



HAND & STONE[®]

MASSAGE AND FACIAL SPA

OMEGA GROUP

- SENIOR MARKETING CAPSTONE PROJECT
MARISA ALLEY, ANKITA BHARDWAJ, SOHA JAFRI, MICHAEL MURRAY, ISHA PATEL

December 2025



EXECUTIVE SUMMARY

CONTEXT & CHALLENGES:

Purpose:

- Identify & attract new customer segments

Business Problem:

- Flat net membership growth (steady sales, equal attrition)
- Weak market traction in Frisco

Key Issues:

- Determining which segments are most promising
- Understanding barriers & motivations of new segments

EXECUTIVE SUMMARY



Solutions Implemented:

- Conducted surveys and research to identify a new segment
- Developed targeted messaging & offers

Final Recommendation:

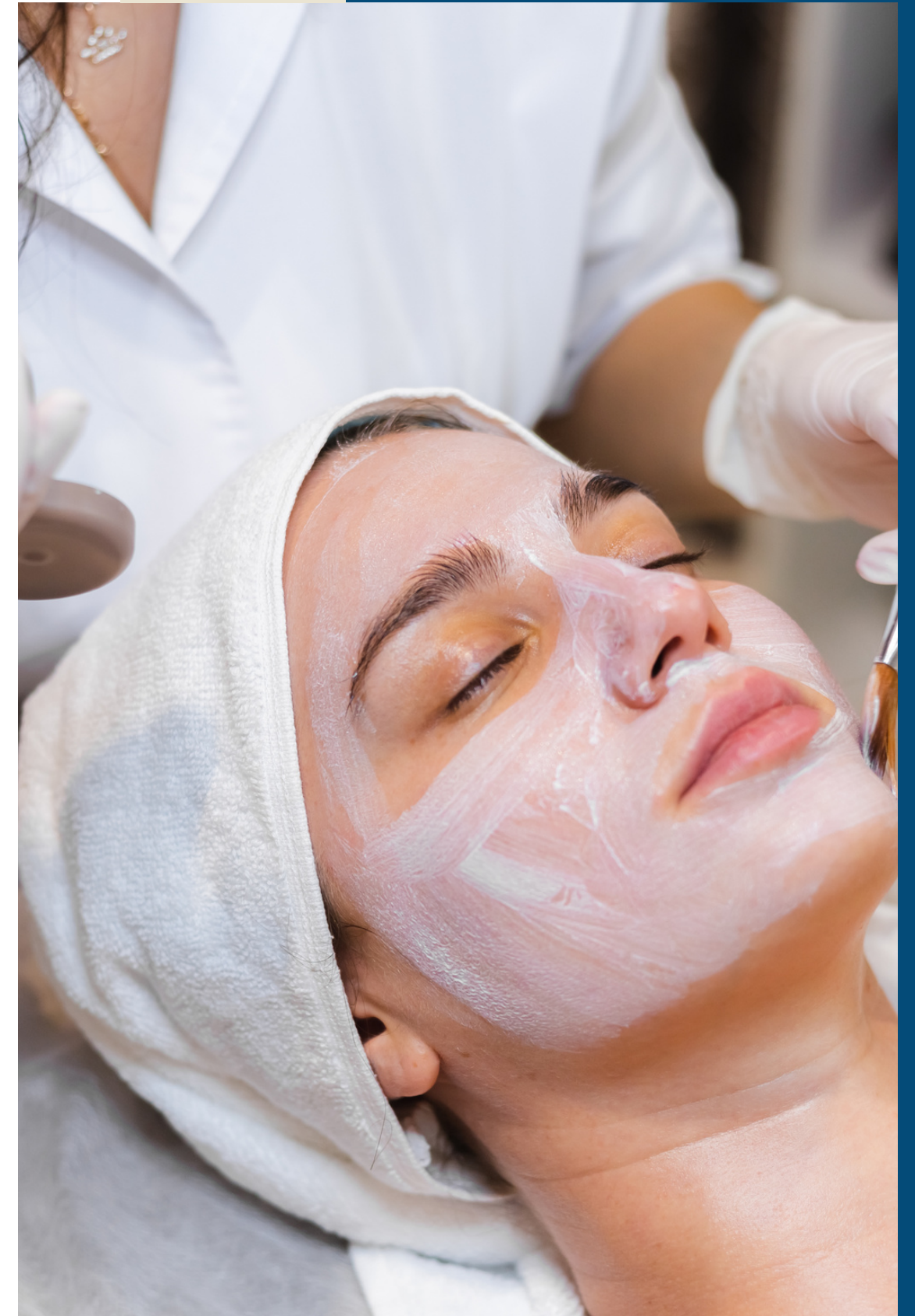
- Adopt segment-specific messaging
- Develop social media presence
- Referral program & small incentives



PROJECT BACKGROUND & OBJECTIVES

Project Requirements:

- Identify underserved target segments
- Conduct primary surveys: interest, barriers, motivators
- Develop segment-specific messaging & packaging strategies
 - Outline media buying / geo-targeting tactics



PROJECT BACKGROUND & OBJECTIVES



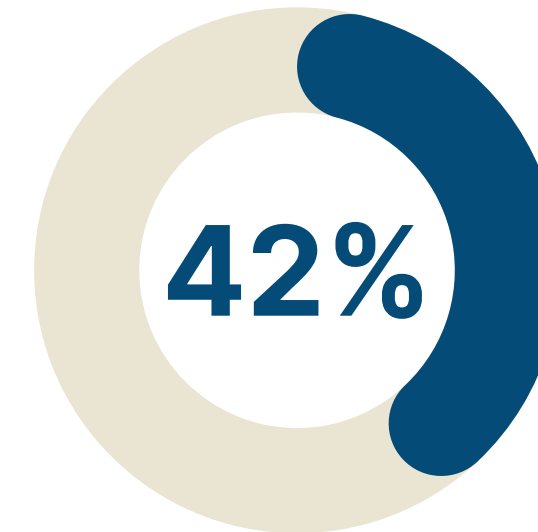
Main Objectives:

- Discover untapped audiences aligned with wellness trends
- Understand new segment motivations & barriers
- Create tailored engagement strategies
- Recommend actionable outreach tactics

BUSINESS PROBLEM

- Hand & Stone Massage needs to increase membership growth and facial bookings by attracting new customer segments while overcoming barriers of cost, awareness, and convenience in a competitive market.
- Gen Z and Millennials drive more than 41% of annual wellness spending in the United States.
- Roughly $\frac{3}{4}$ of respondents cited price, unclear benefits, or lack of locations as key barriers to engagement.

TOP BARRIERS



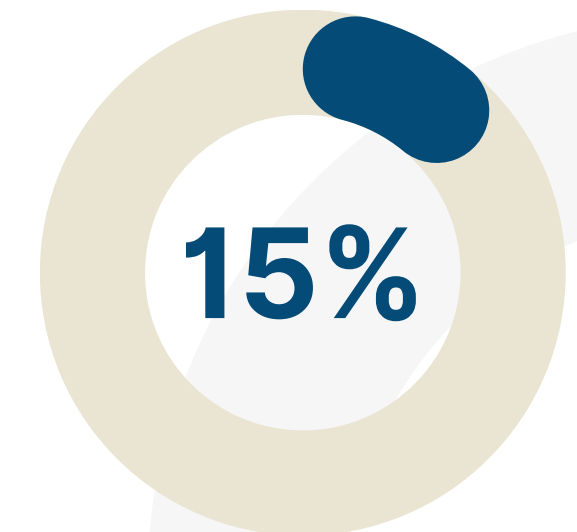
Think the price
is too high



Have sensitive
skin



Don't know
where to go



Don't understand
the benefits



INFORMATION GATHERING

Quantitative:

- Conducted online surveys

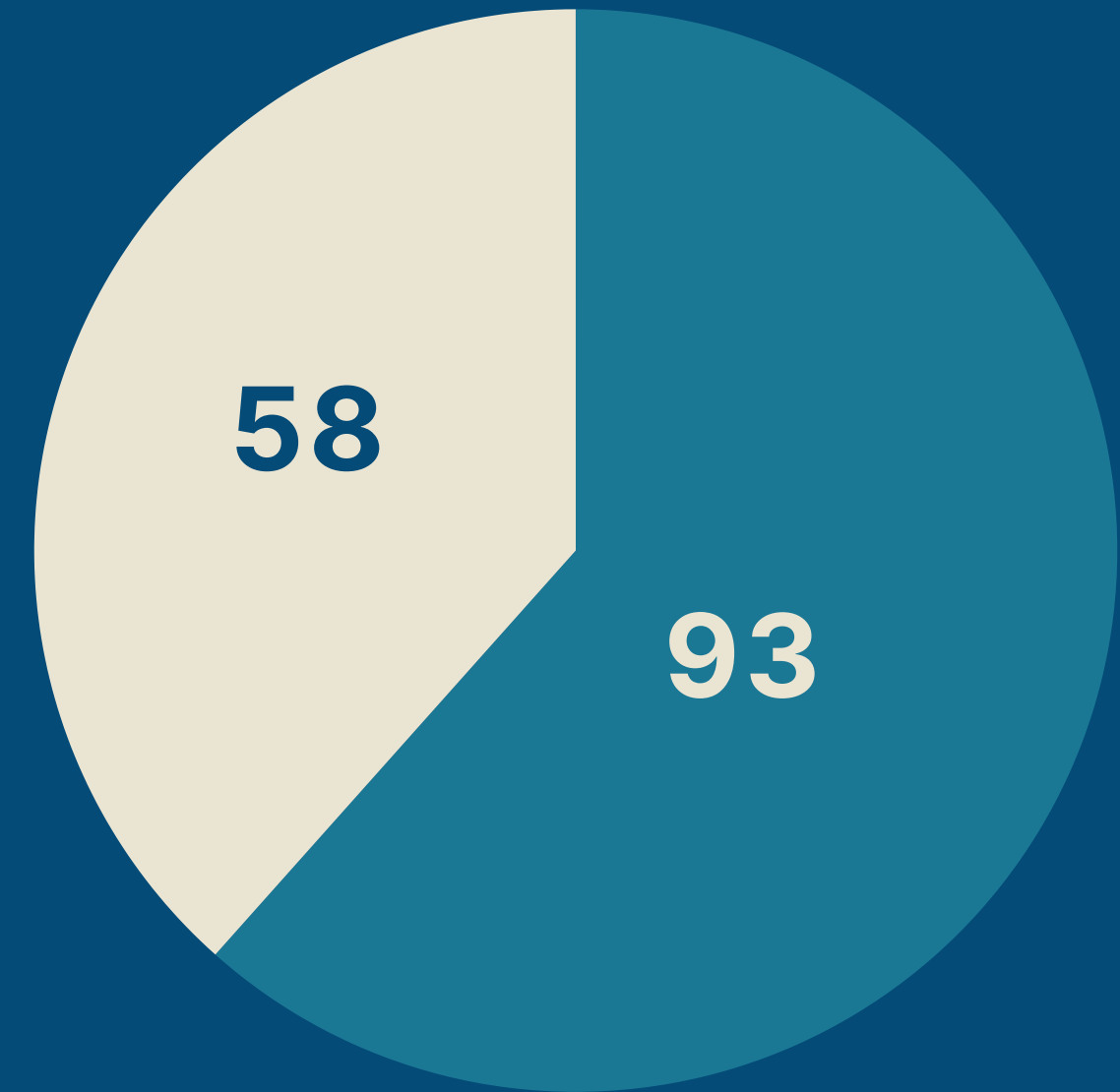
Qualitative :

- Performed in-person surveys

Participants:

- Age range of 18-64
- Male and female

Have you Ever Gotten a Facial?

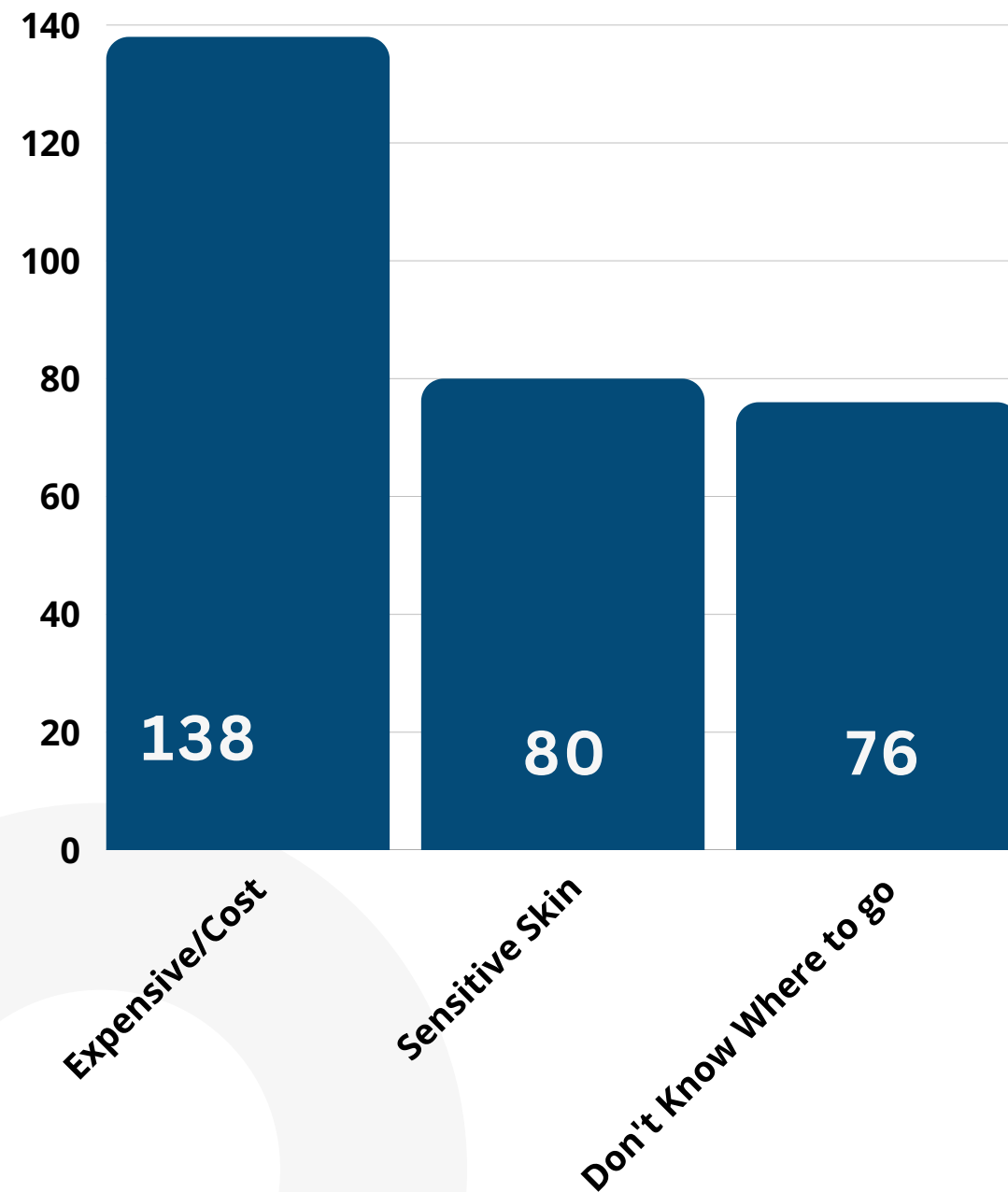


● Yes ● No

SURVEY RESULTS

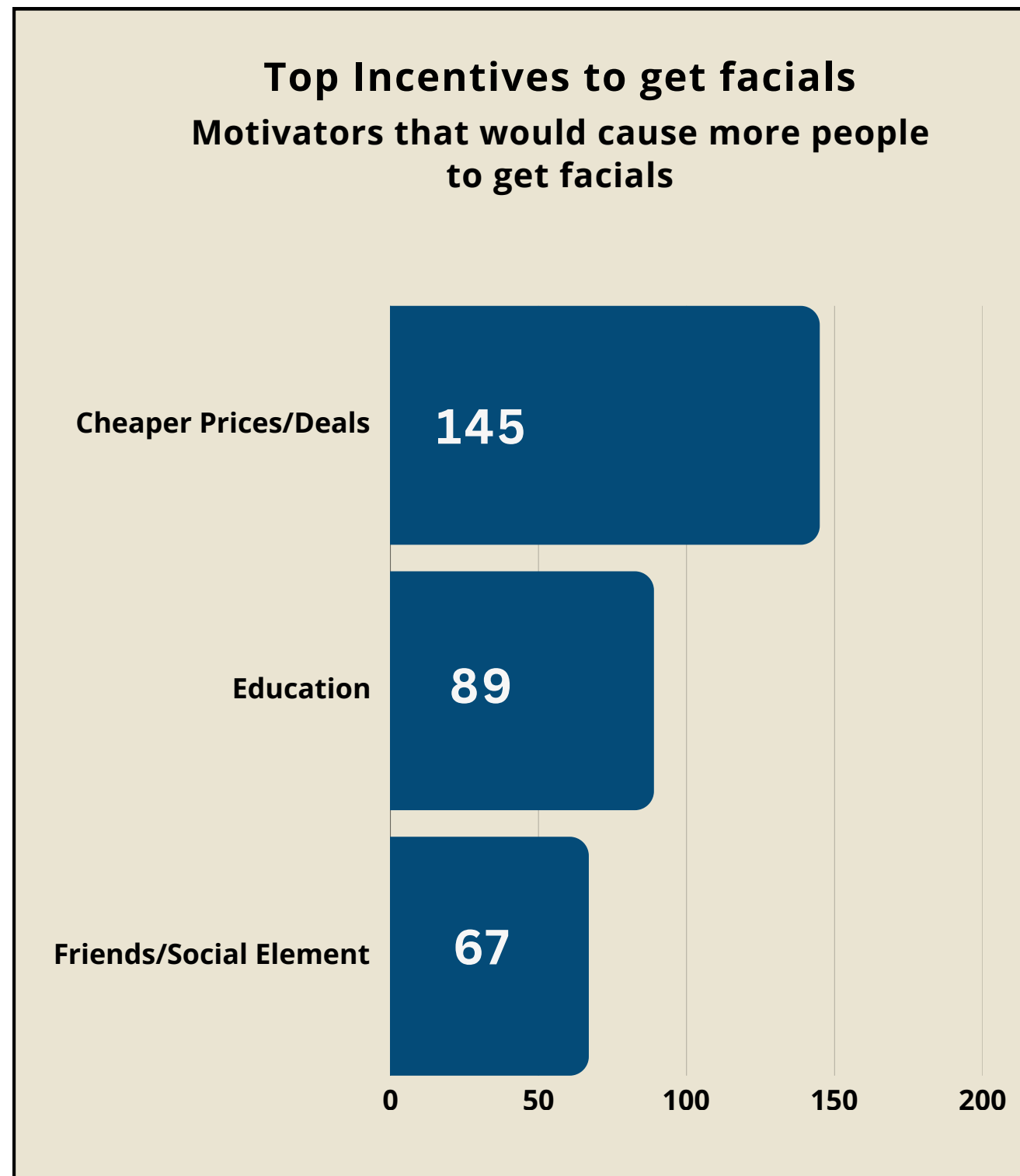
Barriers to Facials

Reasons that are stopping people from getting (more) facials



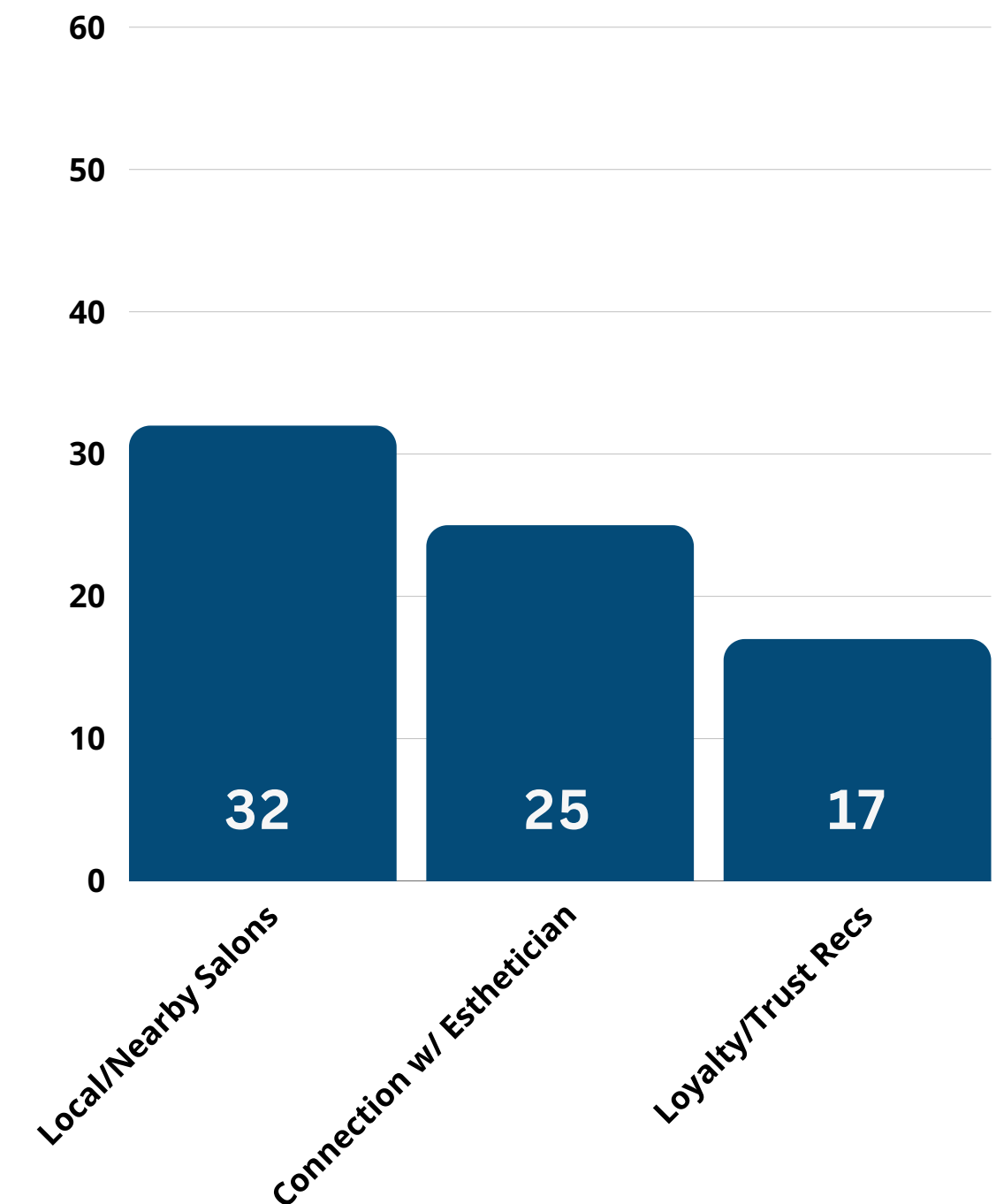
Top Incentives to get facials

Motivators that would cause more people to get facials



Retention Reasons

Reasons customers are staying with their estheticians



DEVELOPED SOLUTIONS

GLOW Campaign

- **Brand Awareness**
 - Calm visuals
 - Real skin results
- **Trial Conversions**
 - Intro facials
 - Upgrade offers
- **Social Media**
 - Photos & reels
 - Before & after

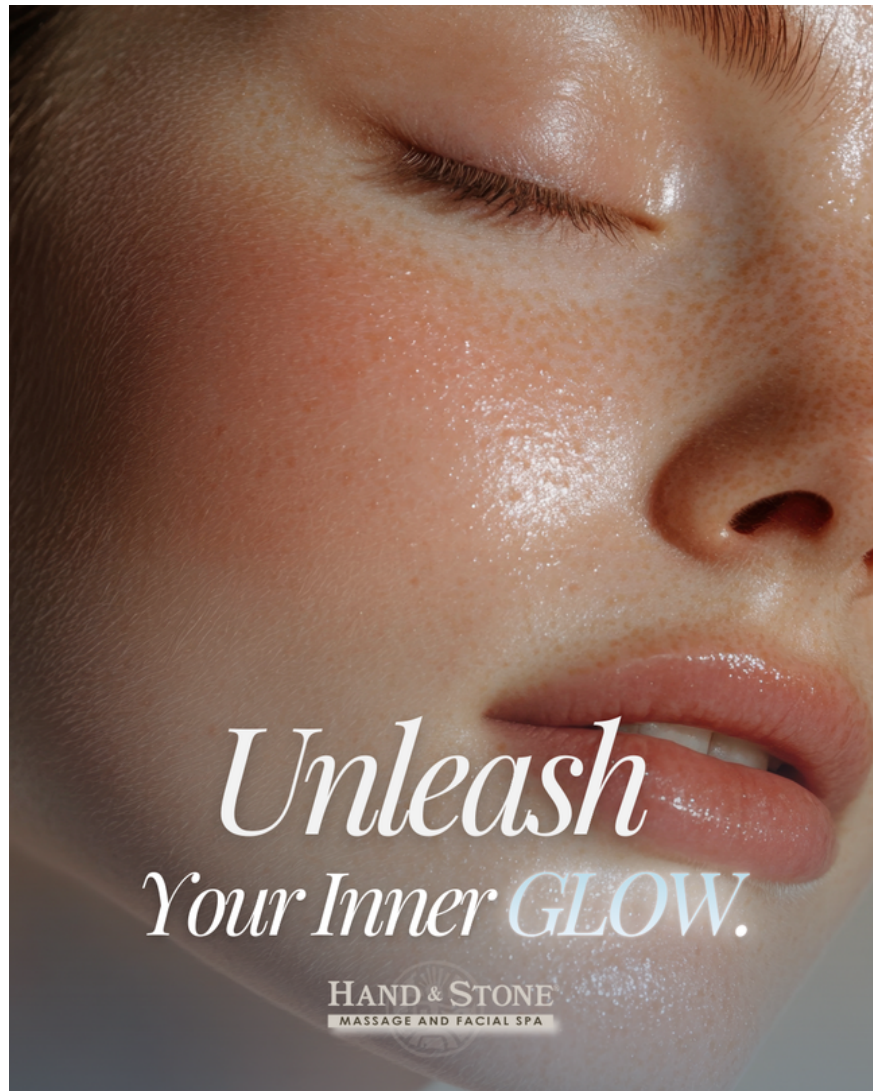
Geo Targeting

- **Local Outreach**
 - Cafes
 - Gyms
- **QR Engagement**
 - Events
 - QR cards
- **Community Presence**
 - Promo ads
 - Zip targeting

Media Buy-In

- **Paid Reach**
 - Instagram
 - TikTok
- **Promo Ads**
 - Intro facial
 - Monthly offers
- **Zip Targeting**
 - Area ads
 - Audience ads

PROPOSED BEST SOLUTION



Introducing the GLOW Campaign

- A facial-focused strategy designed to attract young women ages 16–35 through education, clean aesthetics, and affordable entry points

Why is *GLOW* the best solution?

- Aligns with the engagement plan to reach younger female audiences
- Uses clean, modern visuals that young women already engage with
- Builds trust through simple steps, clarity, and safe for all skin types messaging
- Reinforces routine-building, self-confidence, and visible results that matter to young women

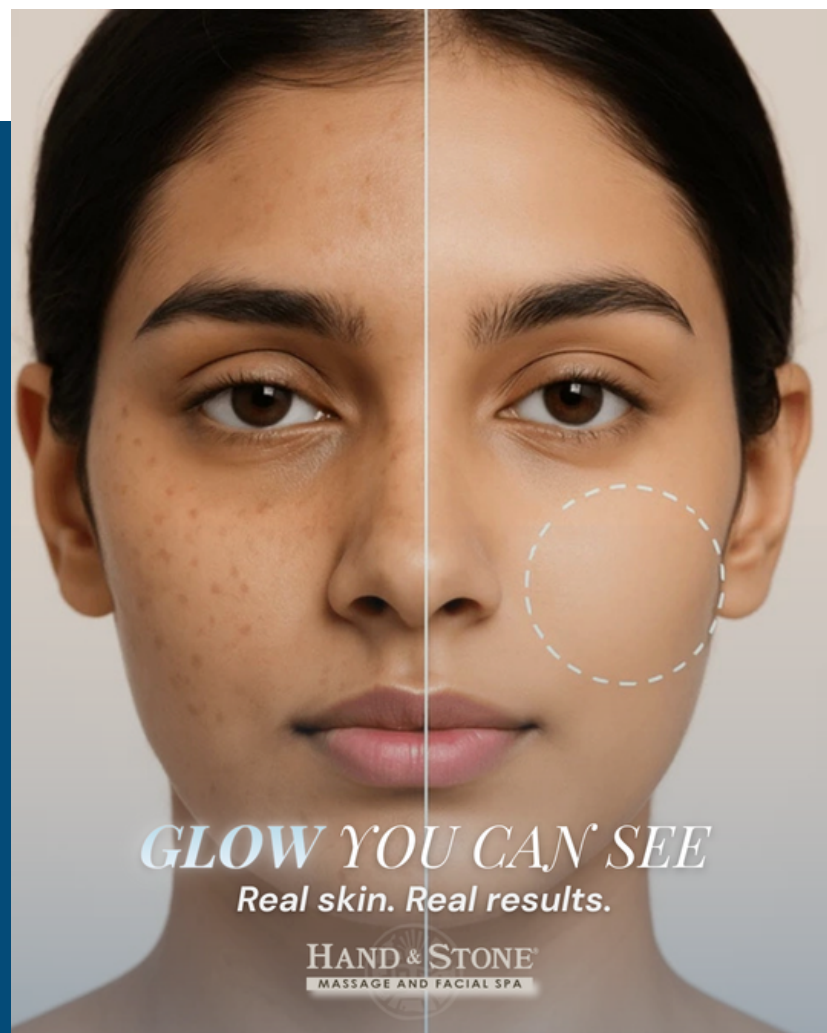


PROPOSED BEST SOLUTION

Why the GLOW Campaign Works

GLOW ALIGNS WITH WHAT YOUNG WOMEN WANT:

- Simple skincare education
- Calm, aesthetic visuals
- Clear steps and benefits
- Real results they can trust
- Personalized skin guidance



GLOW REMOVES BOOKING BARRIERS:

- Reduces fear of irritation
- Clarifies what facials do
- Makes entry pricing feel approachable

PROPOSED BEST SOLUTION

How GLOW Converts & Retains Clients

How **GLOW** Converts Clients



Gentle Start - makes first facials feel safe & approachable



Visable Results - before/after proof builds fast trust



Simple Guidance - clear steps reduce hesitation



Trust & Comfort - ingredient transparency builds confidence

How **GLOW** Retains Clients



Membership Value - personalized care & exclusive savings



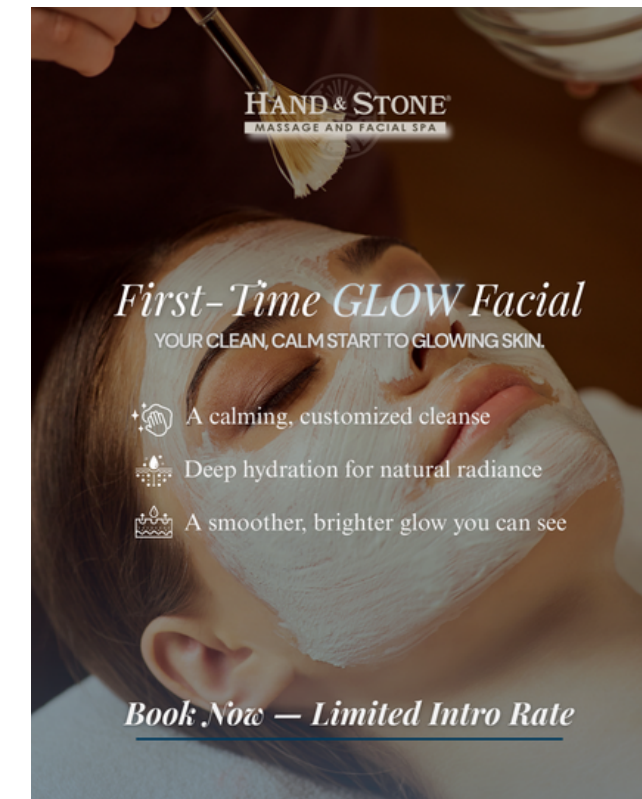
Shareable Appeal - looks like content young women love to save and share



Wellness Spending Fit - matches how young women invest in routines



Social Motivation - “GLOW With Friends” encourages new & repeat visits



Timeline & Success Metrics

Months 1-4

- **Campaign Launch**
 - GLOW content
 - Intro promo
 - Messaging strategies
- **Key KPIs**
 - Social media engagement rates
 - First-time bookings
 - QR scans

Months 5-8

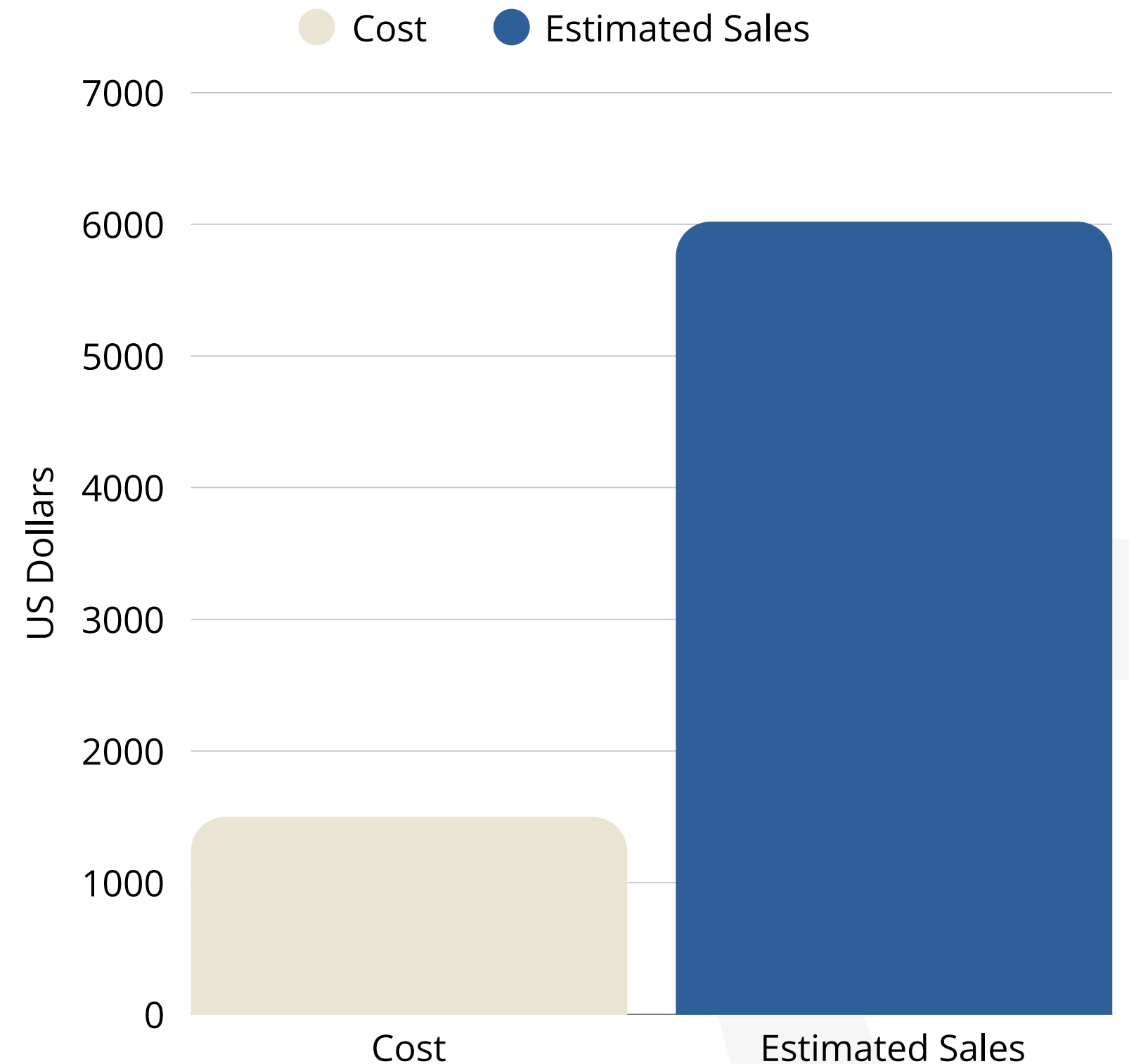
- **Referral Push**
 - Friend upgrades
 - Dual booking
- **Partnership Starts**
 - Gyms & cafés
 - QR cards
- **Key KPIs**
 - Returning clients
 - Referral bookings

Months 9-12

- **Membership Drive**
 - GLOW all year
 - Upsell offer
- **Partnership Expansion**
 - College campuses
 - Local hosts & studios
- **Key KPIs**
 - Conversion rates
 - Store reviews

ROI and Impact for GLOW

- With a cost of \$1,500 and an estimated sales increase of \$6,020, we strongly recommend the adoption of the GLOW campaign
- From our approximated \$6,020 in sales, most of the projected sales will come from first-time visits, with the rest from new memberships



THANK YOU

QUESTIONS?

Team Omega