



GLOW



- MEDIA & ENGAGEMENT PLAN PITCH
YOUNGER FEMALE AUDIENCE (FACIALS FOCUS)
HAND & STONE MASSAGE & FACIAL SPA — FRISCO & FLOWER MOUND

AUDIENCE SNAPSHOT

WHO WE'RE TARGETING

Younger women ages 16–35 in Frisco & Flower Mound

They are:

- Students, young professionals, social-media driven
- Focused on skincare, self-care, and visible results
- Motivated by glow, confidence, affordability, and aesthetics



KEY FACIAL SERVICES TO SPOTLIGHT



Recommended Treatment Focus:

- Classic, Hydrating, Soothing, Clarifying
- Brightening & Anti-Aging
- Peel Options
- Teen & Sensitive Skin Treatments

Why These Work:

- High-value for young audience
- Noticeable results
- Great for intro offers

UPGRADE & MEMBERSHIP OPPORTUNITIES

UPGRADES THAT CONVERT:

- LED Therapy
- Exfoliation + peel enhancements
- Aromatherapy
- Scalp massage add-ons

MEMBERSHIP PUSH:

- “Glow All Year” monthly facial plan
- Reliable routine = long-term retention



MEDIA BUYING STRATEGY OVERVIEW



Primary Channels:

- Instagram + TikTok (core for Gen Z + Millennials)
- Facebook (parent reach for teen facials)
- Google Search Ads

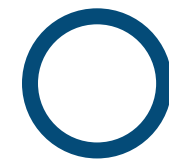
Geo-Target Radius:

- 2–3 miles around:
- Gyms
- College campuses
- Coffee shops
- Nail salons
- High-traffic retail areas

MESSAGING FRAMEWORK FOR ADS

SUGGESTED MESSAGE CONCEPTS:

- “Your Glow Starts Here”
- “Confidence You Can See”
- “First-Time Facial Special”



SEARCH STRATEGY



Recommended Keywords:

- Best facial near me
- Teen facial Frisco
- LED facial Flower Mound
- Affordable acne facial

Tactics:

- “Book Now” extensions
- Intro offer callouts



ENGAGEMENT FUNNEL OVERVIEW

3-STEP FUNNEL TO CONVERT YOUNGER WOMEN



Awareness

Short-form video, UGC, influencer content



Consideration

First-time offer, retargeting, testimonials



Conversion + Retention

Memberships, emails, reviews, referrals

AWARENESS TACTICS

Driving Visibility:

- Influencer facials (2–10k creators)
- Short-form treatment clips
- Pop-ups at schools & beauty events

CONSIDERATION TACTICS

Increasing Interest:

- **“First Time Glow Facial” special**
 - **Retarget website visitors**
 - **Customer proof (reviews + selfies + UGC)**
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CONVERSION & RETENTION



Boost Repeat Bookings:

- Monthly membership promotions
- Email care tips + reminders
- Referral program: “Bring a friend, both get an upgrade”
- Social tagging + review incentives

SEASONAL CAMPAIGNS



High-Impact Activations:

- Back-to-School Glow (Aug–Sept)
- Prom, Homecoming, Graduation
- Holiday “Gift the Glow” campaigns



COMMUNITY PRESENCE



Local Engagement Opportunities:

- High school + sorority partnerships
- Women's fitness studio collabs
- Quarterly in-spa "Glow Night" events



INFLUENCER PROGRAM STRUCTURE

Partner with 2–10k creators for:

- One facial in exchange for content
- Trackable promo codes
- Strong community engagement



METRICS & SUCCESS TRACKING



We Will Measure:

- New client conversions from ads
- CTR + cost per lead
- Repeat booking rate
- Engagement on glow content
- Membership growth
- Google review volume
- Referral conversions
- UGC frequency
- Upgrade & membership revenue

IN SUMMARY



Our Strategy Will:

- Increase facial bookings from younger women
- Build loyalty through memberships
- Meet the audience where they already are
- Position Hand & Stone as the go-to glow destination

HAND & STONE®
MASSAGE AND FACIAL SPA

THANK YOU

Team Omega