
35-44 - 122
55-64 - 22
Others - 73

! Current Audience doesn't face targets
! The 3/4 of Audience was gotten by
services of paid followers

Audience Analysis

2.2. Target Audience. Overall

FOLLOWERS BY COUNTRY

Spain – around 80%
(Ibiza – 50% of Spanish followers)

Others – 20%

GENDER

Male – 70%
Female – 30%

AGE

35-44 - 30%
45-64 – 60%

Others – 10%

INCOME

Less 1200 euros / month – 20%

1200 – 1800 – 50%

More than 1800 – 30%

OCCUPATION

Workers - 25%

Office Specialists - 25%

Business owners – 50%

Audience Analysis

2.3. Target Audience. Principles of segmentation for targeted Ads

INTERESTS

- Massage
- Health
- Well-being
- Therapies
- Sport
- Yoga
- Strength Training
- Running

Recommendations to do parcing!

Audience Analysis

ROLES

“Injured” - have real problems with the body – pains, tensions and tiredness

“Stay healthy” - want to maintain themselves healthy and wealthy

“Addicted” - love to receive massage and use any opportunity to do that

“Doesn't matter” - can stay without massage (they don't have any discomfort), but they are still interested sometimes to get massage just “to feel good”

“Got emotional” - “I saw the offer and I felt like I want to have a session”, also here there are people who sometimes need to get some care from anybody, they feel better after have been treated

“Sportsmen” - used to receive massage after hard training

“Want to loose weight” - normally only women, who want to do body correction

Audience Analysis

FREQUENCY of Consumption

Regular Clients (come every week) - “Addicted” and “Stay Healthy”

Frequent Clients (come 2 times per month)- “Stay Healthy” and “Sportsmen”

Occasional Clients (come on occasion when they have a problem or 1 time per 2-6 months) - “Doesn't Matter”, “Injured”, “Want to lose weight” (take a massage course), “Sportsmen” who got injured accidentally

Impulsive / Non-Regular Clients - “Got emotional”, “Want to loose weight” (come 1-2 times than disappear), “Doesn't Matter” - when they get bored or stay on vacations, they want just to pass time good

Competitors Analysis

3.1. Competitor №1 Ibiza Masaje, www.ibizamasaje.com

Instagram – [ibiza.masaje](https://www.instagram.com/ibiza.masaje), ISN'T managed regularly

Followers – 408, Posts - 41

Activities – Special Offers

Services – Different types of massages, also reflexology, manicure and pedicure, facial treatments

Prices – 30' min – 40 euros, 60' min – 60 euros, 80' min – 80 euros

USP – didn't find it

! Informative website with easy navigation

Competitors Analysis

3.2. Competitor №2 Masajesibiza.es, www.masajesibiza.es

Instagram – [masajesibiza.es](https://www.instagram.com/masajesibiza.es), ISN'T managed regularly

Followers – 330, Posts - 10

Activities – none

Services – Different types of massages, also reflexology and Reiki

Prices – 60' min – 55 euros, 90' min – 70 euros, Sundays – 65 / 80 euros

USP – Pack of 4 massages of 60' min – 200 euros

Competitors Analysis

3.3. Competitor №3 Masajes Neska Ibiza www.masajesneska.es

Instagram – [masajes_neska_ibiza](#), 1-2 posts per month

Followers – 296, Posts - 78

Activities – Contests, Special Offers

Services – Quiromassage, Osteopathy, Presotherapy

Prices – 30' min – 40 euros, 60' min – 55 euros, 90' min – 85 euros

Oriental massages 75' min – 78 euros

USP – permanent 10% discount from the 3rd session

! Informative website

Trends in Social Media

4.1. Trends 2020 – 2021

Those that we recommend to use!

- Personal Brand – develop “self-brand”, maximum engagement with followers
- Naturalness – simple pictures, sincere texts
- Social Media like a business card, people don't go to website, all info in SM
- All communication in Direct and Messengers
- Accent on engagement, not only on amount of followers
- More stories and video content – visual wins reading
- Storytelling
- Targeted Ads
- Low-frequent hashtags (<100k mentions or better <50k)
- NO massfollowing, neither massliking

Trends in Well-being Sector

4.2. Trends in the Well-being Sector

- CBD Massages - CBD is an ingredient found in marijuana, which doesn't affect brain, it's used in massage for deeper relaxation.
- Energetic Healings is getting more and more popular (Reiki, IET, Thetahealing)
- Luxury Jewels components in cosmetic
- Direct Bookings through SM accounts and messengers
- More accents on client service and growing the loyalty

Summary

- Analysis showed that current state of account in Social Media can't provide any bookings or even build a good reputation because the work wasn't held regularly and the audience in the public isn't relevant and “dead”.
- Competitor Analysis let us make a conclusion that there aren't really strong straight competitors based on Ibiza, who can make a real competition.
- Basing on results of analytic and actual trends in Social Media, we gonna complete promotional strategy and full content politics in 2020.

Business and Reputation Goals

- Increase bookings in 3 times in 2 months* - up to 7 per/week
- Raise up ER in publics and keep the audience “warm” to book a session
- Build up a community of loyal customers who trust
- Create awareness about Aham Prema in local community
- Make an image of high professionalism

*After the crisis caused by COVID19 is over. We prognose that the business will come back to life after June 2020.

KPIs and Budget

- Increase bookings via SM. Minimum amount of bookings per week – 5
- ER should grow till 5%
- Followers should have a profile according to target portrait (75% of new subscribers)
- Recommended Budget
 - Instagram Ads -
 - Facebook Ads -

SMM Strategy 2020

3.1. Communication Strategy

Continue to develop accounts in Instagram and Facebook and base the communication on main insights of clients:

1. I'm afraid that masseur will injure me. That's why I trust only recommendations of my friend or I must be sure in professionalism regarding to positive comments and official diplomas.
2. I didn't feel better after the first session. / I felt even worse after the first session.
3. Given massage wasn't what I really wanted. The masseur didn't get my demands and used different technics.
4. The level of services wasn't good enough (the salon has old-fashioned design, the temperature wasn't comfortable, the cabinet wasn't very clean, I couldn't take a shower, it was too light / dark, there was bad smell, etc.

SMM Strategy 2020

3.1. Communication Strategy

The concept is a responsible and caring message

“I do have responsibility for my customers, that's why I always upgrade my professional skills. I do ask about your needs before a session and feedback after session. I listen to you and I offer you solutions. I inform you about probable discomforts you might have after massage. My goal is to provide efficient treatment facing your expectations. I build strong relationships by offering you perfect customer service, including using a comfortable massage room”.

Key messages:

“You will receive a type of massage that your body really needs”

“In my work I always listen to your wishes”

“You will feel comfortable and safe”

“You always can ask me any question / point on something that makes you uncomfortable”

SMM Strategy 2020

3.2. Content Strategy

Posting the same content in Instagram and Facebook, 3 posts and 2 stories per week.

Thematic:

- **For Image and Reputation**
Professional news / Expert Posts - professional tips about technics, recommendations, scientific and interesting facts, trends in well-being sector.
- **For building loyalty**
Customer service – posts about pros of Aham Prema customer relationships, tell about provided services, playing on “pains”, “psychological consulting”.

SMM Strategy 2020

3.2. Content Strategy

- **For engagement and boosting activity**

Entertainment posts / Infographics – funny posts to add some humor, interesting graphics to give a new knowledge

Contests (once per month)

Storytelling and Cases – posts with personal stories (how I started to work in massage, curious clients cases, etc.)

- **For sales**

Selling posts – special offers, discounts

Communication Tactics

5.1. Mechanics and Implementation

To raise up engagement needs to stimulate the audience to put likes, leave comments, share and save posts. To do so we will write texts in the certain way and use more valuable / viral content.

Contest Mechanics will include classic technics, like making desired actions – put likes, leave names of friends in comments, etc.

Prognosis and Summary

We believe that the mentioned goals are very realistic. In 2 months it's real to build loyal community of followers and have a high ER. Obviously 2020 year won't be usual for any kind of business, but we hope the situation will change to the good after several months and it would be possible increase sales.