

A close-up photograph of a person's face, focusing on their eyes. A hand is visible in the foreground, using tweezers to carefully work on the person's eyelashes. The person's eyes are looking slightly to the right. The lighting is soft and focused on the eye area.

CREATING A SUCCESSFUL SOCIAL MEDIA STRATEGY AS A LASH ARTIST

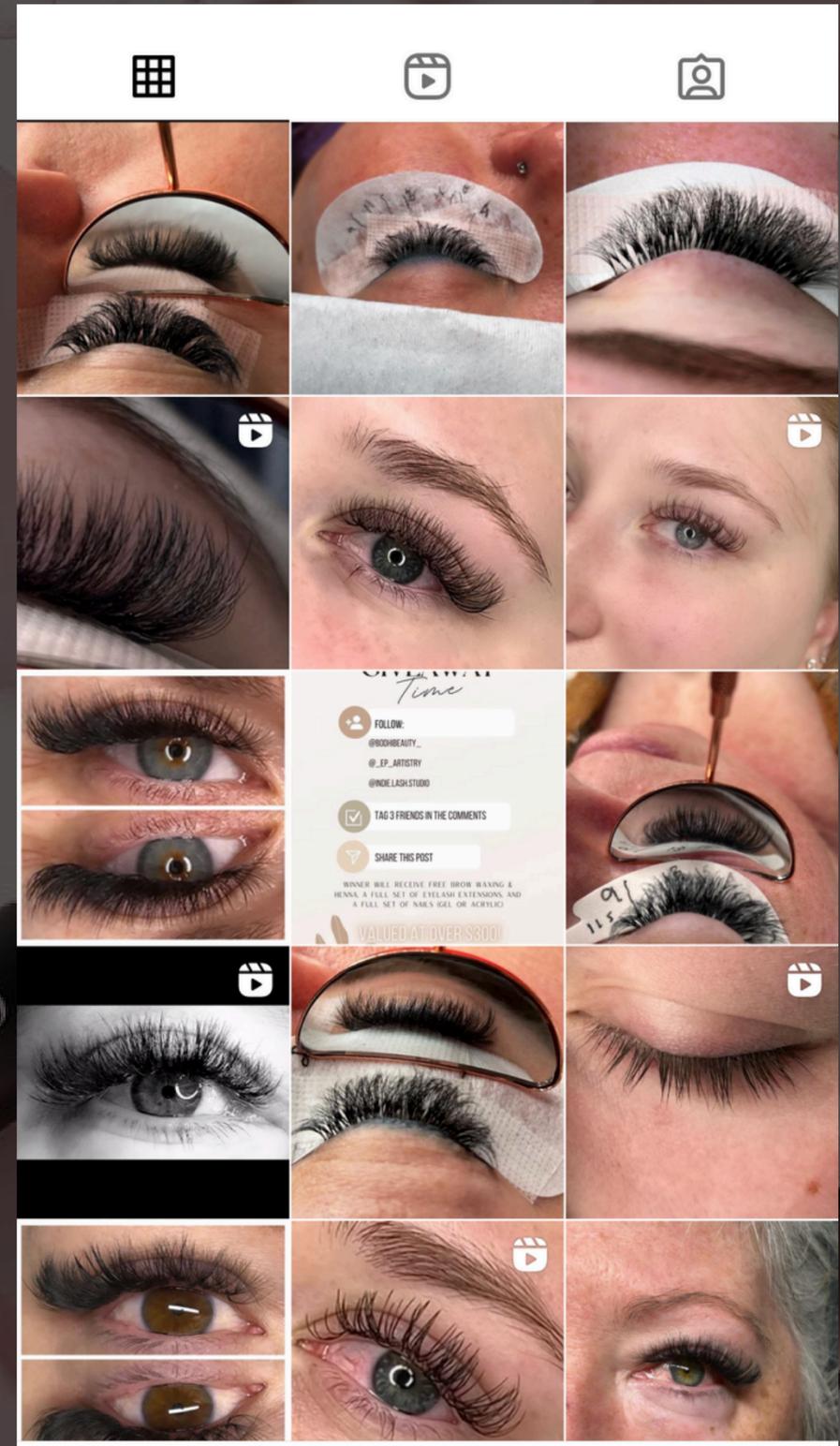
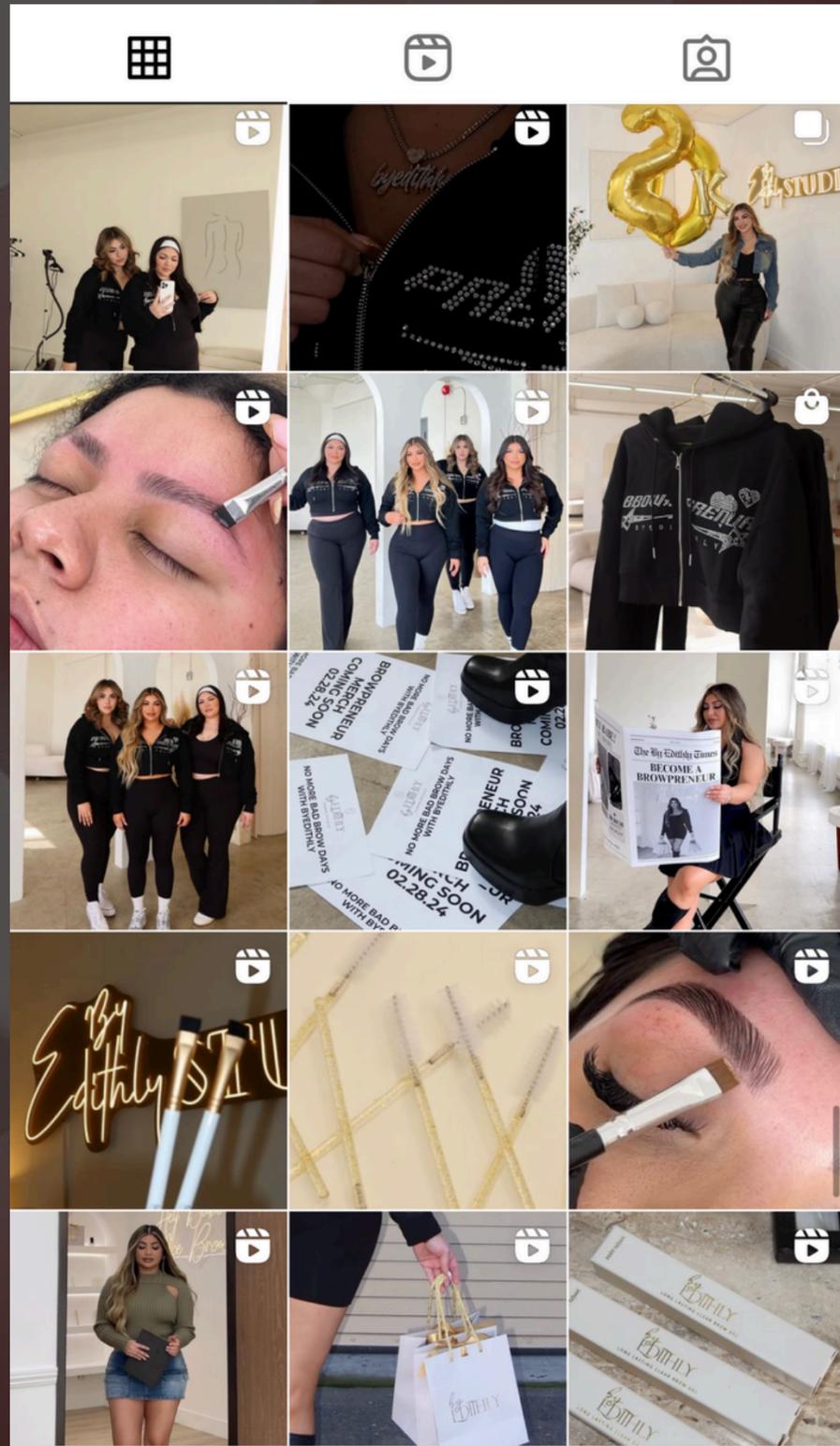
Hosted by Blaze Lloyd, CEO Lashiivo

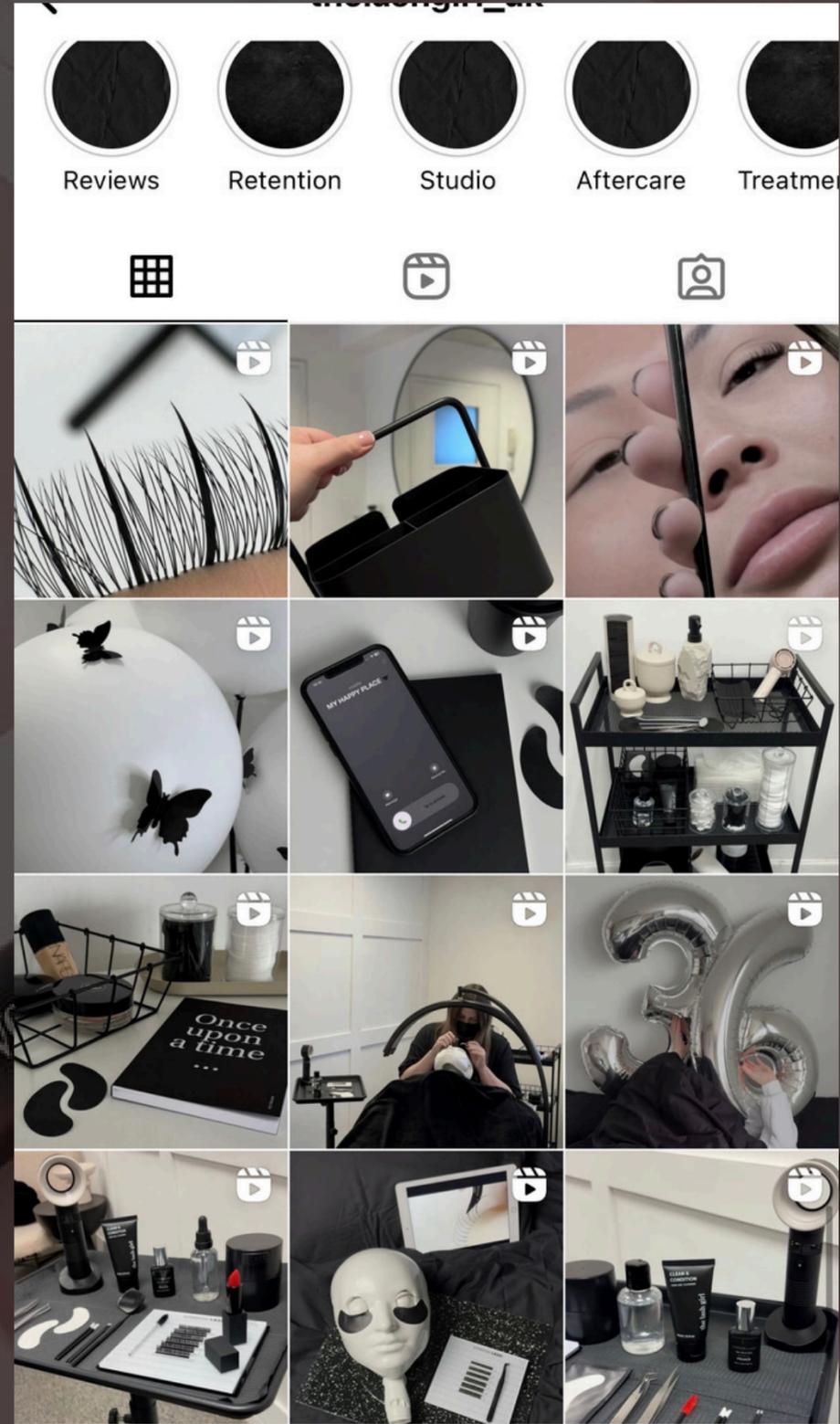
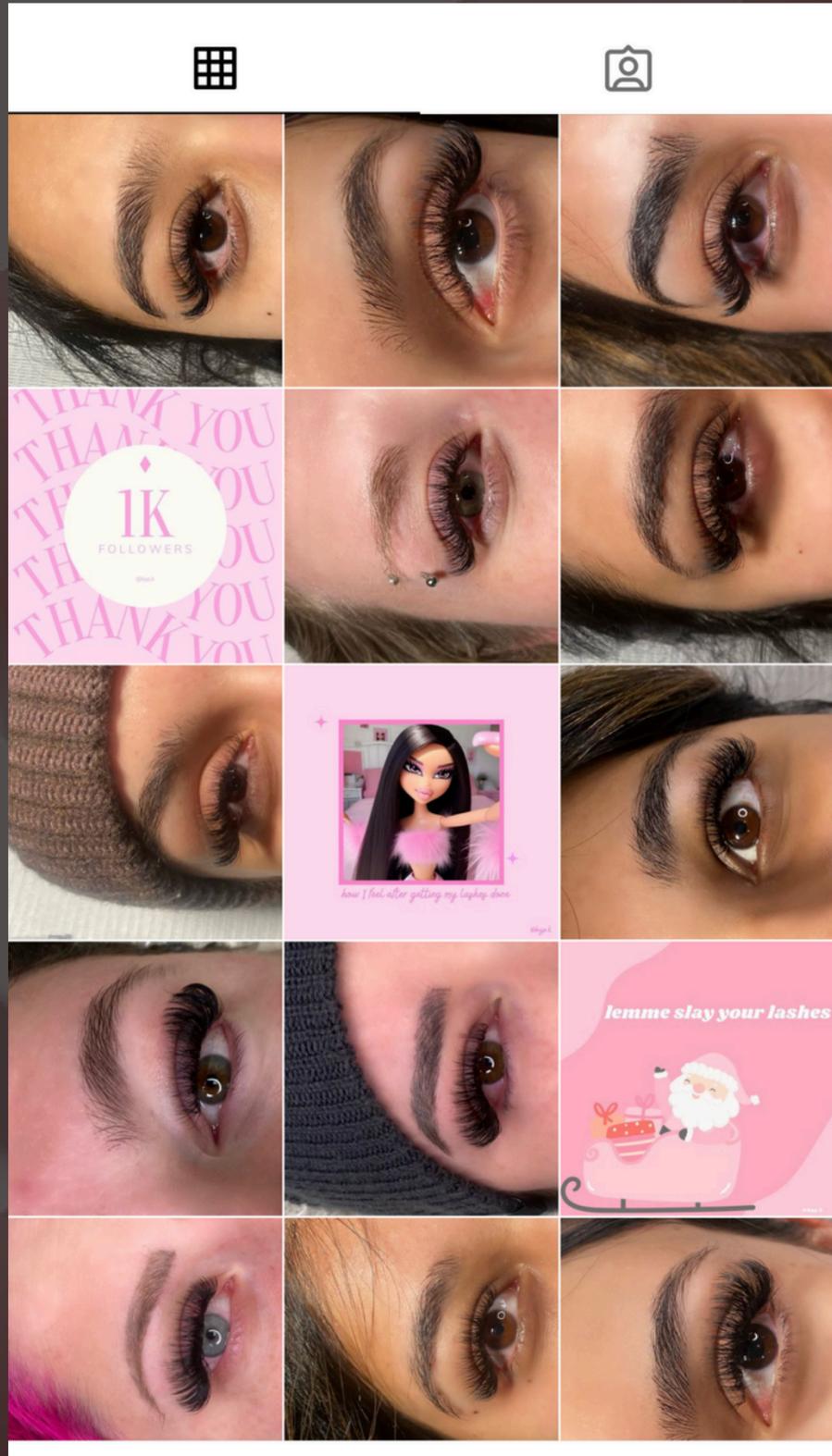
WHY?

THE POSSIBILITIES ARE ENDLESS WITH A STRONG BRAND

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6. Raises prices as a team

THE BIGGER QUESTION IS WHY NOT...

If you could spend one hour (or less) per day devoted to building your own personal brand, knowing in turn you will build your clientele up, land endless opportunities and set yourself up for success. Why would you not prioritize it.



SOCIAL PLATFORM OVERVIEW + ADVANTAGES



INSTAGRAM

- More polished, perfected content (aesthetics still matter)
- Quick, short (15-30 seconds), lots of cuts
- Trending sounds
- Storytelling content does really well
- Instagram is still valuing video content over all else.
- Instagram followers have much higher conversion rates.
- 1 post per day is ideal
- 3-5 instagram stories per day

TIK TOK

- Very trend driven
- Much more raw, real, behind the scenes
- Aesthetics not as necessary
- Much easier to gain followers
- Extremely high virality rate
- Lower conversion rate
- Longer videos do well

IDENTIFYING YOUR TARGET AUDIENCE

STEP 1: DEFINE YOUR NICHE

What kind of lashes do you specialize in?

- The natural lash GO- TO (classic lashes)
- The wispy queen (striplash looks)
- Your Russian Volume Master (perfect top line)
- The Mega MONSTER
- The curl connessiour

You should have the the skillset to be able to provide all these services. But honing in on one, will help you stand out in the masses. Once you understand your unique offering, it will be easier to identify your audience.

What do all of these world-wide lash artists have in common? A PERFECTED NICHE.



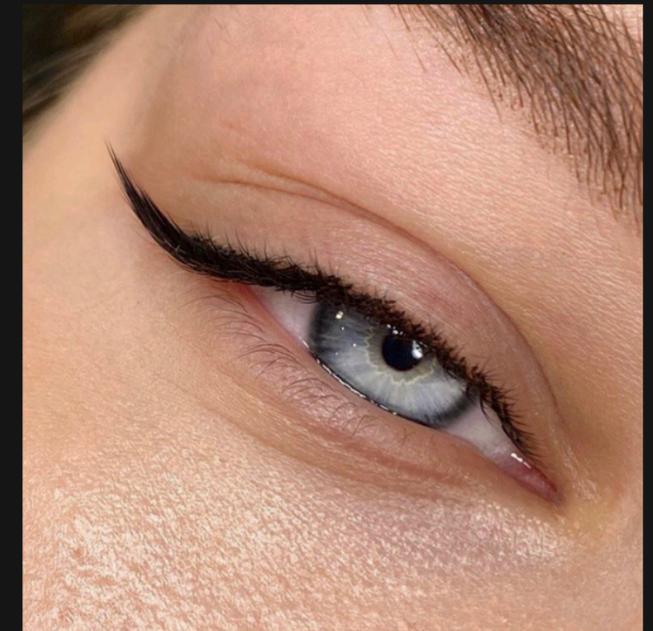
@redlashstudio



@hipeacelash



@adorndbeauty



@sprut.lashes

STEP 2: IDENTIFY DEMOGRAPHICS

Once you have identified your niche, the next step is to determine the demographics of your ideal client. Ask yourself questions such as:

- What age group is most likely to be interested in my lash services?
- Are my services geared towards a specific lifestyle or person?
- What is the average income level of my ideal client?

Answering these questions will help you create a persona of your ideal client and make it easier to target them with your marketing efforts.

For example, if you specialize in high-end luxury lashes, your ideal client may be a woman aged 25-40 with a high disposable income who frequents luxury salons and spas.



8mm

8mm

8mm

9mm

9mm

9mm

10mm

10mm

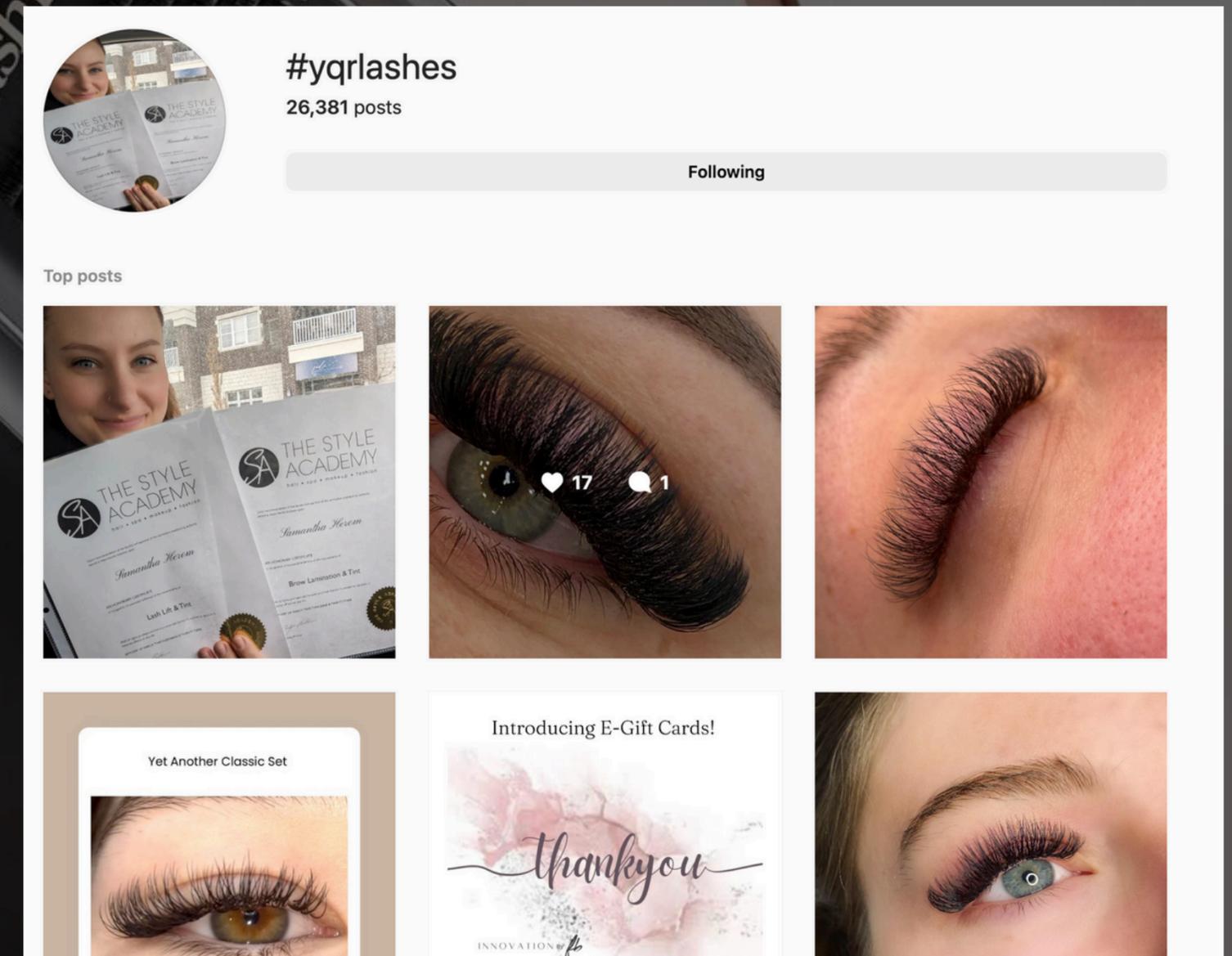
STEP 3: COMPETITOR ANALYSIS

Example:

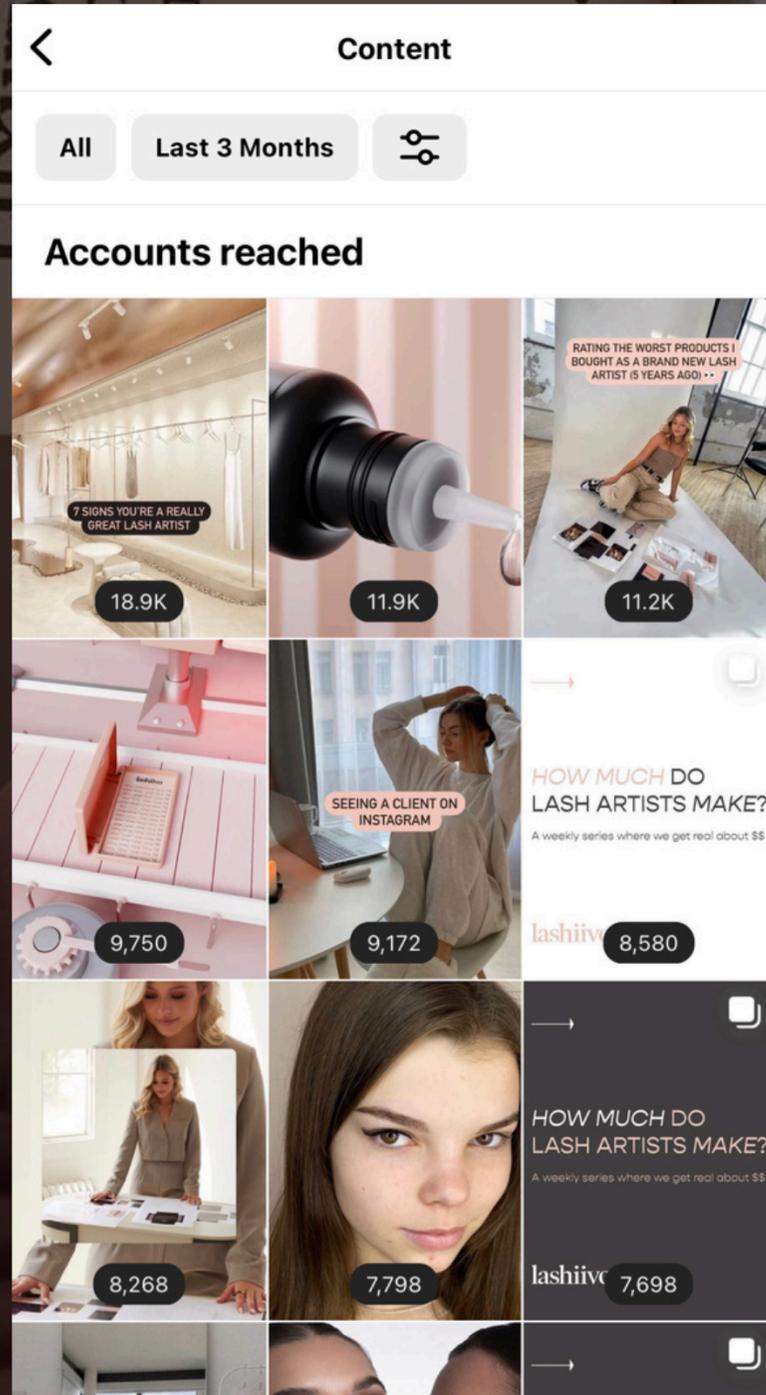
Analyzing your competitors is another way to identify your target audience.

Look at the types of clients they attract and what makes them different from you.

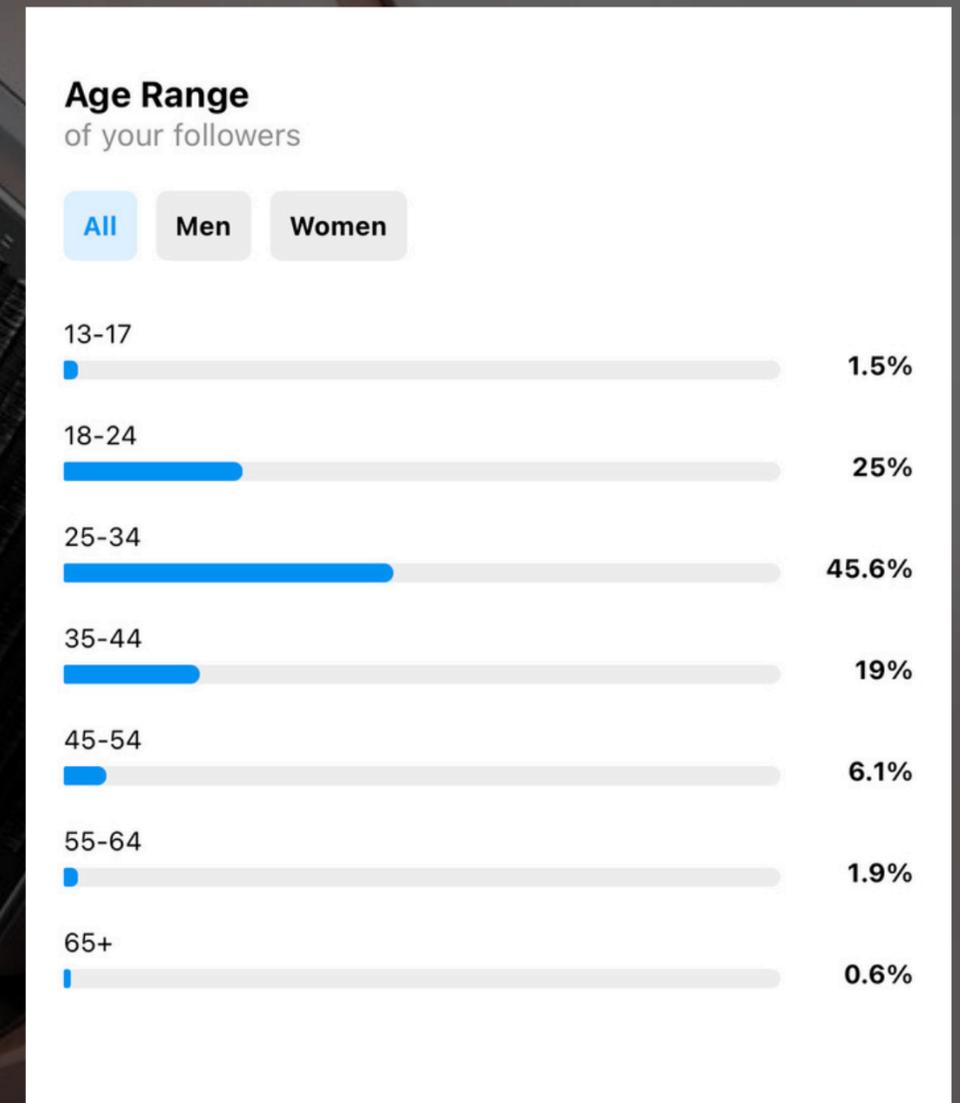
This can help you identify gaps in the market and opportunities to stand out.



STEP 4: REVIEW ANALYTICS



Social media platforms such as Instagram and Facebook offer valuable insights into your followers and potential clients. Look at your engagement rates, followers demographics and locations, audience age, interests, and behaviours. This information can help you better understand your audience and create targeted marketing campaigns.



DEVELOPING YOUR SOCIAL MEDIA STRATEGY



STEP 1: DEFINE YOUR BRAND MESSAGE AND TONE OF VOICE

The first step in developing a social media strategy is to define your brand voice and message. Your brand voice should reflect your personality, values and the tone of your brand. Your brand message should convey the unique value you offer as a lash artist.



EXAMPLE 1: THE NATURAL LASH ARTIST

Brand Voice: Relaxed, understated, and authentic.

Brand Message: Embrace your natural beauty with lashes that enhance your eyes without looking overdone.

As a natural lash artist, your brand voice should reflect a sense of ease and authenticity. You want your clients to feel comfortable and at ease when they get their lashes done by you.

Your brand message should focus on the idea that lashes can enhance your natural beauty without looking fake or overdone.

EXAMPLE 2: THE TRENDY LASH ARTIST

Brand Voice: Edgy, innovative, and bold

Brand Message: Stay on-trend with the latest lash styles and techniques.

As a trendy lash artist, your brand voice should reflect a sense of innovation and boldness. You want your clients to feel like they are on the cutting edge of lash styles and techniques.

Your brand message should focus on the idea that lashes are a fun and exciting way to experiment with new looks, and that you are always up-to-date on the latest trends and techniques.





EXAMPLE 3: THE LASH EXTENSION SPECIALIST

Brand Voice: Precise, detail-oriented, and meticulous

Brand Message: Get the most precise, meticulous, and expertly applied lash extensions

As a lash extension specialist, your brand voice should reflect a sense of precision and attention to detail. You want your clients to feel like they are getting the most precise and expertly applied lash extensions possible.

Your brand message should focus on the idea that you are an expert in the field of lash extensions, and that you can achieve perfect lashes for your clients every time.

STEP 2: SETTING GOALS FOR YOUR SOCIAL MEDIA PRESENCE

Once you have defined your brand voice and message, the next step is to set goals for your social media presence. Ask yourself what you want to achieve with your social media presence. Are you looking to attract new clients, promote your services or build your brand reputation? Your goals will help you determine the metrics you need to track and measure the success of your social media strategy.



THE CONTENT PILLAR STRATEGY



01

EDUCATION

SHOW YOUR KNOWLEDGE.

- Tips for lash extension aftercare
- The difference between volume and classic lashes
- How to choose the right lash style for your eye shape
- The do's and don'ts of lash extension application
- Common mistakes to avoid when applying lash extensions
- Understanding lash extension lengths, curls and thicknesses
- How to make lash extensions last longer



02

ENTERTAINMENT

KEEP THEM ENGAGED

- Before and after lash extension transformations
- Lash memes or humor related to lash extensions
- Behind the scenes of the artist's lash extension process
- Day in the life of a lash artist
- Lash extension challenges or games
- Lash extension myths debunked



03

COMMUNITY

PEOPLE BOOK WITH PEOPLE WHO THEY TRUST OTHER PEOPLE GO TO.

- Spotlight on satisfied clients who have gotten their lashes done
- Lash extension meetups or social events
- Lash extension community news or trends
- Lash artist collaborations or partnerships
- Highlighting local businesses that support the lash industry
- Supporting and sharing the work of other lash artists

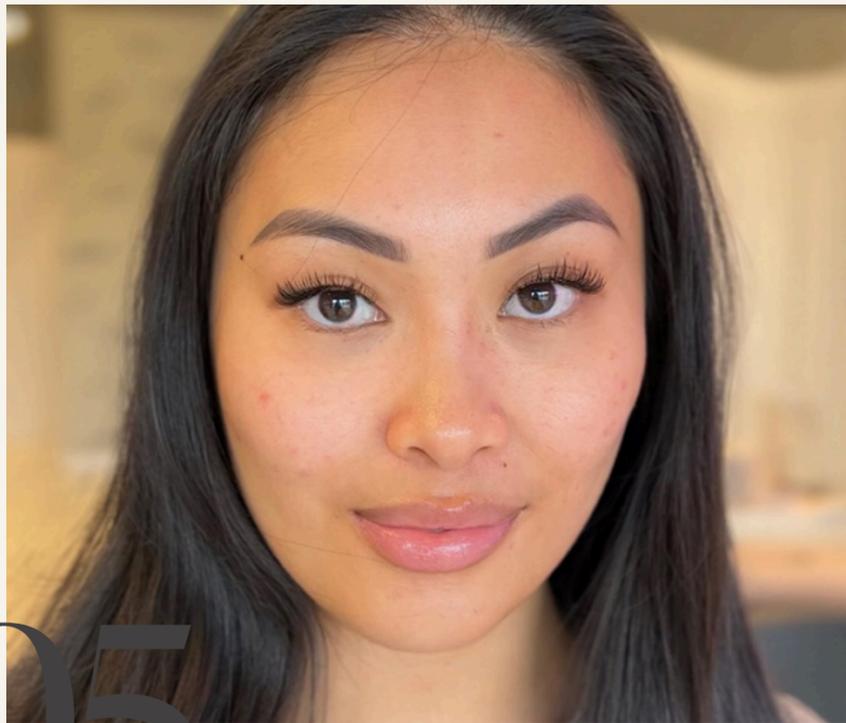
THE CONTENT PILLAR STRATEGY



04 PROMOTIONAL

REEL THEM IN.

- Videos explaining why your services are so great
- Benefits to lash extensions
- How they enhance your life
- Story behind why clients are getting them



05 TESTIMONIAL'S / REVIEWS

SHOW THE POWER OF WHAT YOU DO.

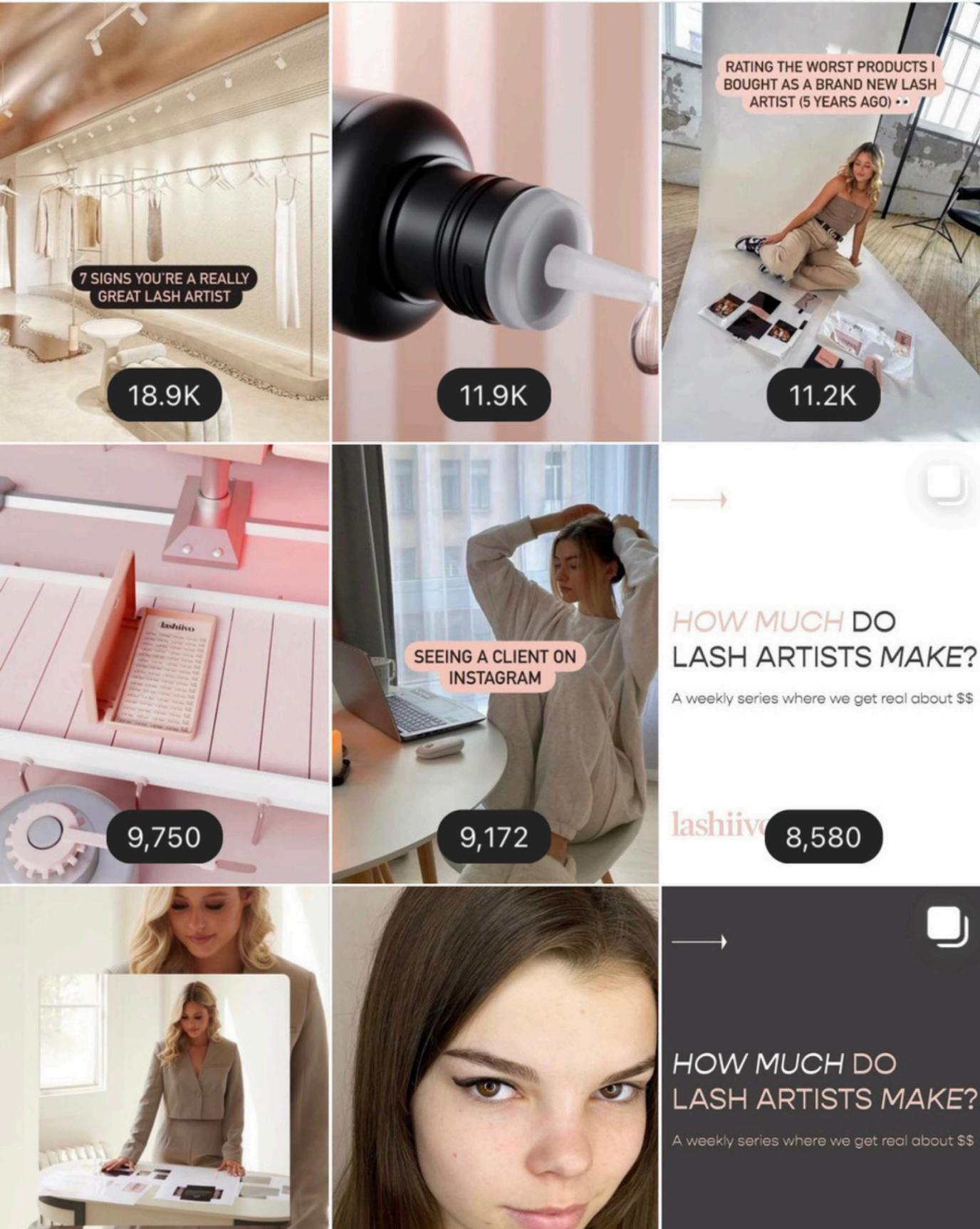
- Before and after's (show straight face and then client happy)
- Text message reviews
- Client selfies
- Film reaction of client seeing lashes for the first time
- FAQ's and Testimonials
- Client Vlog coming to get their lashes done by you and post it as collaboration post



06 BEHIND THE SCENCES

- Setting up for a client
- GRWM for a day of lashing
- Watch me do a client consultation

Accounts reached



IDENTIFYING THE CONTENT THAT WORKS BEST FOR YOUR AUDIENCE

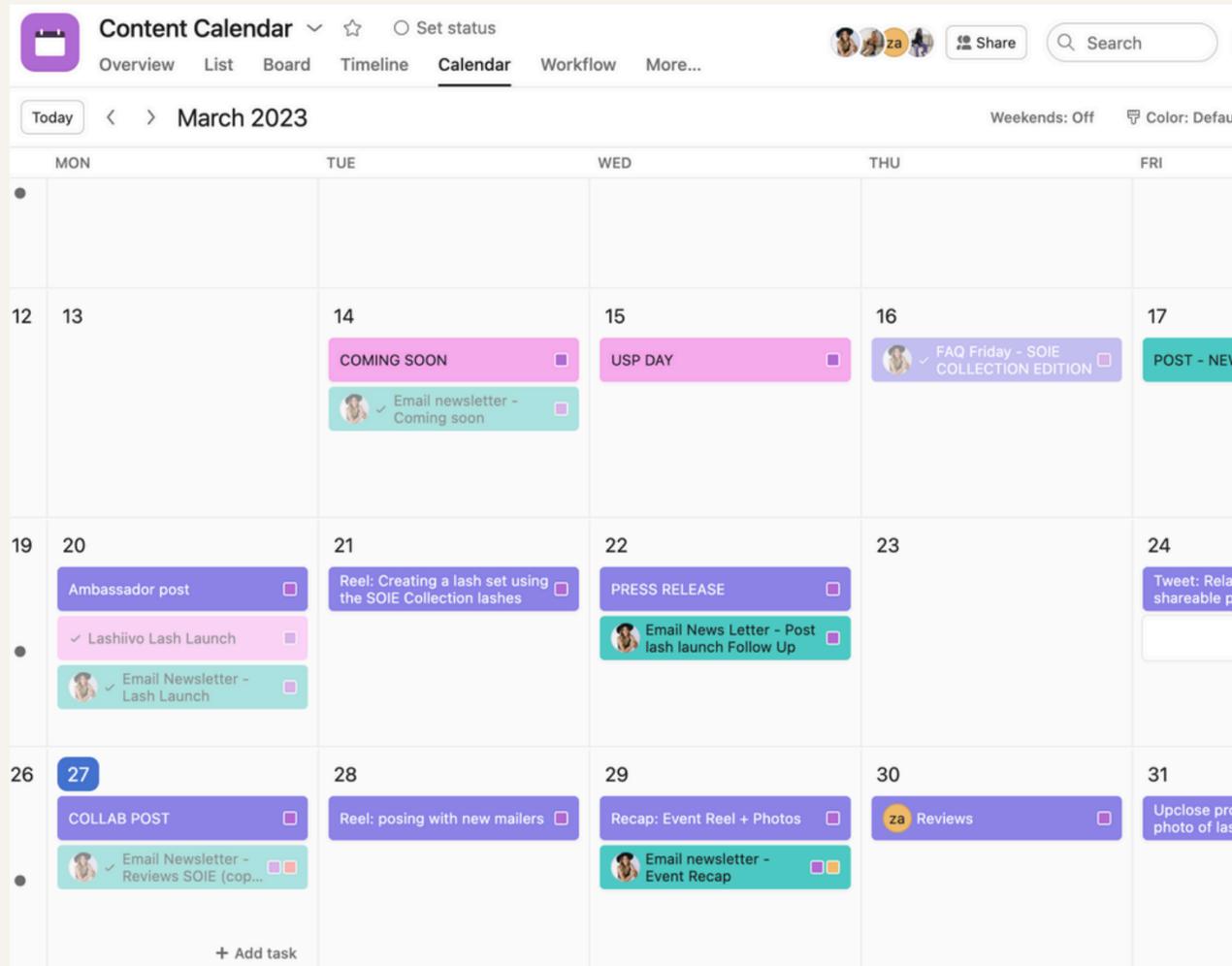
To attract and engage your ideal clients, you need to create content that resonates with them.

The key is to identify the types of content that work best for your audience. This could include:

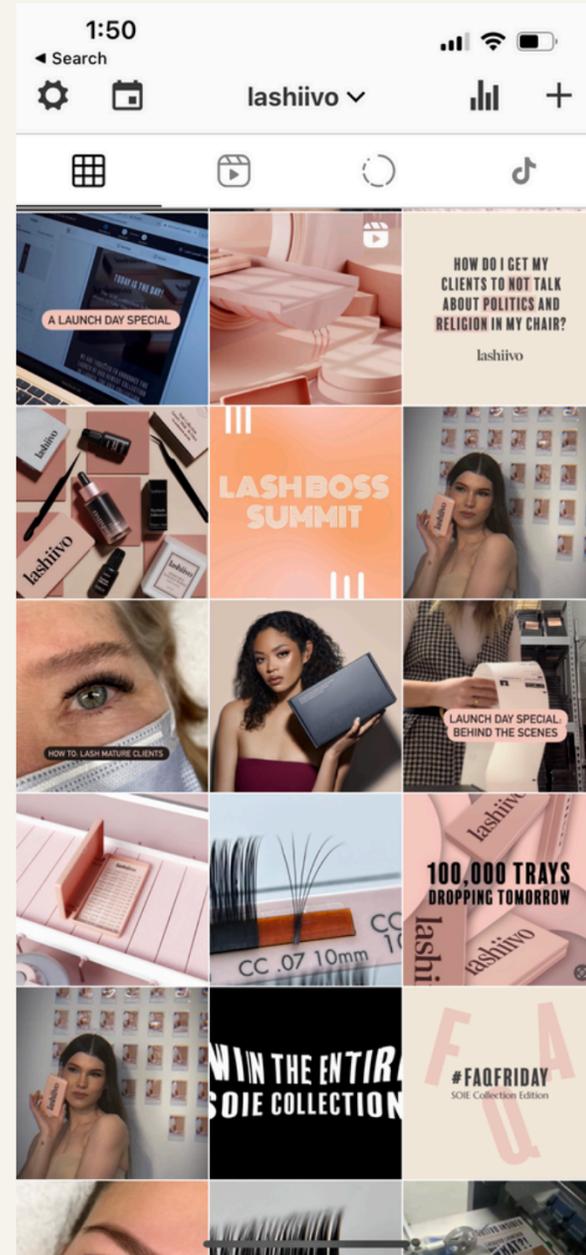
- before-and-after photos
- tutorial videos
- client testimonials
- behind-the-scenes glimpses of your studio
- 15 second reels that have hooks such as "3 signs you need lash extensions" or "10 tips for better retention".
- Lash Artist POV's
- Inspirational Videos

Use social media insights to identify what type of content is resonating with your audience and adjust your content strategy accordingly.

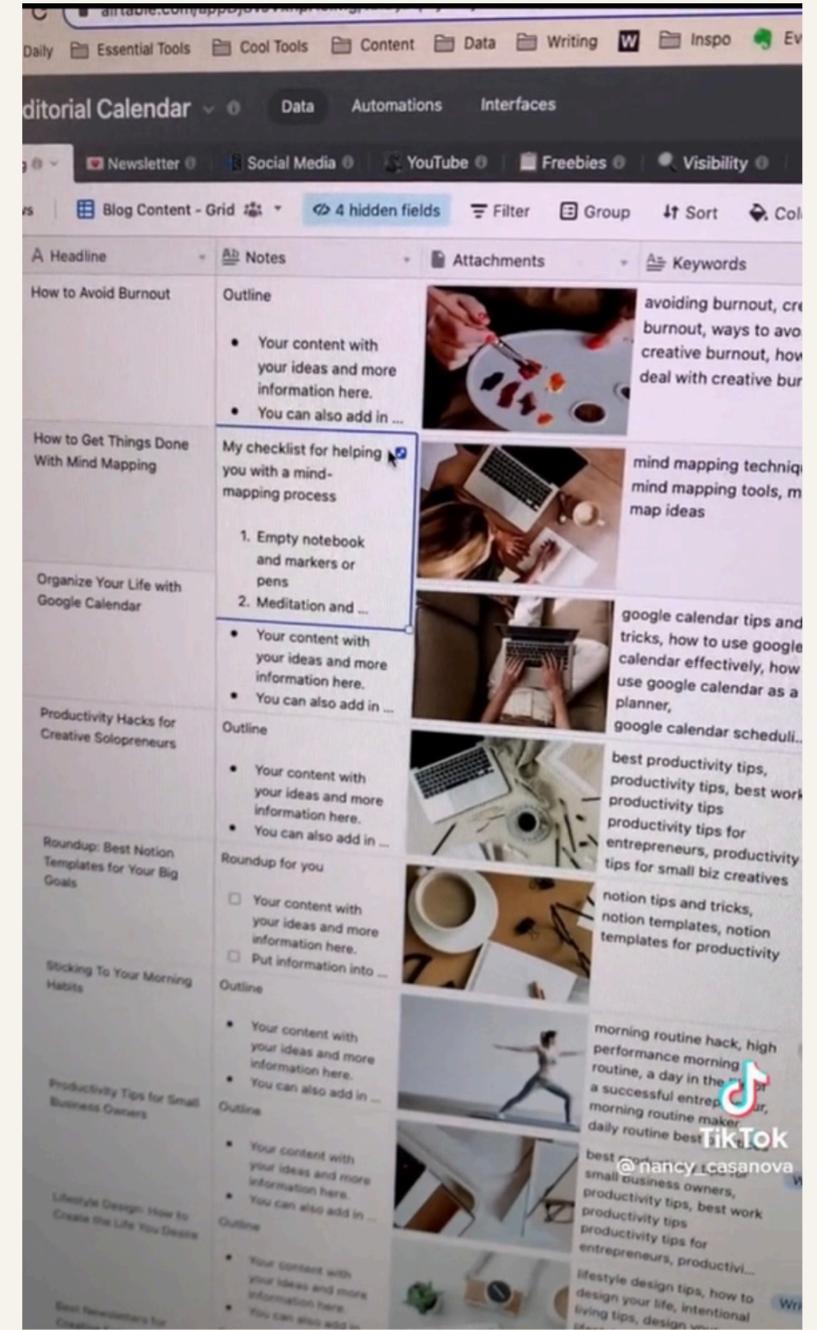
CONTENT CALENDAR PLANNING AND TOOLS



ASANA



PREVIEW



AIRTABLE

CREATING ENGAGING CONTENT AND GROWING A FOLLOWING

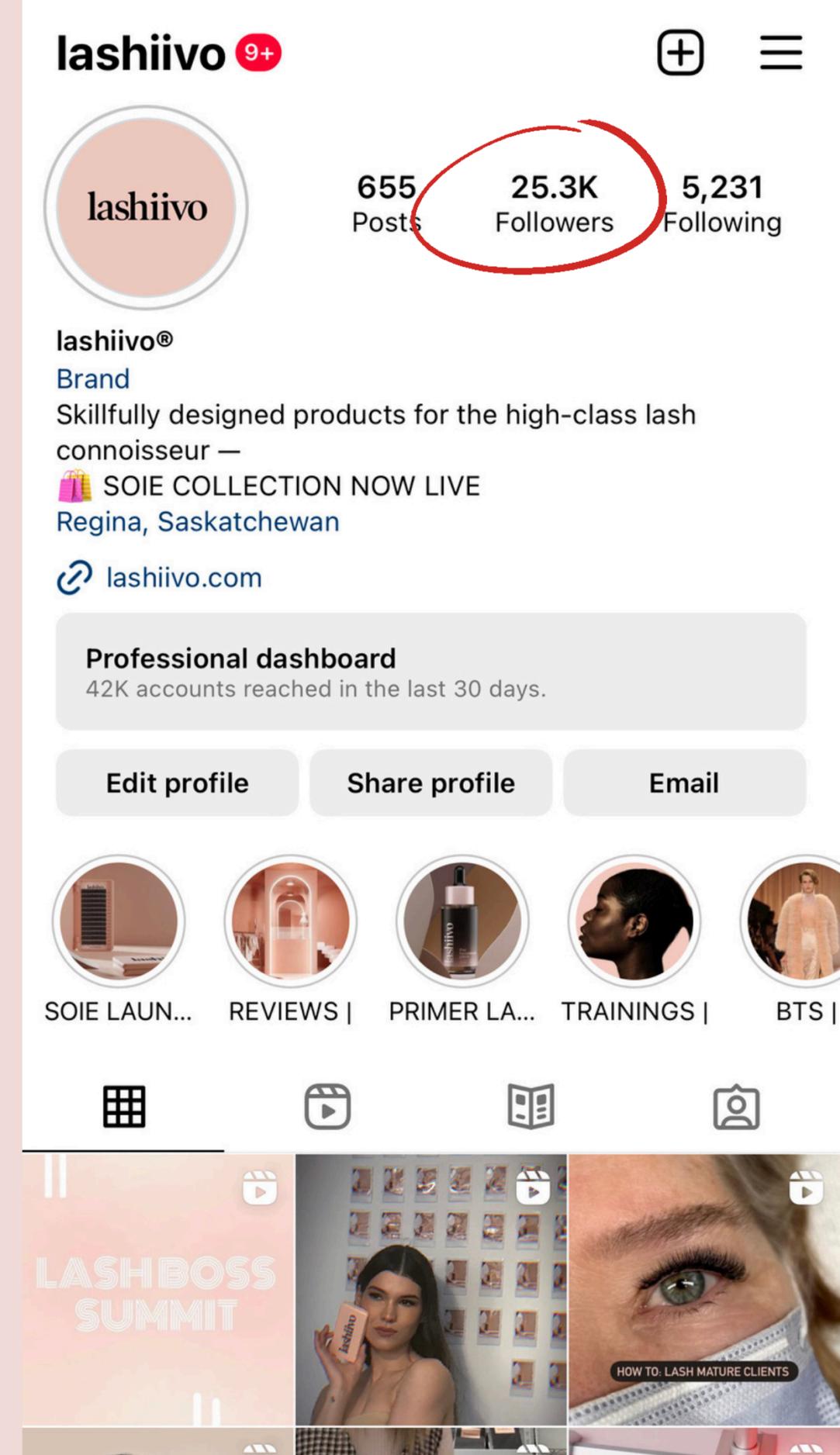


CREATING ENGAGING CONTENT

- **Use High-Quality Visuals:** Your photos and videos should be visually appealing and of high quality. Make sure your images are well-lit, clear, and focused.
- **Be Authentic:** People want to connect with real people, so make sure your content is authentic and true to who you are as a lash artist. Share your unique perspective, voice, and personality through your posts.
- **Post Consistently:** Consistency is key when it comes to social media. Make sure you're posting regularly (at least 3-4 times a week) and at the optimal times for your audience.
- **Use Captions to Tell a Story:** Captions are an important part of your social media posts, and can help you tell a story and engage your audience. Use captions to share insights about your work, tips for maintaining lashes, or personal anecdotes related to your work.
- **Use Hashtags:** Hashtags can help your content get discovered by new audiences. Use relevant hashtags in your posts, and consider creating your own branded hashtag to encourage user-generated content.
- **Try Different Types of Content:** Mix up your content with a variety of formats, such as photos, videos, graphics, animations, reels, and stories. Try different types of content to see what resonates with your audience.

GROWING A FOLLOWING

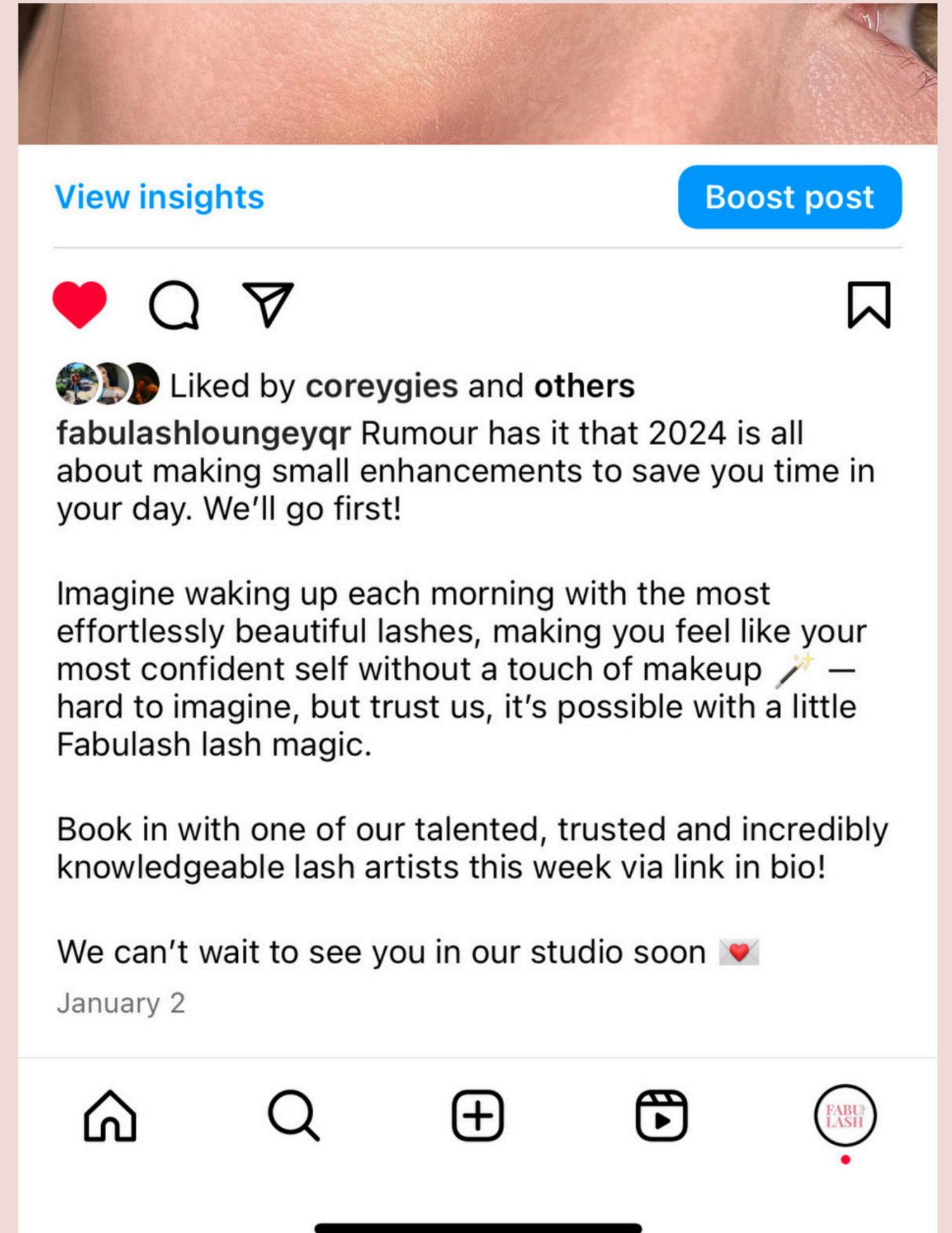
- **Engage:** Engage with your followers for a minimum of 30 mins per day.
- **Collaborate with other lash artists or beauty professionals:** Collaborating with other lash artists and industry influencers can help you reach new audiences and gain credibility in the industry. Consider hosting a giveaway or collaborating on a content series with other professionals.
- **Create share-able content:** quotes, things people agree with!
- **Stand OUT:** People want to follow unique accounts. Do your research and replicate trends that are blowing up.
- **Paid Advertising:** While organic growth is important, consider using paid advertising to reach new audiences and accelerate your growth. Facebook and Instagram offer a variety of advertising options, including sponsored posts, stories ads, and influencer partnerships.
- **Tik Tok funnels** absurd amounts of followers.



CURATING CAPTIONS

Your caption should serve purpose. It is the icing on the cake. Put some thought into it.

- **Keep it simple:** Instagram captions should be easy to read and understand. Avoid using overly complicated language or jargon that might confuse your audience.
- **Know your tone of voice and begin writing off that style.**
- **Make it fun:** Use emoji's and bolded fonts to create engaging, visually appealing captions.
- **Add value:** Your captions should add value to your audience. Offer tips, insights, or personal anecdotes related to your work that your followers will find helpful or interesting.
- Ask questions & use puns!
- Don't forget a CTA (Call to action)
- COPY AI

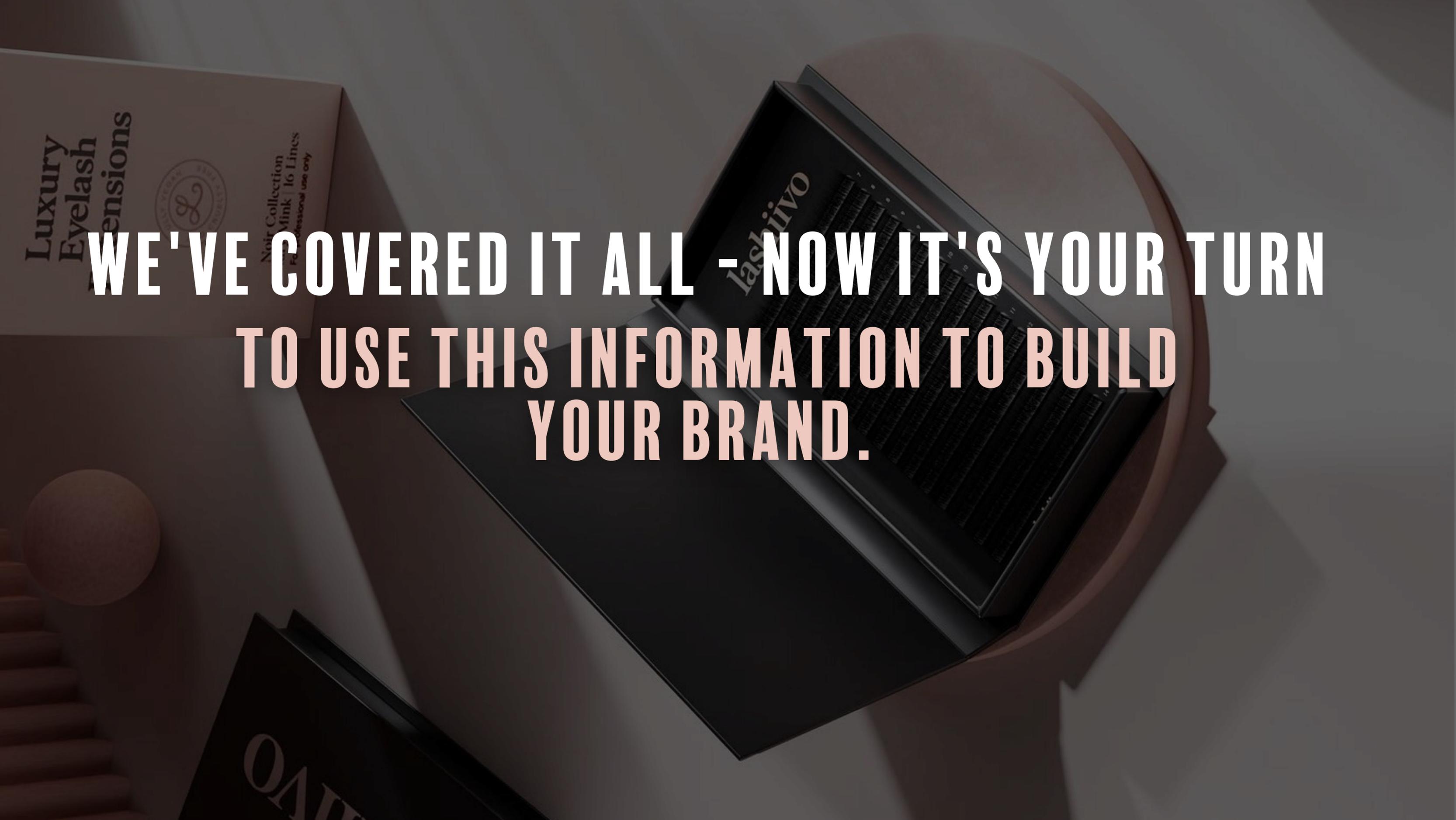


CURATING CAPTIONS



MORE CONTENT IDEAS

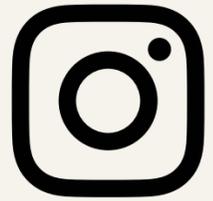
CHAT GPT + EXPLORE PAGE



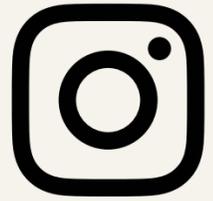
**WE'VE COVERED IT ALL - NOW IT'S YOUR TURN
TO USE THIS INFORMATION TO BUILD
YOUR BRAND.**

LET'S BE FRIENDS

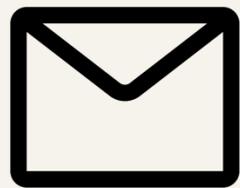
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