



## For Immediate Release

Gnilane Karlie  
info@pikinehairbraiding.com  
248-863-6612

118961 Wyoming Ave  
Detroit, MI 48221  
www.pikinehairbraiding.com

### **Unlocking the Power of Social Media: Strategies for Building a Thriving Hair Braiding Business**

Detroit, MI, July 5, 2023 - Pikine African Hair Braiding, a prominent hair braiding salon in Metro Detroit, is proud to announce an upcoming webinar titled "Unlocking the Power of Social Media: Strategies for Building a Thriving Hair Braiding Business." This exciting virtual event will empower African American women aged 25-35 to leverage social media platforms, such as Pinterest and Instagram, to propel the success of their hair braiding businesses. The webinar will take place on July 18, 2023, from 10:00 AM to 2:00 PM Eastern Standard Time (EST).

Hair braiding has long been an art form that embodies the cultural beauty and significance of African heritage. With the rise of social media, the hair braiding industry has found new avenues for growth and exposure. This webinar aims to equip hair braiding entrepreneurs with invaluable insights and practical strategies to navigate the digital landscape effectively.

During the webinar, participants will explore how Pinterest and Instagram can be leveraged to showcase unique hair braiding styles, engage with potential customers, and foster a loyal Online community. The event will feature discussions on creating visually appealing content, utilizing hashtags effectively, collaborating with influencers, and measuring the effectiveness of social media efforts through analytics tools.

The webinar will be led by a panel of industry experts, including Gnilane Karlie, who has established Pikine African Hair Braiding as a leading brand in the hair braiding industry. The panel will also present successful case studies of hair braiding businesses that have effectively utilized Pinterest and Instagram to expand their customer base and increase brand visibility.

To register for the webinar, please visit the Smore flyer. Spaces are limited, so early registration is encouraged.

By hosting this webinar, Pikine African Hair Braiding solidifies its position as a thought leader and industry expert. The event not only benefits the salon but also the wider hair braiding industry, as it equips aspiring entrepreneurs with valuable knowledge and skills. Pikine African Hair Braiding's commitment to fostering economic empowerment within the community is exemplified through this webinar, aligning with the objectives of the Pikine African Hair Braiding Campaign.

For media inquiries, interviews, or further information, please contact:  
Real Star, LLC, PR Services, 313-978-4305, Email: [therealkingollaid@gmail.com](mailto:therealkingollaid@gmail.com)

###

**About Pikine African Hair Braiding:**

Pikine African Hair Braiding is a renowned hair braiding salon based in Metro Detroit, specializing in various traditional African hair braiding styles. With a mission to promote the cultural significance and beauty of African hair braiding, Pikine African Hair Braiding aims to foster economic empowerment within the community by supporting aspiring hair braiding entrepreneurs and delivering exceptional services to clients.