SOCIAL MEDIA MARKETING STRATEGY

15-Day Multi-Channel Content Plan

BEAUTY SALON • MIRA ROAD, MUMBAI

15	34	3	4
Planned Days	Platform Posts	Platforms	Content Pillars

Campaign budget: ■30,000–■50,000 | Duration: 15 days

Primary objective: Build local awareness, generate WhatsApp enquiries, and convert interested customers into confirmed salon appointments.

Prepared as a practical planning document. Budget figures, posting times and offer concepts are recommendations to validate against actual salon capacity and campaign results.

1. Executive Summary

This strategy adapts a multi-channel content calendar for a beauty salon serving customers in Mira Road. Instagram and Facebook are the primary channels for local discovery and appointment enquiries. LinkedIn is used organically for professional credibility and partnerships with wedding planners, photographers and local businesses.

Campaign goals

Goal	Execution	Primary measure
Brand awareness	Local Reels, salon introduction, service demonstrations	Reach, video views, profile visits
Engagement	Beauty tips, polls, transformations and carousels	Saves, shares, comments
Lead generation	Click-to-WhatsApp ads and clear service CTAs	Enquiries, qualified leads
Bookings & retention	Transparent offers, appointment follow-up, reminders	Confirmed bookings, repeat visits

2. Services & Price Range

Service category	Services included	Indicative price range
Basic beauty services	Eyebrow threading, waxing, cleanup	■100–■1,000
Facial & skin care	Regular facial, cleanup, premium facial	■800–■3,000
Hair services	Haircut, styling, hair spa	■500–■3,000
Party & bridal makeup	Party makeup, bridal makeup packages	■3,000–■25,000+

Use the salon’s actual current menu and confirmed prices in public posts. Confirm service inclusions and availability before advertising.

3. Budget Allocation

Two budget options for a 15-day campaign. These are planning estimates, not vendor quotations.

Activity	■30,000 plan	■50,000 plan
Meta Ads (Instagram + Facebook)	■18,000	■32,000
Content creation & editing	■5,000	■7,000
Local creator collaborations	■3,000	■5,000
Offer creatives & campaign setup	■2,000	■3,000
Testing / optimization reserve	■2,000	■3,000
TOTAL	■30,000	■50,000

Average daily Meta Ads spend: ■1,200/day on the ■30,000 plan (■18,000 over 15 days); approximately ■2,133/day on the ■50,000 plan (■32,000 over 15 days).

Suggested split of the Meta Ads budget: 70% local service enquiries, 20% retargeting, 10% creative testing. Retargeting depends on eligible audiences and tracking setup.

Budget notes

• LinkedIn is organic-first; paid LinkedIn ads are not included.
• Confirm creator, production and editing costs before committing.
• Move reserve funds toward ads that generate qualified enquiries and profitable bookings.
• The full budget includes production and campaign costs, not just media spend.

4. Four Content Pillars

Pillar	Weight	Posts	Content examples	Goal
Beauty Inspiration	30%	10	Hair transformations, makeup looks, beauty inspiration	Reach, saves, shares
Educational Content	25%	9	Hair care, facial aftercare, waxing preparation, makeup tips	Saves, credibility
Brand & Trust	20%	7	Genuine reviews, salon tour, team and hygiene practices	Trust, profile visits
Promotional & CTA	25%	8	Introductory offer, service bundles, bridal consultations	Enquiries, bookings

5. 15-Day Multi-Channel Content Calendar

Platform mix: Instagram 15 posts, Facebook 10 posts, LinkedIn 9 posts = 34 planned platform posts. The daily theme is adapted to each platform; the plan does not require 34 entirely separate creative concepts.

Day 01 — Meet Your Beauty Salon

Pillar	Brand & Trust	**Format**	Reel + brand introduction
Instagram	Intro Reel showing salon, team, services and location.	**Facebook**	Welcome post with services, location and contact details.
LinkedIn	Introduce salon, service philosophy and local focus.	**CTA**	Visit Our Salon
Platforms	IG, FB, LI		

Day 02 — Your Beauty Menu

Pillar	Beauty Inspiration	**Format**	Service carousel
Instagram	Carousel showing threading, waxing, facials, hair and makeup.	**Facebook**	Service album with starting prices and booking details.
LinkedIn	Share how a structured service menu serves customer needs.	**CTA**	Explore Our Services
Platforms	IG, FB		

Day 03 — Hair Transformation

Pillar	Beauty Inspiration	**Format**	Transformation Reel
Instagram	Transformation Reel, with client consent.	**Facebook**	Before-and-after hair photos with service details.
LinkedIn	Discuss personalization and customer experience.	**CTA**	Book Your Hair Appointment
Platforms	IG, FB, LI		

Day 04 — Facial & Skincare Guide

Pillar	Educational Content	**Format**	Educational carousel
Instagram	Carousel explaining facial options, consultation and aftercare.	**Facebook**	Skincare guide with facial prices and booking contact.
LinkedIn	Practical client consultation and responsible skincare.	**CTA**	Ask About Facials
Platforms	IG, FB, LI		

Day 05 — Customer Review

Pillar	Brand & Trust	**Format**	Testimonial
Instagram	Genuine review graphic or testimonial video, with permission.	**Facebook**	Customer story and review with service details.
LinkedIn	Share a customer-experience lesson using genuine feedback.	**CTA**	Read Customer Reviews
Platforms	IG, FB, LI		

Day 06 — Hair-Care Tips

Pillar	Educational Content	**Format**	Tips Reel + checklist
Instagram	Reel with five simple hair-care tips.	**Facebook**	Hair-care checklist and appointment CTA.
LinkedIn	Tips for maintaining service results and satisfaction.	**CTA**	Save These Tips
Platforms	IG, FB		

Day 07 — First-Visit Offer

Pillar	Promotional & CTA	**Format**	Offer graphic
Instagram	Introductory offer for a selected service or facial.	**Facebook**	Offer graphic with exact price, terms and WhatsApp contact.
LinkedIn	Announce a local launch or customer introduction offer.	**CTA**	Book on WhatsApp
Platforms	IG, FB, LI		

Day 08 — Everyday Beauty Essentials

Pillar	Beauty Inspiration	**Format**	Inspiration carousel
Instagram	Carousel with simple routines and service inspiration.	**Facebook**	Photo album featuring hair, skin and beauty services.
LinkedIn	Accessible, personalized beauty and self-care services.	**CTA**	Find Your Beauty Routine
Platforms	IG, FB, LI		

Day 09 — Beauty Poll

Pillar	Beauty Inspiration	**Format**	Poll + Stories
Instagram	Story poll: hair spa or facial?	**Facebook**	Question post for local followers.
LinkedIn	Poll about service trends and customer experience.	**CTA**	Vote & Tell Us
Platforms	IG, FB, LI		

Day 10 — Bridal Makeup Showcase

Pillar	Promotional & CTA	**Format**	Bridal showcase Reel
Instagram	Bridal makeup Reel with close-up details and final look.	**Facebook**	Bridal and party makeup packages with consultation details.
LinkedIn	Planning and client coordination in bridal services.	**CTA**	Enquire About Bridal Makeup
Platforms	IG, FB, LI		

Day 11 — Facial Price & Value Guide

Pillar	Educational Content	**Format**	Price-guide carousel
Instagram	Carousel explaining regular vs premium facial options.	**Facebook**	Facial menu with confirmed inclusions.
LinkedIn	Transparent pricing and service selection.	**CTA**	Find the Right Facial
Platforms	IG, FB, LI		

Day 12 — Behind the Scenes

Pillar	Brand & Trust	**Format**	Behind-the-scenes Reel
Instagram	Reel showing workspace preparation, tools and team.	**Facebook**	Salon tour, hygiene practices and team introduction.
LinkedIn	Service consistency, training and professional standards.	**CTA**	Meet Our Team
Platforms	IG, FB, LI		

Day 13 — Party Makeup & Hair Tips

Pillar	Educational Content	**Format**	Tutorial carousel
Instagram	Carousel with makeup prep and hairstyle inspiration.	**Facebook**	Event-ready checklist and party makeup details.
LinkedIn	Advance planning for event-ready services.	**CTA**	Plan Your Look
Platforms	IG, FB		

Day 14 — Weekend Beauty Package

Pillar	Promotional & CTA	**Format**	Package graphic
Instagram	Promote a clearly priced hair-and-skin package.	**Facebook**	Package post with inclusions, validity and appointment details.
LinkedIn	Share a local promotion and value of planned appointments.	**CTA**	Reserve Your Slot
Platforms	IG, FB, LI		

Day 15 — Free Bridal Consultation

Pillar	Promotional & CTA	**Format**	Consultation invitation
Instagram	Invite brides-to-be to a free 10–15 minute initial consultation.	**Facebook**	Consultation post with booking method and package range.
LinkedIn	Invite wedding planners and event partners to collaborate.	**CTA**	Message Us to Book
Platforms	IG, FB, LI		

6. Platform-Specific Strategy

Instagram — Visual discovery and bookings

• Prioritize Reels, carousels and Stories.
• Feature hair transformations, facial explainers, makeup looks and salon tours.
• Use Mira Road location tags and relevant nearby locality tags.
• Add a WhatsApp booking link to the profile.
• Suggested testing windows: 12–2 PM and 7–9 PM IST; validate with Instagram Insights.

Facebook — Local community and repeat customers

• Share service menus, genuine reviews, offers and photo albums.
• Test Click-to-WhatsApp ads to generate appointment enquiries.
• Share useful content in relevant local groups where promotion is permitted.
• Encourage satisfied customers to leave genuine reviews.
• Suggested testing windows: 1–3 PM and 7–9 PM IST.

LinkedIn — Partnerships and professional credibility

• Introduce the salon and its service standards.
• Share team expertise and customer-experience insights.
• Connect with wedding planners, photographers and event professionals.
• Explore bridal referral partnerships and corporate grooming opportunities.
• Suggested testing windows: Tuesday–Thursday, 9–11 AM IST.

Posting windows are starting hypotheses, not guaranteed peak hours. Adjust based on audience activity and engagement data.

7. Meta Ads Funnel

Stage	Content / timing	Audience approach	Measure
TOFU — Awareness	Days 1–4 and 8–9: introduction Reels, transformations, beauty tips	Relevant local audience around Mira Road	Reach, views, profile visits
MOFU — Consideration	Days 5–6 and 11–13: reviews, service demos, price guides	Retarget eligible engagers and video viewers	WhatsApp clicks, enquiries, cost per lead
BOFU — Conversion	Days 7, 10, 14–15: offers, bridal consultation, package	Clear service CTA and follow-up	Confirmed bookings, cost per booking, revenue

Recommended Meta Ads budget split

70% local service enquiries • 20% retargeting • 10% creative testing. Use the available Meta messaging or lead objective that matches the booking journey. Retargeting depends on eligible audiences and appropriate tracking. Google Display remarketing is optional and should be considered only when tracking, audience eligibility and budget allow.

8. Offers to Test

Offer concept	Execution notes
First-visit basic service	Promote a selected threading, waxing or cleanup service at its actual listed price.
Facial package	Feature a regular or premium facial with confirmed inclusions and transparent pricing.
Hair-care bundle	Test a haircut plus hair-spa bundle; confirm the combined price before publishing.
Bridal consultation	Offer a complimentary initial consultation and explain the actual bridal package range.

These are proposed tests, not existing salon promotions. State offer validity, inclusions, terms and appointment availability. Use real customer photos and reviews only with permission; never invent testimonials, results or scarcity.

9. KPIs & Reporting

KPI	Meaning / calculation
Reach	Number of unique accounts reached.
Engagement rate	Interactions relative to reach or followers; use one consistent definition.
Reel watch time	Whether videos hold attention.
Profile visits	Interest generated by content.
WhatsApp enquiries	People who contact the salon through WhatsApp.
Qualified leads	Enquiries with genuine booking intent.
Confirmed appointments	Leads that become confirmed bookings.
Cost per lead	Ad spend divided by the defined number of leads.
Cost per booking	Ad spend divided by confirmed bookings.
Revenue / ROAS	Attributable sales and revenue relative to ad spend.

Illustrative example: ■6,000 in ad spend ÷ 30 enquiries = ■200 per enquiry. If 10 enquiries become confirmed appointments, ■6,000 ÷ 10 = ■600 ad cost per booking. These are calculation examples, not predicted results.

Review performance after Days 3, 7 and 15. Shift spend toward creatives and services that generate qualified enquiries and profitable bookings.

10. Execution Checklist

Before launch

■ Confirm the salon name, address, working hours and booking contact.
■ Confirm service prices, offer terms, package inclusions and appointment capacity.
■ Set up or optimize Instagram and Facebook business profiles.
■ Add WhatsApp contact and clear booking instructions.
■ Prepare brand templates, short-form videos and approved client photos.
■ Set up Meta Business tools and tracking appropriate to the booking journey.

During the 15-day campaign

■ Publish the daily theme and adapt content to each platform.
■ Reply to enquiries promptly and record lead status.
■ Track spend, reach, enquiries, confirmed bookings and revenue.
■ Check ad comments and messages for service questions.
■ Review performance on Days 3 and 7 and make controlled changes.

At the end of the campaign

■ Compare performance by service, creative, audience and platform.
■ Calculate cost per qualified lead and confirmed booking.
■ Identify the strongest content pillar and offer.
■ Follow up on open enquiries and request reviews from willing customers.
■ Use results to plan the next 15–30 days.

Final Recommendation

For a beauty salon in Mira Road, prioritize Instagram and Facebook, WhatsApp appointment enquiries, authentic local customer proof and transparent service pricing. Use LinkedIn mainly for bridal, wedding-planner and business partnerships rather than as the primary consumer-booking channel. Start with the ■30,000 option if advertising is new, then scale after identifying which services generate profitable bookings.

Planning assumptions: This document uses the supplied service categories, prices, location and budget. Campaign results depend on local competition, creative quality, response speed, offer fit, service capacity and ad delivery.