# Nicks & Cuts Salon Branding

## Target Audience

**Age:** 20 - 35

**Gender:** Female

**Job patterns:** Creative & Tech based

**Location:** South Mumbai

**Purchase power:** Impulsive

## Audience Personas

**Likings:** enjoys socialising with her friends & visits a salon to pamper herself.

**Beauty Needs:** To find a salon, close to where she lives. She gets her haircut & nails done quite often. She's having a difficult time finding a salon which offers high quality services and at the same time is affordable.

**Life Goals:** To excel in her career, to look presentable and carry the best version of herself

## Visual Storytelling

**Font:** Italic

**Logo Shape:** No sharp edges, preferably rounded



## Competitive Advantage

**Best service:** Haircut & Nail treatments

**Staff :** Friendly Hairdressers who really listen and knows what they're doing

**Technology:** Online Booking & service automatic reminders that reduces no-shows

## Vision & Mission Statements

**Mission Statement:** To enhance the inner beauty and confidence in our clients by using state-of-art practices and superior quality products.

**Vision statement:** To make Nicks & Cuts the place of choice for Hair & Beauty services in South Mumbai

## Scaling Online Reputation

**Total Google reviews:** 590, avg rating = 4.1

**1 star review count:** 20 (Reduce future 1star reviews using negative Feedback alert)

**Social Media handles:** Facebook, Instagram (works really well), Pinterest, Google My Business

**To do:** Youtube channel, Run Social media ads

## Tone of Voice

**Brand Communication:** Fun & Casual tone of voice

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**Messaging:** Inspiring young women to achieve their dreams

Some useful links to get your Branding done real quick:

**Creating Audience Personas:** https://www.hubspot.com/make-my-persona

**How to write the best Salon Mission Statement:**
https://www.miosalon.com/blog/salon-mission-statement/

**How to reduce 1 star reviews:** Use negative feedback alerts in MioSalon

**Ultimate guide for Salon Management:**
https://www.miosalon.com/salon-management-guide

Use MioSalon Software to manage your daily operations and maximize revenue.