PAID ADVERTISING STRATEGY

Beauty Salon
Meta Ads Strategy

30-Day Funnel-Based Campaign Plan for Facebook & Instagram

MONTHLY AD BUDGET	CAMPAIGN DURATION	PRIMARY CONVERSION
■30,000–■50,000	30 Days	Confirmed Appointments

Objective: Generate qualified local beauty enquiries, increase salon appointments, promote premium services and convert prospects into paying customers.

Prepared as a structured campaign blueprint covering customer personas, funnel allocation, Meta Ads Manager architecture, geographic targeting, creative strategy, tracking, sales follow-up and performance optimization.

PLANNING NOTE

Budgets and allocations are proposed planning figures. Results, lead costs and booking volumes must be validated after campaigns launch. Location-specific targeting should be finalized once the salon address and service area are confirmed.

01. Foundation — Understanding the Business

Business overview

A local beauty salon offering essential beauty treatments, skincare services, hairstyling and professional bridal makeup to customers within its practical service area.

Business Parameter	Details
Business model	Beauty salon and personal care services
Target market	Local beauty and salon customers
Basic services	Eyebrow threading, waxing and cleanup
Facial & skin care	Regular facial, cleanup and premium facial
Hair services	Haircut, styling and hair spa
Bridal makeup	Party makeup and bridal makeup packages
Monthly budget	■30,000–■50,000
Campaign duration	30 days
Primary KPI	Cost per qualified lead / confirmed booking
Business KPI	Completed appointments, revenue and ROAS

Service pricing

Category	Services	Price range
Basic beauty	Threading, waxing, cleanup	■100–■1,000
Facial & skin care	Regular facial, premium facial	■800–■3,000
Hair services	Haircut, styling, hair spa	■500–■3,000
Bridal makeup	Party makeup, bridal packages	■3,000–■25,000+

02. Customer Conversion Journey

1. Discover salon

Customer discovers service Reels and salon promotions on Facebook and Instagram.

2. Explore services

Customer views demonstrations, prices, packages and reviews.

3. Build trust

Customer checks salon ambience, stylist portfolios and service information.

4. Submit enquiry

Customer contacts the salon through WhatsApp, website or phone.

5. Receive consultation

Salon responds with service details, prices and available slots.

6. Confirm booking

Customer confirms an appointment and any required deposit.

7. Complete service

Customer visits and receives the selected treatment.

8. Encourage repeat visit

Salon follows up appropriately to encourage future bookings.

03. Audience Architecture — Customer Personas

Persona 1 — Everyday Beauty Customers

Suggested age: 18–35 | Services: threading, waxing and cleanup

Motivation: convenient appointments, hygiene and affordable services.

Creative: service menus, price-led creatives and salon videos. CTA: Book Your Beauty Appointment.

Persona 2 — Skincare & Self-Care Customers

Suggested age: 23–42 | Services: regular facial, cleanup and premium facial

Motivation: professional care, relaxation and transparent pricing.

Creative: facial demonstrations, treatment explanations and reviews. CTA: Explore Facial Packages.

Persona 3 — Hair Styling Customers

Suggested age: 20–40 | Services: haircut, styling and hair spa

Motivation: skilled stylists, desired hairstyles and quality service.

Creative: stylist demonstrations and client-approved transformations. CTA: Book Your Hair Session.

Persona 4 — Bridal & Party Makeup Customers

Suggested age: 22–38 | Services: party makeup and bridal packages

Motivation: professional artistry, portfolio quality and package clarity.

Creative: bridal portfolios, makeup trials and testimonials. CTA: Check Bridal Availability.

Age ranges are initial hypotheses for testing, not verified demographic facts about the salon's customers.

04. Full-Funnel Advertising Strategy

Funnel	Share	Monthly allocation at ■30K–■50K	Objectives & formats
TOFU — Awareness	20%	■6,000–■10,000	Local discovery, brand awareness, Reels, salon tour and service demonstrations
MOFU — Consideration	25%	■7,500–■12,500	Service enquiries, trust, reviews, service menus and package comparisons
BOFU — Conversion	55%	■16,500–■27,500	Qualified appointment enquiries, WhatsApp ads, booking CTAs and eligible retargeting

Average daily spend

Monthly budget	Average daily spend
■30,000	■1,000
■40,000	Approximately ■1,333
■50,000	Approximately ■1,667

Daily figures are averages over 30 days; actual platform delivery may vary. Figures cover media spend and exclude production, agency fees and taxes where applicable.

05. Meta Ads Manager Campaign Architecture

Campaign 01 — Local Awareness

Objective: Awareness | Budget: 20% of total

• Ad Set 01: Local beauty audience — broad local reach with relevant interests where useful.

• Ad Set 02: Service discovery — salon introduction and beauty-service video.

• Creative assets: Meet Our Salon Reel; A Look Inside Our Salon; Everyday Beauty Essentials.

Campaign 02 — Service Consideration

Objective: Engagement or Traffic, based on the desired action and available optimization options | Budget: 25%

• Ad Set 01: Facial & skincare — treatment details, prices and experience.

• Ad Set 02: Hair services — haircut, styling and hair spa.

• Ad Set 03: Warm audience — eligible social engagers and website visitors, if audience volume supports it.

• Creative assets: Facial walkthrough, hair spa demonstration, price menu and genuine reviews.

Campaign 03 — Appointment Leads

Objective: Leads or Messaging | Budget: 55%

• Ad Set 01: Basic beauty & facial — appointment enquiries.

• Ad Set 02: Hair services — styling and hair spa enquiries.

• Ad Set 03: Bridal & party makeup — portfolio and package enquiries.

• Ad Set 04: Retargeting — eligible high-intent audiences, only when volume supports a separate ad set.

Budget safeguard: With ■30,000 per month, consolidate ad sets if splitting spend too thinly. Expand segmentation only after reviewing qualified leads and actual bookings.

06. Geographic Targeting Strategy

Primary zone — nearby customers

Begin with a 2–5 km radius around the salon, where practical. Focus on nearby residential societies, offices, shopping areas and customers within convenient travel distance.

Secondary zone — extended catchment

Test a 5–10 km radius only if the location, pricing and customer travel patterns justify expansion.

Premium bridal targeting

For bridal makeup and premium packages, test a wider practical service area and evaluate enquiry quality, confirmed bookings and travel convenience.

Final targeting depends on the salon address, local competition, service mix and the location options available in Meta Ads Manager.

07. Audience Segmentation

Audience	Examples	Role
Cold — TOFU	Broad local audiences; relevant beauty, skincare and hair interests	Discover new customers
Warm — MOFU	Instagram/Facebook engagers, video viewers, website visitors	Build trust and consideration
High intent — BOFU	Appointment conversation starters, booking-page visitors, bridal enquiries	Convert interest into bookings

Exclusions and safeguards

• Exclude recent confirmed bookings from acquisition campaigns where practical.

• Avoid repeatedly showing introductory offers to existing customers.

• Use separate rebooking campaigns for past customers when appropriate.

• Avoid excessive audience fragmentation on a limited budget.

08. Creative Strategy — Service-Specific Ads

Ad 01 — Basic Beauty Services

Headline: Your Everyday Beauty Essentials in One Place

Copy: From eyebrow threading and waxing to refreshing cleanup services, explore our beauty service menu and book a convenient appointment.

CTA: Send WhatsApp Message

Ad 02 — Facial & Skincare

Headline: Make Time for a Professional Facial

Copy: Explore regular facials, cleanup services and premium facial options. Contact our team for treatment details, prices and available slots.

CTA: Explore Services

Ad 03 — Hair Services

Headline: Fresh Hair, Fresh Look

Copy: Discover professional haircuts, styling and relaxing hair spa services. Check our service menu and reserve a convenient time.

CTA: Book Appointment

Ad 04 — Bridal Makeup

Headline: Plan Your Bridal Look With Confidence

Copy: Explore our bridal and party makeup portfolio, discuss your preferred look and enquire about package inclusions and event-date availability.

CTA: Enquire About Bridal Makeup

09. Conversion Landing Page Strategy

Where a website is available, create service-specific landing pages instead of sending all ad traffic to a generic homepage.

Section	Content
1–3	Hero image and headline; salon introduction; service menu and pricing
4–6	Facial/skincare; hair services; bridal/party makeup portfolio
7–9	Package inclusions; genuine reviews; salon location and directions
10–12	FAQs; appointment form; sticky WhatsApp or booking CTA

Suggested appointment form fields

Full name, phone number, preferred service, preferred date, preferred time and optional package/budget requirement for premium services.

Primary CTA: BOOK YOUR APPOINTMENT

10. Measurement & Conversion Tracking

Event	Purpose
PageView	Website traffic measurement
ViewContent	Service-page interest
Contact	Contact action, when correctly configured
Lead	Qualified enquiry or successfully submitted lead
Appointment Confirmed	Actual appointment confirmation
Purchase	Completed service revenue, where supported

Track messaging conversations separately from confirmed appointments. Maintain a CRM or spreadsheet recording source, service requested, booking status, attendance and revenue. Where applicable, configure Meta Pixel and Conversions API with correct event deduplication.

11. Sales Funnel — Enquiry to Confirmed Appointment

1. Enquiry Received

Capture service request and contact details.

2. First Response

Respond promptly during staffed hours.

3. Qualification

Confirm service requirements and preferred date.

4. Appointment Offer

Share available slots, pricing and package inclusions.

5. Booking Confirmation

Record the appointment and any applicable deposit.

6. Service Completion

Record attendance and final bill.

7. Repeat Booking

Send appropriate follow-up communications with consent.

12. 30-Day Campaign Launch Plan

Timeline	Focus	Actions
Days 01–03	Foundation & setup	Verify Meta assets; connect Instagram, Facebook and WhatsApp; confirm prices/location; prepare creatives and booking records.
Days 04–07	Campaign launch	Launch campaigns; verify ad destinations and enquiry delivery; record initial performance.
Days 08–14	Performance review	Review engagement, cost per enquiry and booking quality; compare service categories and creatives.
Days 15–21	Optimization	Reallocate spend toward stronger service categories; refresh weak creatives; retarget when eligible.
Days 22–30	Revenue audit	Measure confirmed and attended appointments, revenue, cancellations and average bill value; prepare next-month plan.

13. Campaign Performance Dashboard

KPI	Measurement
Total Spend	Actual advertising spend
Reach / Impressions	Unique users reached / total ad displays
CTR / CPC	Click-through rate / cost per click
Leads / Qualified Leads	Relevant enquiries / enquiries matching booking requirements
CPL	Spend divided by leads
Confirmed Bookings	Appointments confirmed
Cost Per Booking	Spend divided by confirmed bookings
Attended Appointments	Customers who visited
Revenue	Completed service revenue
ROAS	Attributed revenue divided by ad spend

Actual performance figures should be populated after launch. Do not treat estimates or placeholders as verified results.

14. Diagnostic Protocol — Campaign Optimization

Observed signal	Optimization action
High reach, low engagement	Improve opening visual, message and local relevance.
Clicks, few enquiries	Check CTA, WhatsApp link, landing page and price clarity.
Enquiries, few bookings	Improve response speed, availability and qualification.
Bookings, low attendance	Improve confirmation and reminder procedures.
Low average bill	Test appropriate service bundles and package positioning.
Bridal enquiries, few confirmations	Improve portfolio, package details and consultation follow-up.
Frequency rising, results declining	Refresh creatives and review audience overlap.
Profitable bookings increasing	Scale budgets gradually while monitoring margins and capacity.

15. Executive Blueprint — Beauty Salon Growth Strategy

Monthly Budget: ■30,000–■50,000

- Campaign structure: Awareness, Consideration and Appointment Leads.
- Platforms: Facebook and Instagram.
- Primary conversion: Confirmed salon appointments.
- Target audience: Customers within the salon's practical service area.
- Core services: Basic Beauty, Facial & Skincare, Hair Services, Bridal & Party Makeup.
- Primary marketing KPIs: Cost per Qualified Lead and Cost per Confirmed Booking.
- Primary business KPIs: Completed Service Revenue and ROAS.

Local Discovery → Service Consideration → Appointment Enquiry → Confirmed Booking → Repeat Customer

Planning note: This document is a strategic blueprint. Actual lead costs, conversion rates and revenue outcomes must be established through campaign data. Final geographic targeting requires the salon's location and service-area information.