

TASK

Establish your needs

Instruction: Use the prompts below to consider what your business needs right now. This will allow you to laser your Facebook marketing focus. Think about **how** you would promote on social media to achieve this? Select your focus below or add a different focus if you don't find yours in our prompts. Then, expand with a simple idea or thought starter as to how you propose to promote this idea on Facebook

1) More male clients

2) Increased docket value

3) More teenage clients

4) More anti-ageing clients

5) More referrals

6) Increased retail

7) More online voucher sales

8) Clients booking multiple services, not just nails for example

9) Pay off equipment / machine thus more machine treatment bookings

10) Other?

11) Other?