

Influx Hair Salon & Beauty Parlor



The five marketing methods I researched were billboards, which costs about $1250; business cards, which cost about $29.99; & ads in the newspaper, costing about $22.00; social media pages, costing about $30.00; & flyers, which cost about $44.99.

The ones I decided to use were the business cards, social media pages, & the ads in the newspaper. I expect to get about 100 new clients a year from by business cards, about 50 a year from my newspaper ads, & about 200 a year from my social media pages.

I expect my ROI (Return on Investment) to be about 21244%. Overall cost of my marketing strategy per month is $81.99, & my annual cost is $983.88. I believe my marketing strategy is fairly low in cost so therefore wont effect my business profit by much at all, especially since my Return on Investment is 21244%.

If anything, I believe this marketing strategy will help my monthly profit increase, because my ROI is so high. I feel like after a few months, my business would increase even more, because of word of mouth.