



**UNLEASH YOUR INNER BEAUTY WITH PIKINE AFRICAN HAIR BRAIDING**

**EMBRACE YOUR ROOTS AND STAND OUT**

**By: Abdoulaye Diallo**



At Pikine African Hair Braiding, our mission is to empower women by enhancing their natural beauty through expertly crafted African hair braiding techniques. We are committed to providing exceptional services that celebrate diversity, promote cultural heritage, and foster a sense of community. With a passion for African culture, we strive to create an experience that goes beyond hairstyling, leaving a lasting impression of beauty, confidence, and cultural appreciation.

# Goals

**Pikine aims to create a strong online presence, starting with a brand-new website, to reach a wider audience and showcase our work.**

Increase brand awareness

Expand the customer base

Establish a strong online presence

Promote the salon's unique cultural identity

# Objectives

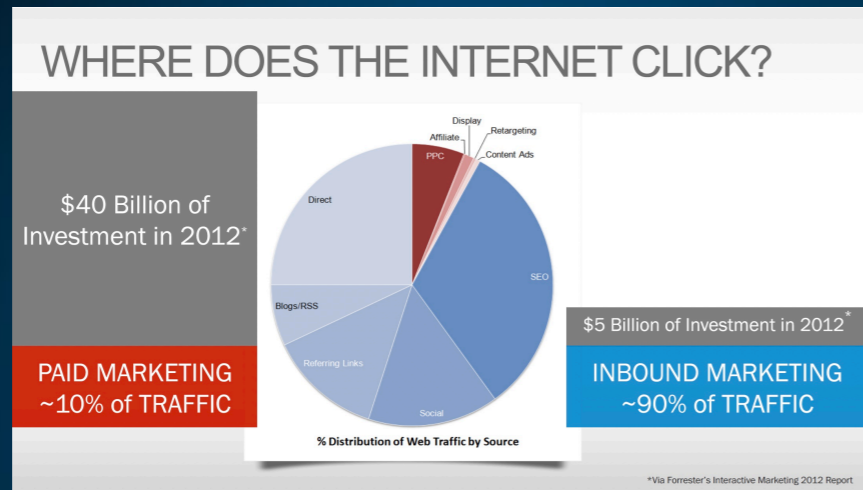
- **Increase the salon's Google business page positive reviews by 50% in six months.**
- **Increase the salon's customer base by 50% in six months.**
- **Generate media coverage in at least two local publications and a Press Release.**

# Strategies

- Social media marketing promotes the new website in all communication and provides easy access to the website for online traffic.
- Special promotions and Community Outreach.
- Media Relation and Influencer Partnerships.

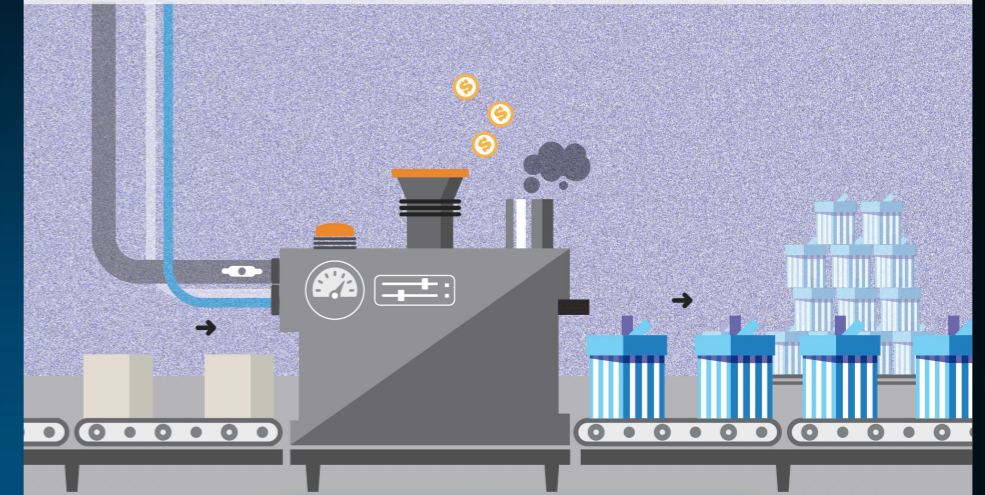
# Tactics

- Creating engaging social media content.

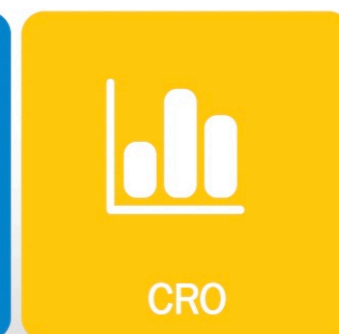
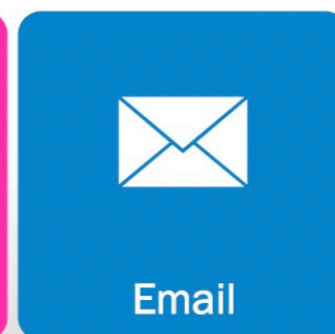
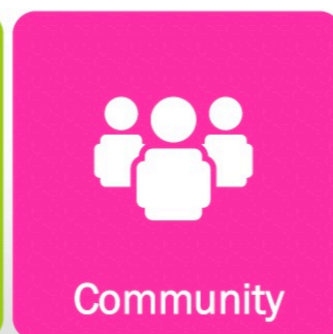
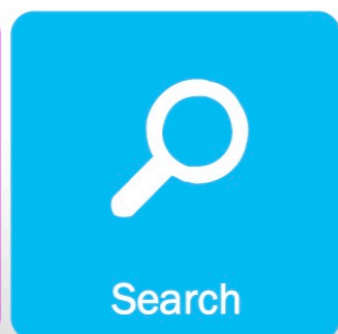
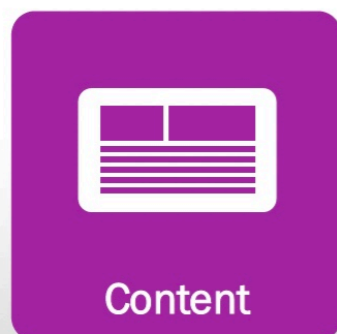
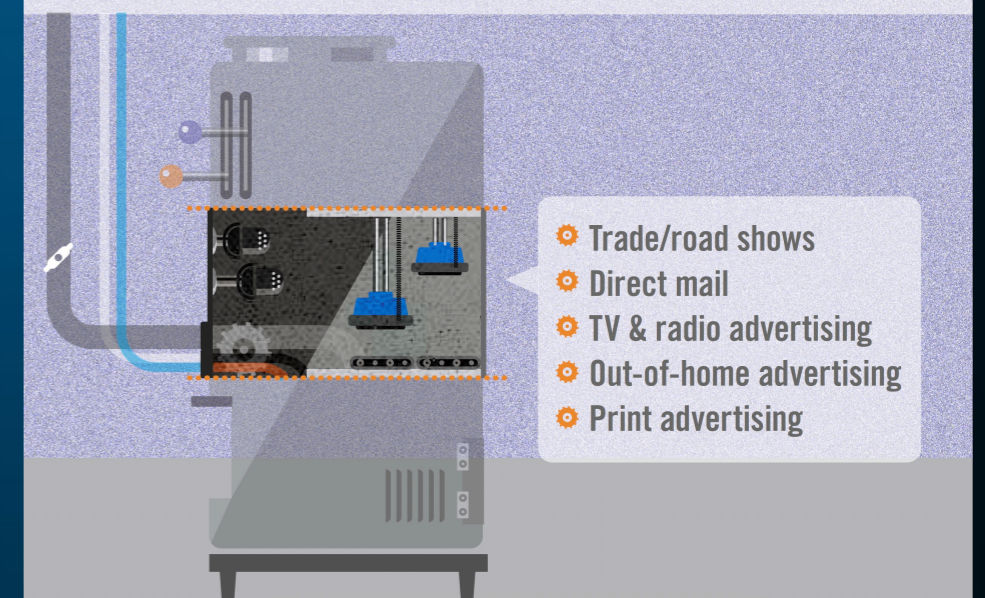


- Collaborating with local influencers.
- Pitching stories to local publications.
- Active participation in community events.

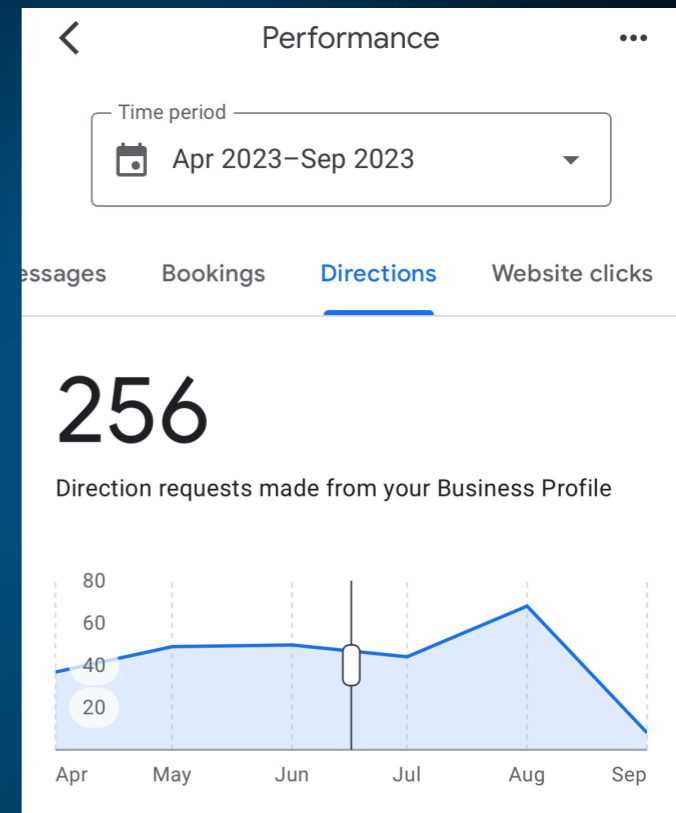
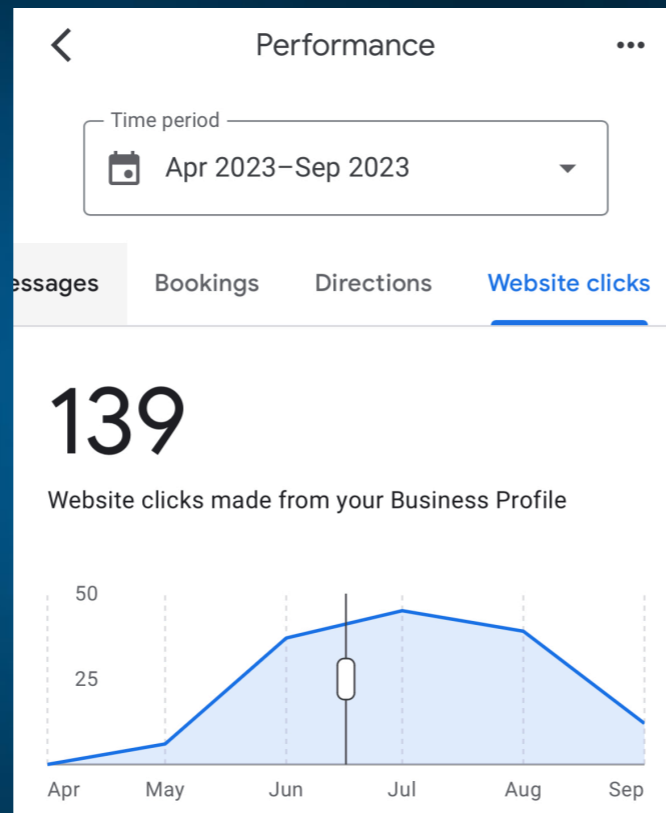
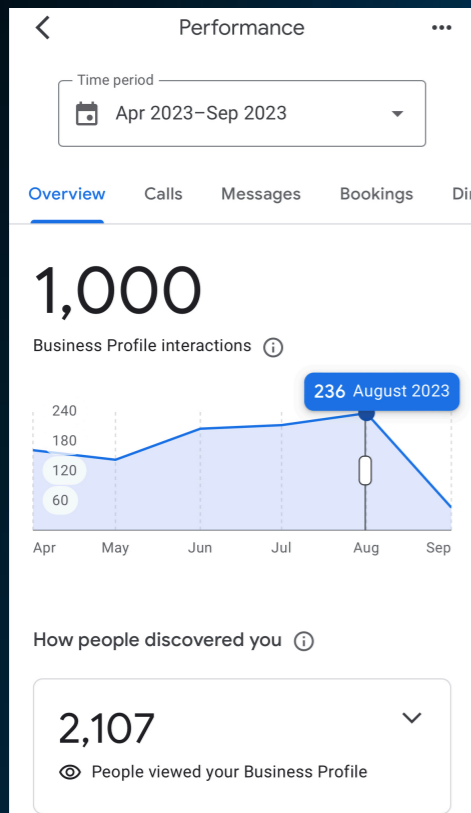
**MORE LEADS FOR LESS BUDGET:** Great content pays dividends for a very long time, an effect that multiplies as you create more and more content.



## OUTBOUND STRATEGY: OFFLINE CAMPAIGNS



# Evaluation/Benchmarks



WIX | Pikine Hair Braiding | Explore | Help | Hire a Professional | Upgrade

Search for tools, apps, help & more...

## Benchmarks

Find out how you're doing compared to sites like yours. [Learn more](#)

### Key stats comparison

You're compared to [Beauty\\_Care](#) sites in [Worldwide](#). [Change Category](#)

Traffic	Your stats	Better than
Unique visitors	39	7%
Avg. session duration	5min 12sec	76%
Bounce rate	47%	68%
Returning visitors	10%	49%
Organic search	75%	84%
Social	0%	0%

Stats are relevant for the last 30 days: Aug 7 - Sep 5

### Competition radar

This is a visual representation of your benchmarks. The more coverage you have, the better you're doing compared to others.

Take Action  
An active online community can double your traffic, build trust and engage your customers.

[Add a Forum](#)

Time period: Apr 2023–Sep 2023

Overview | Calls | Messages | Bookings | Directions | Website clicks

## How people discovered you

**2,080**  
People viewed your Business Profile

### Platform and device breakdown

Platform and devices that people used to find your profile

- 1,611 • 77%  
Google Search – mobile
- 309 • 15%  
Google Maps – mobile
- 136 • 7%  
Google Search – desktop
- 24 • 1%  
Google Maps – desktop

**38**  
Searches showed your Business Profile in the search results

### Searches breakdown

Search terms that showed your Business Profile in the search results

- pikine african hair braiding 21
- african hair braiding 17
- 24 hour african hair braiding < 15
- 24 hour braid shop near me < 15
- 24 hour braiding salon < 15

# Sources

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