

# BUSINESS ACTION PLAN



Company Name

Location (if applicable)

Web Address

Social Media Handles

Plaftorm	Handle

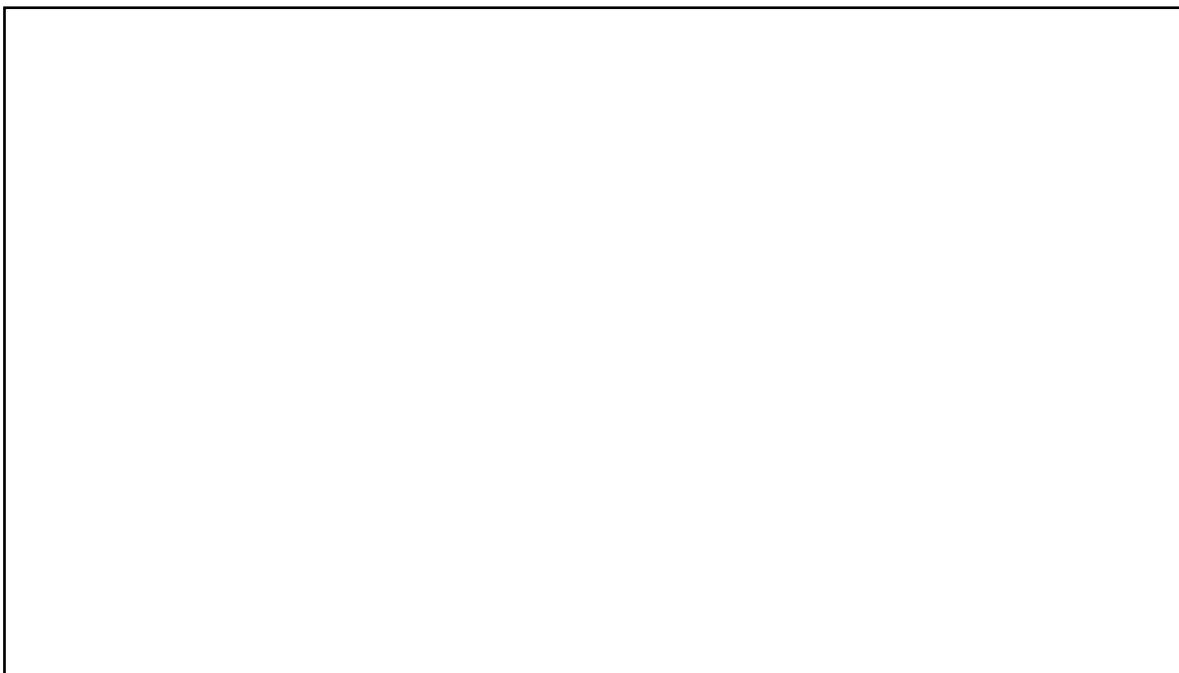
Plan created by

.....

Date .....

# BUSINESS SUMMARY


## Our Company

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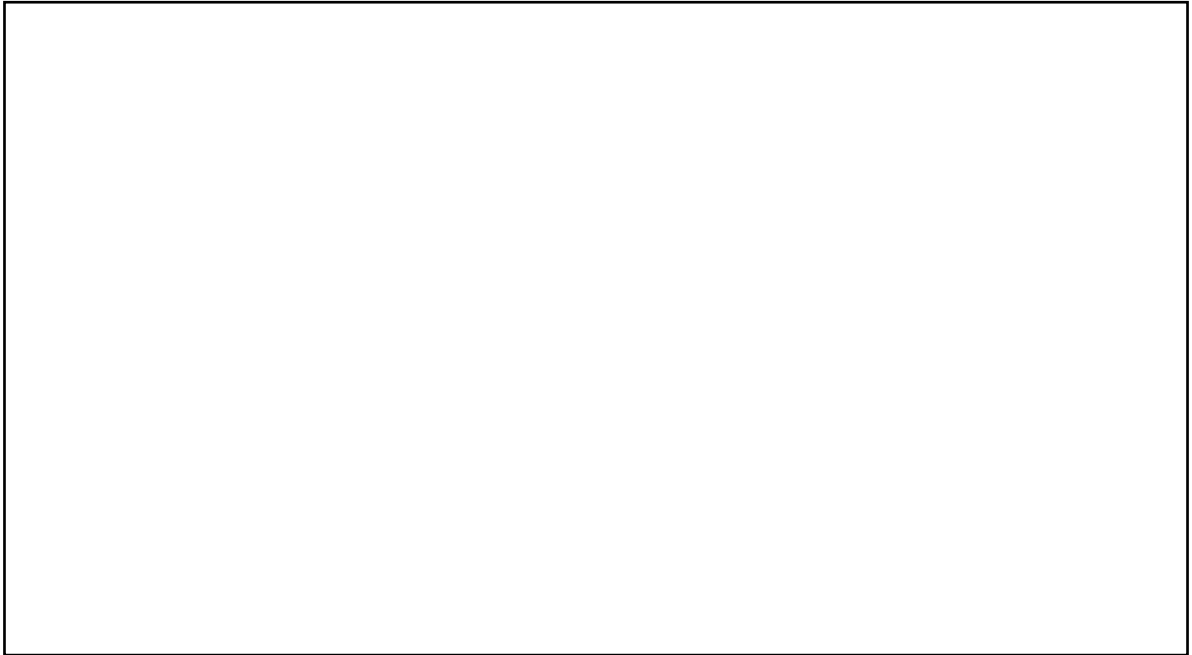
## Our Mission Statement

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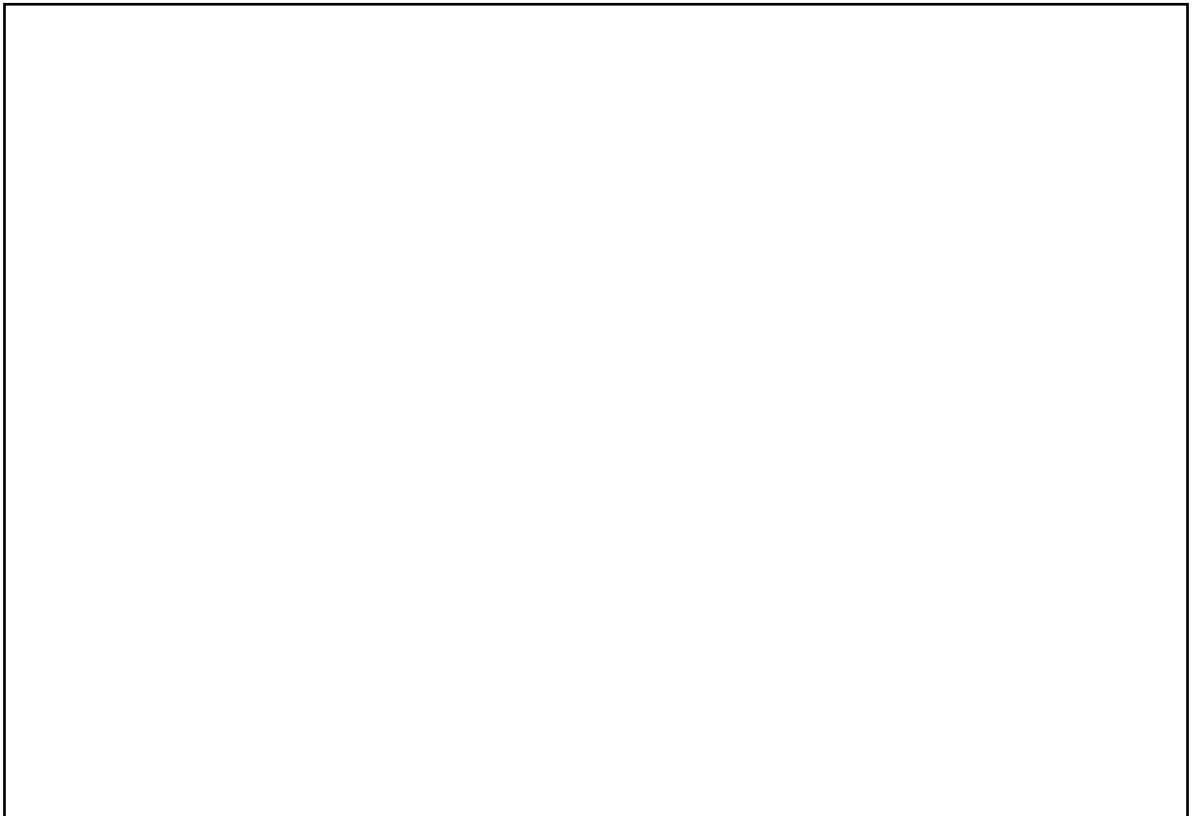
## Our Vision Statement

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## Our Brand Slogan



## Our Brand Story



Key Elements to be Shared

Key Brand Focuses

PRODUCTS  
AND SERVICES

[illegible]





### Services/Products we'd love to offer...

[illegible]

OUR CLIENTS

## Our Current Audience

(Pop down here any consistencies you and your team see, such as age, gender, interests etc...)

## Our Target Audience


(Pop down here any elements of your perfect client here such as age, gender, interests etc. This will help you to create offers/content etc that will resonate with your perfect client base.)

# 12 MONTH MARKETING PLAN


## Our Short Term Marketing Goals

## What can we do to support these?

## Our Long Term Marketing Goals

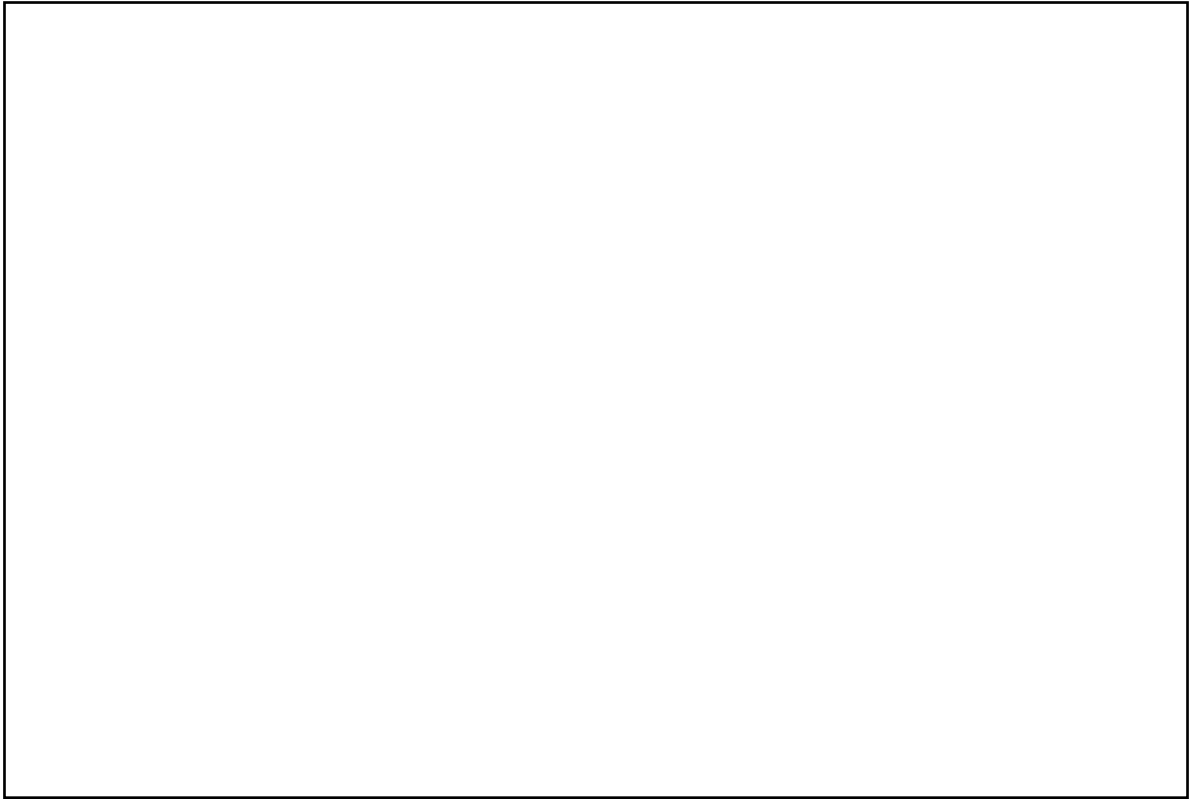


## What can we do to support these?

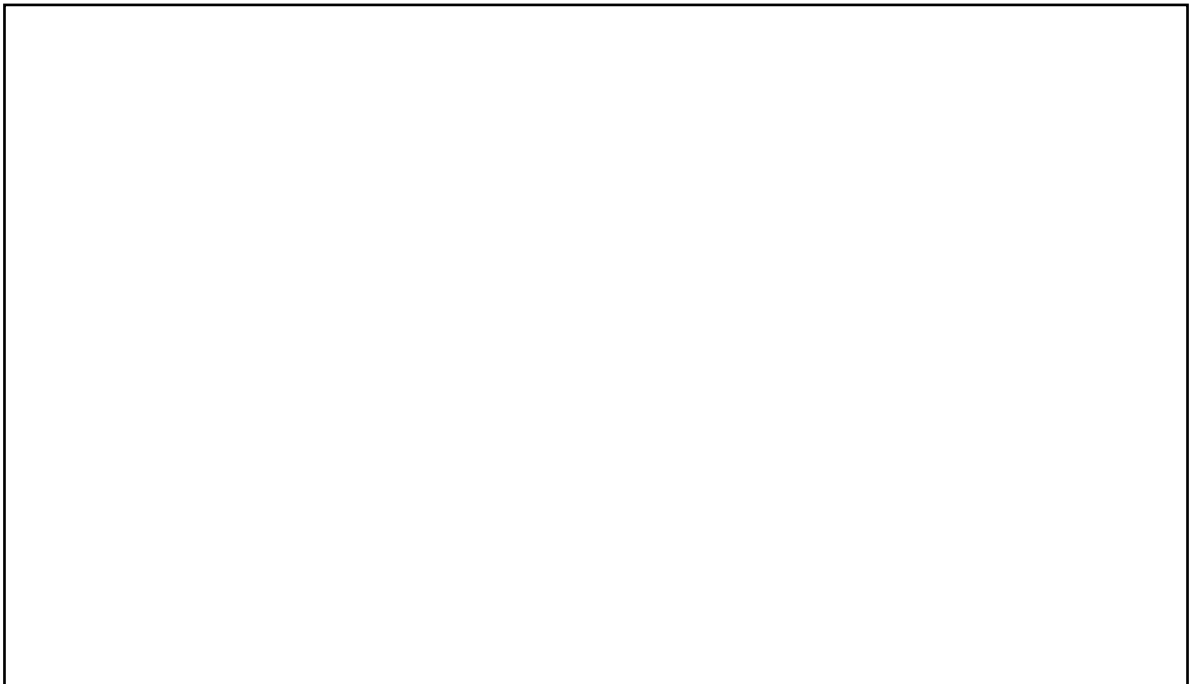




### Our Unique Selling Points (USPs)



### How are we going to share these?



What do we define as success for our Marketing?

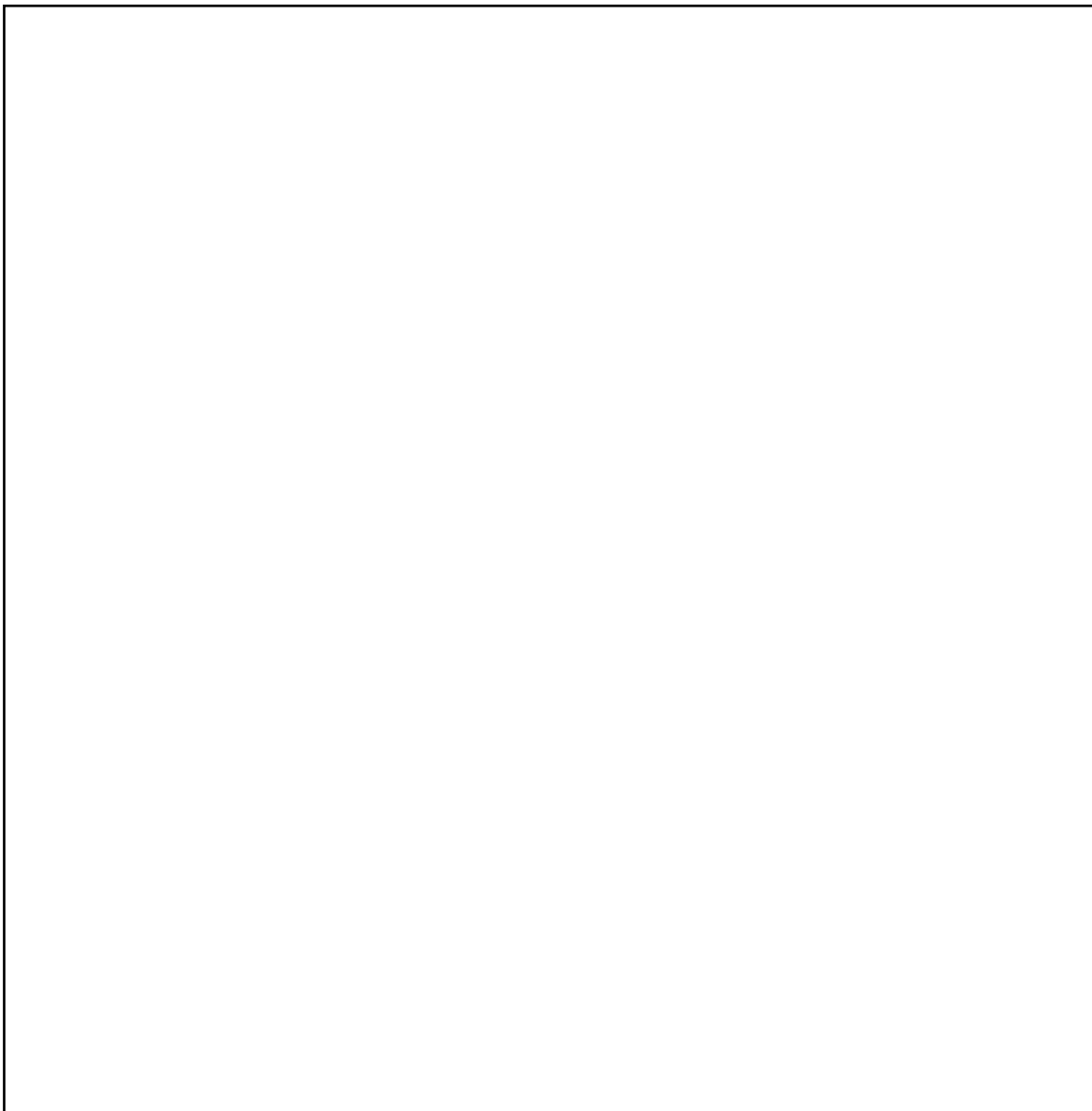
How are we going to measure this?



Month	Focus	In Salon	Website	Social Media	Advertising	Email Marketing	Content	Who is Responsible?
January	New Year							
February	Valentine's Day							
March	Mother's Day							
April	Easter							
May								
June	Father's Day							

Month	Focus	In Salon	Website	Social Media	Advertising	Email Marketing	Content	Who is Responsible?
July	Summer Holidays							
August								
September	Back to School							
October								
November	Black Friday							
December	Christmas							

## Content Ideas

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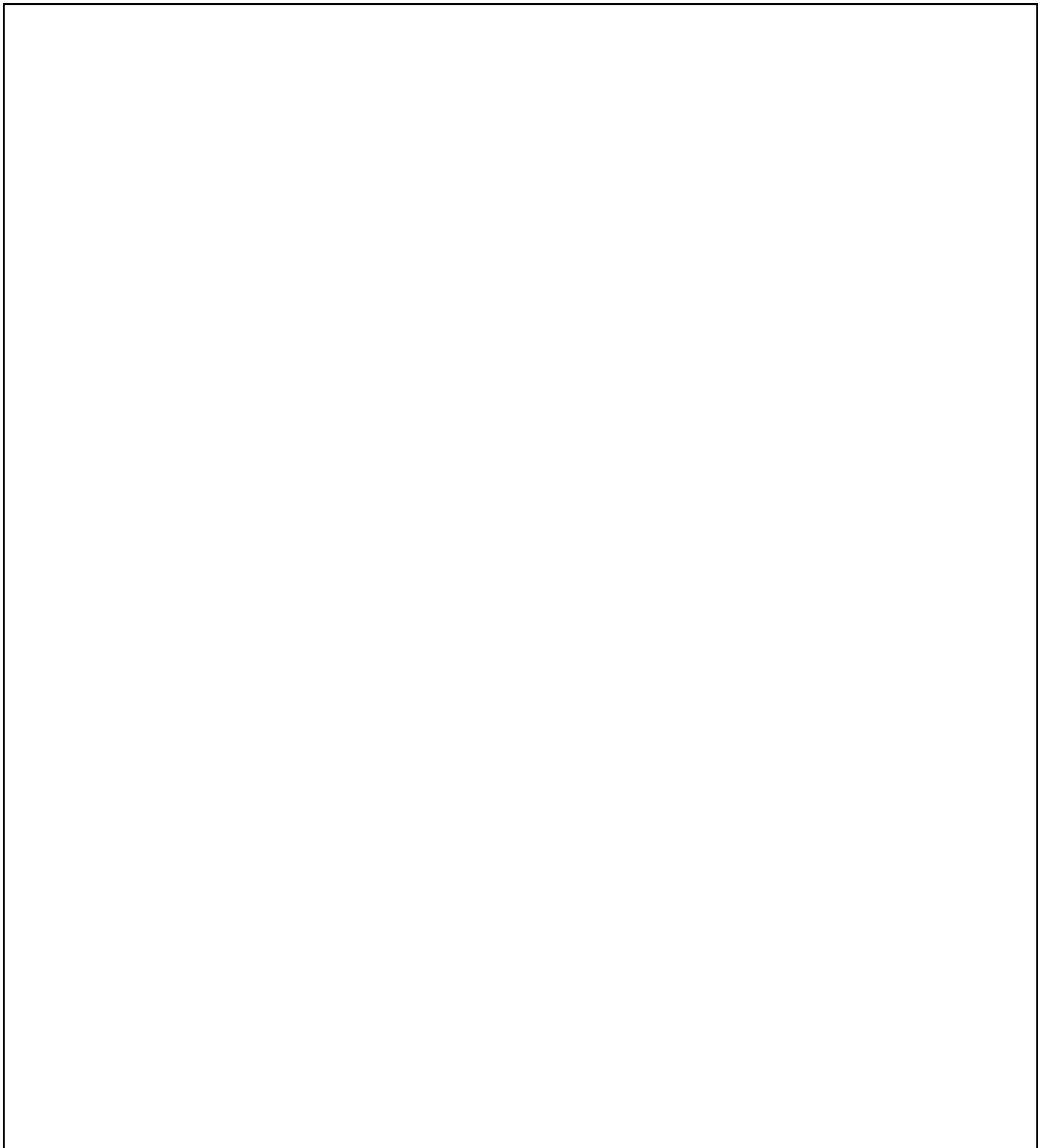
## Suggestions

- IGTV
- Informative Blog Posts
- Meet the Team Series
- How to prep for your treatment
- Behind the Scenes in the Salon
- Before & Afters
- Reviews
- Competitions/Collaborations

## Imagery Ideas



What would we need further support on?

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Here at Sienna X, we'd love to know how we can further support you and your business!

Please be sure to share these with us via the Business Centre or via email to [marketing@sienna-x.co.uk](mailto:marketing@sienna-x.co.uk)



How can we stand out from the crowd?

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# SWOT ANALYSIS

Use SWOT Analysis to assess your business' current position before you decide on any new strategy.

Find out what's working well, and what's not so good. Ask yourself where you want to go, how you might get there – and what might get in your way. These are big issues, and you'll need a powerful but simple technique to help you: SWOT Analysis.

## What is a SWOT Analysis?

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT Analysis is a technique for assessing these four aspects of your business.

You can use SWOT Analysis to make the most of what you've got, to your business' best advantage. And you can reduce the chances of failure, by understanding what you're lacking, and eliminating hazards that would otherwise catch you unaware.

Better still, you can start to craft a strategy that distinguishes you from your competitors, and so compete successfully in your market.

Strengths

Weaknesses

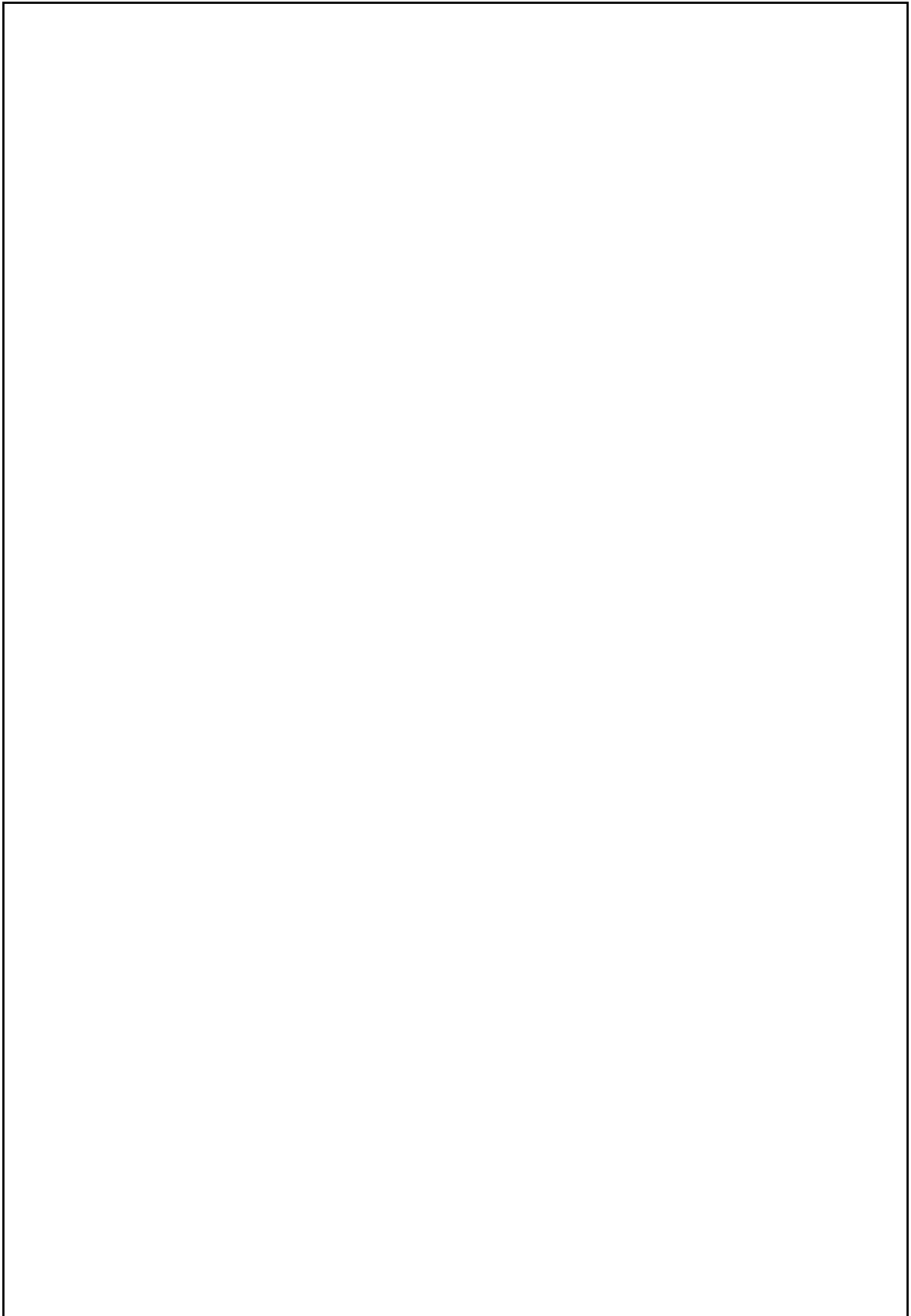
Opportunities

Threats

How can we make our SWOT analysis better?

What are our competitors doing that we're not?

Further points to consider...

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