

# **Public Relations Goals, Objectives, Strategies, & Tactics**

## **Pikine African Hair Braiding Campaign**

### **GOALS**

To Increase brand awareness by creating a campaign strategy that will enhance the company's visibility and reputation in the market. The overarching goal of this PR campaign is to promote the launch of Pikine African Hair Braiding's new website and increase brand awareness.

### **OBJECTIVES (For the Next 3 Months)**

1. Expand the customer base.
2. Establish a strong online presence.
3. Promote the salon's unique cultural identity.

### **STRATEGIES (Continued Execution for the Next 3 Months)**

1. The client's goal for the Capstone project is to increase brand awareness and customer base for Pikine African Hair Braiding by 50% within six months through effective marketing strategies. The campaign aims to showcase the salon's unique hair styling services and attract more clients.
2. Pikine African Hair Braiding has been in business for twenty-two years and has a good reputation in the local community. There are no known historical public relations issues for this client. However, the salon has been struggling to attract new customers due to a lack of visibility in the market.
3. Pikine African Hair Braiding currently uses social media and word-of-mouth as its primary communication channels. The salon has a positive image and reputation in the community. However, its current messaging and communication channels are not effectively reaching the target market, so We will develop media outreach campaign and email lists for appropriate local journalists.

### **Tactics: (For the Next 3 Months)**

To achieve the objectives and key strategies of the PR campaign, the following tactics will be implemented:

1. Social media marketing: The salon's social media pages (Facebook,

Instagram, Pinterest) will be created and updated regularly with engaging content, including pictures of the salon's work, customer testimonials, and informative posts about hair braiding.

2. Special promotions and Community outreach: The salon will offer special promotions and discounts to attract new customers and retain existing ones. The salon will participate in community events and sponsor local initiatives that align with the salon's mission and values.
3. Media relations and Influencer Partnerships: The salon will reach out to local publications (newspapers, magazines, blogs) to pitch stories about the salon's unique services and mission. The salon will partner with local influencers who have a significant following on social media to promote the salon's services and increase brand awareness.

### **Narration Script:**

In today's society, hair is a vital part of self-expression and cultural identity. For women, hair braiding is not only a way of self-expression but an ancient art that has been passed down for generations. Pikine African Hair Braiding is a salon that specializes in traditional African braiding techniques and styles. Located on the corner of Wyoming and Seven Mile in Detroit, MI, the salon has been operating since 2001. Founded by Gnilane Karlie, a businesswoman from Senegal who worked hard to fund her business on her own, with more than five employees now, the salon's mission is to empower women by helping them embrace their roots and stand out with different styles of hair braiding.

Hi everyone, my name is Abdoulaye Diallo, and I go by the creator name King Ollaid, I am the PR Manager for Pikine African Hair Braiding, and I will be moderating this PR Campaign Snapshot. The Goal of this PR Campaign for Pikine African Hair Braiding is increasing brand awareness and attract new customers with the creation of a new website.

At the beginning of this campaign, the salon did not have a reliable website, the only Online presence it has was a google business page that needed to be updated. The salon specializes in traditional African hair braiding, offering a diverse range of styles.

Our primary goal is to increase brand awareness and expand our customer base. To achieve this, we've adopted various strategies, including social media marketing, influencer partnerships, media relations, special promotions, and community outreach.

Our key messages emphasize our expertise in traditional African braiding, our mission to empower individuals, and our celebration of diversity and creativity.

The campaign aim to connect with African American Women who seek a unique and personalized hair braiding experience.

We were able to create a sustainable website, and social media pages to effectively promote Pikine African Hair Braiding and build relationships with its customers. Allowing customers to leaves feedback of their experience with the salon and book appointment Online.

Using the Wix website has allowed us to link Google Analytics to the Website. We've made significant progress, with more than 1000 interactions on the Google Business Profile since the start of the campaign. More than 2000 people have already viewed the Business profile, 139 Website clicks since we linked the website to the Google Business profile, and 256 Direction requests. We also notice a 15% increase in social media followers, coverage in one local publication, a 20% growth in our customer base, and a 15% increase in revenue.

Looking ahead, we plan to achieve a 50% growth in social media followers, secure coverage in one more local publication, expand our customer base by 30%, and boost revenue by 20%.

Thanks to all the customers for their support, and we're excited about the journey ahead as we continue to celebrate culture through hair at Pikine African Hair Braiding.