Team Members

Chair: Meghan Porcelli
Assistant Chair and Marketing Research Lead: Corbin Little
PowerPoint Creator and Editor: Kate McDonald
Finance Committee Co-Leads: Alex Connolly, Justin Figlioli, Cody Kelley
Website Lead: Corbin Wolf
Interview and Social Media Lead: Brynne Gaffney
Researchers: Ellis Cooper, Calvin Graves, Chanelle Letarte, Kevin Dargin
Faculty Advisor: Dr. Jason Little
Small Business Advisory

The Small Business Advisory group is comprised of Franklin Pierce students who partner with the New Hampshire Small Business Development Center, in helping organizations and startup companies develop business initiatives.
Proposal

Development of several marketing resources and business planning tools to aid Evo Spa in strategic strategies to compete at their future location.

The five committees include:

1. Evaluate Business Plan
2. Marketing Research with two subcommittees
3. Finance/Accounting with one subcommittee
4. Public Relations with one subcommittee
5. Website.
Objectives

Highest Priority Projects:

• Evaluate Business Plan
  Complete by the end of October, the latest

• Marketing Research
  Competitive Analysis
  Target Market Analysis

• Finance/Accounting
  Forecasts
  Inventory Management

• Public Relations
  Advertising

Lower Priority Projects

• Marketing Research
  SWOT Analysis
  Analyze Census Bureau Information

• Finance/Accounting
  What If Scenarios
  Book Keeping
  Sales Accounts Processes

• Public Relations
  Social Media
  Print Materials

• Website Development
Evo Spa is owned and operated by Jeni Callihan. She is a licensed Esthetician and Entrepreneur. She opened Evo Spa in February 2012. Evo Spa has solid base of more than 150 clients. Jeni’s strengths include: sales, esthetics and her ability to create immediate, authentic connections to people. She is a speaker at esthetics trainings, and cosmetology classes. She also has been a Yoga Instructor for 10 years.
Mission Statement

Evo Spa’s mission is devoted to offering exceptional skin care paralleled with humble personal customer service. Our promise is to motivate and inspire our clients to fulfill their highest beauty and wellness-lifestyle needs, through top of the line skin care products and services.
Overview of the Spa

Evo Spa specializes in all natural and locally made skin care products and spa services. The owner, Jeni Callihan, is a licensed Esthetician and has been providing the Keene community with personalized and quality consultations for both women and men for the past two years for skin treatments and overall wellness. Evo Spa offers three distinct lines of quality skin care products and wide range of skin services ranging from waxing, facials to make-up consultations. Evo Spa’s wellness mission is focused not only on physical wellness, but emotional by offering yoga classes and personalized service.
Business Plan Information

Need to develop a clear identity and brand for business
Too broad, need more details
Tenses and speaker/point of view need to be consistent
Inconsistent formatting
Inconsistent topics - jumps around
Improper citing of references
Need to speak about business not herself
Relocation plan or business plan?
Need more examples: current activities, differences from clients, marketing
Be very specific with financials and any numbers given
Advertising
Print Materials

General Critique:

- Current materials are out of date
- Need to tailor print materials for location being distributed.
- Keep logo, colors, font and formatting consistent
- Put the website on everything
- Pick templates for letters, newsletters, emails, everything and be consistent

Helpful Resource: HP’s Creative Studio Ideas

- Catalog of products
- Specials and event flyers
- Newsletter – online and/or print
- Stickers / bumper stickers with logo
* Samples with logo
* Develop letterhead with consistent logo and colors
* Note pads with logo
* Create a free QR code that links to website and put on all materials
* Staff t-shirts for events
* Gift package

**Logo:**

* Develop a logo

**Helpful Resource: 99 Designs and Logo Tournament**

* Contest for best logo, name a price and people will create logo based on the company description.

* If creating your own logo use a vector graphics software i.e. Adobe Illustrator because it is better to transfer image to different sizes

* Be consistent
For Graphics

Due to licensing and copy rights, it is important to provide graphics that you are legally able to use.

Helpful Companies/Website for finding appropriate graphics:

iStockphoto - backgrounds, borders or design components of printed materials

Blue Vertigo - stock images listings

View Like Us - displays a given website in several different resolutions

Type Tester - set fonts and font attributes and then compare them
Continued graphics....

Open With - view just about any type of file extension

Brush King - 7,000 free Photoshop brushes

Morgue File - stock image site

Library of Congress- Free Public Domain Images
Free QR Code Generators:

* QR Codes are a high-tech resource for connecting with clients.
* Can insert on print materials and online (website, linkedin, blog).
* Can embed company’s name, and contact information.
* Can make codes for different events, products and holidays through using unique messages and information.
* There are many free websites and QR codes can be customized with shape and color.
Helpful Online Resources:

- ZXing Project
- BeQRious
- Delivr
- Azonmedia
- Maestro
- goQR.me
- Online Qr Lab
- Mobile-Barcodes
- KAYWA
- BeeTagg

Sample QR
Business Card

(603) 801-1446 - http://evospakeene.com
Evo-Spa
415 Marlboro Street
Keene, NH 03431
Get 5 Spa services at Full Price
and get your 6th FREE

Choose Quantity
Turn your savings into more opportunity - the more you buy the more you save.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
<th>Price Per Piece</th>
<th>Savings Per Piece</th>
</tr>
</thead>
<tbody>
<tr>
<td>250</td>
<td>$19.99</td>
<td>$0.04</td>
<td></td>
</tr>
<tr>
<td>500</td>
<td>$24.99</td>
<td>$0.03</td>
<td>25%</td>
</tr>
<tr>
<td>1000</td>
<td>$34.99</td>
<td>$0.02</td>
<td>50%</td>
</tr>
<tr>
<td>1500</td>
<td>$44.99</td>
<td>$0.02</td>
<td>58%</td>
</tr>
</tbody>
</table>

See More Quantities
Lawn Sign

Select Display Options

Choose a Wire Stand

Display your lawn sign proudly. Simply mount your sign on the stand, then put the stand into the ground - no mounting hardware needed.

- 1 for $2.99
- No, thanks.

Evo-Spa of Keene

- Dermalogica & Suki Makeup Products
- Facials for the Whole Family
- Waxing
- Skin Treatments
- & Much, Much More!

(603) 801-1446
http://evospakeene.com

415 Marlboro Street, Keene, New Hampshire 03431
Trained and Experienced Provider with an Individualized and Personal Touch

Lawn Sign (Front & Back)
Evo-Spa
"For When The Results Matter"

Call for your FREE Skin Analysis or Makeup Consultation

(603) 801-1446
http://evospakeene.com

415 Marlboro Street, Keene, New Hampshire 03431

Evo - Spa of Keene, NH
Phone: (603) 801-1446
Email: jeni@evospakeene.com
Website: http://evospakeene.com

Yoga Classes Taught by Trained Instructor
Skin Care Products:
*FREE 30-minute S (Dermalogica & SUKI® EVC
CARE SCIENCE™ Products)
Spa Services:
• Customized Facials
(30, 60, or 90 minutes)
• Men's Facials
• Teen Facials
• Back Treatments
• Flash Services
• Waxing
• Tinting
• Make-up (Jane Fredale)

Call or Visit us Today!
415 Marlboro Street Keene, New Hampshire 03431
Like us on Facebook or check out the website for Events & Specials!
Marketing Research
Target Market:

- **Females:** ages 25 to 75
- **Income level of $35,000+:**
- **Cheshire County, New Hampshire:**
- **Specifically Keene, NH:**
- **Cheshire County’s population is 51.3% female:**
- **Keene, New Hampshire’s Population is 53.1% female:**
### New Hampshire Median Female Individual Worker Income Level

#### Median Female Income Census Track Rank

- 1. $44,104 NH0110002903 / 7,404
- 2. $40,524 NH011000203 / 3,005
- 3. $39,202 NH011002702 / 5,811
- 4. $37,170 NH011000102 / 4,365
- 5. $37,105 NH017081200 / 4,535
- 6. $37,050 NH013032300 / 1,707
- 7. $36,715 NH011000902 / 4,921
- 8. $36,542 NH011010301 / 5,013
- 9. $36,270 NH011011401 / 5,065
- 10. $36,123 NH015104102 / 3,693
- 11. $35,750 NH015065006 / 1,609
- 12. $35,568 NH015003301 / 4,334
- 13. $35,291 NH011014100 / 5,369
- 14. $35,261 NH011010100 / 5,369
- 15. $35,231 NH011000901 / 3,951
- 16. $35,020 NH015065005 / 2,276
- 17. $35,000 NH015051000 / 4,633

#### Analysis of Census Data

- 76,053 women out of 667,076 in New Hampshire qualify for our target market (11.4% of NH female population)
- Approximately 4,300 females, ages 25–75, earning 35K+ represent a potential market in Cheshire County.
## Competitive Analysis

<table>
<thead>
<tr>
<th>Service</th>
<th>Evo Spa Keene</th>
<th>Devine Spa-Keene</th>
<th>Blossom Skin Care-Keene</th>
<th>Colonial Spa-Brattleboro</th>
<th>Luxe Spa-Jaffrey</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-End Skin Products</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Facials</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Waxing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Mani/PediCures</td>
<td></td>
<td></td>
<td>X</td>
<td>Coming Soon</td>
<td>X</td>
</tr>
<tr>
<td>Massages</td>
<td>X</td>
<td>X</td>
<td></td>
<td>Coming Soon</td>
<td>X</td>
</tr>
<tr>
<td>Yoga</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Fitness Classes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

Friday, December 6, 13
<table>
<thead>
<tr>
<th></th>
<th>Evo Spa-Keene</th>
<th>Devine Spa-Keene</th>
<th>Blossom Skin Care-Keene</th>
<th>Colonial Spa-Brattleboro</th>
<th>Luxe Spa-Jaffrey</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-End Skin Products</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facials</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Waxing</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Mani/Pedi Cures</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Massages</td>
<td>X</td>
<td>X</td>
<td>Coming Soon</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Yoga</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fitness Classes</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
1. What initially drove you to Evo-Spa and the products and services the business delivers?
2. In your opinion, what do you think differentiates Evo Spa from other businesses in this industry.
3. Why do you continuously patronize Evo Spa for the products and services offered?
4. What do you perceive to be the key selling points of Evo Spa?
5. If you could summarize Evo Spa in three words, what would they be?
Results of Interviews

Question 1 - Women united in business group, and close friends.

Question 2 - Convenience, personal touch, awareness of clients, and knowledge.

Question 3 - Products and services

Question 4 - Jeni, her personal services, and the environment she has created.

Question 5 - Excellent personal service, fantastic resource and nurturing space, and professional, nurturing, and effective.
Finance / Accounting
### Total Costs

<table>
<thead>
<tr>
<th>Month</th>
<th>Units Purchased</th>
<th>Price</th>
<th>Average Cost Per Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>187</td>
<td>$1,596.81</td>
<td>$8.54</td>
</tr>
<tr>
<td>September</td>
<td>227</td>
<td>$2,138.42</td>
<td>$9.42</td>
</tr>
<tr>
<td>October</td>
<td>186</td>
<td>$1,617.50</td>
<td>$8.70</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
<td>$5,352.73</td>
<td>$8.92</td>
</tr>
<tr>
<td>Month</td>
<td>Units Purchased</td>
<td>Price</td>
<td>Average Cost Per Unit</td>
</tr>
<tr>
<td>----------</td>
<td>----------------</td>
<td>-----------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>August</td>
<td>130</td>
<td>$832.50</td>
<td>$6.40</td>
</tr>
<tr>
<td>September</td>
<td>145</td>
<td>$884.00</td>
<td>$6.10</td>
</tr>
<tr>
<td>October</td>
<td>149</td>
<td>$1,034.50</td>
<td>$6.94</td>
</tr>
<tr>
<td>Total</td>
<td>424</td>
<td>$2,751.00</td>
<td>$6.49</td>
</tr>
<tr>
<td>Month</td>
<td>Units Purchased</td>
<td>Price</td>
<td>Average Cost Per Unit</td>
</tr>
<tr>
<td>----------</td>
<td>----------------</td>
<td>----------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>August</td>
<td>22</td>
<td>$424.56</td>
<td>$19.30</td>
</tr>
<tr>
<td>September</td>
<td>18</td>
<td>$365.67</td>
<td>$20.32</td>
</tr>
<tr>
<td>October</td>
<td>0</td>
<td>$–</td>
<td>$–</td>
</tr>
<tr>
<td>Total</td>
<td>40</td>
<td>$790.23</td>
<td>$19.75</td>
</tr>
<tr>
<td>Month</td>
<td>Units Purchased</td>
<td>Price</td>
<td>Average Cost Per Unit</td>
</tr>
<tr>
<td>----------</td>
<td>-----------------</td>
<td>-----------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>August</td>
<td>35</td>
<td>$339.75</td>
<td>$9.70</td>
</tr>
<tr>
<td>September</td>
<td>64</td>
<td>$888.75</td>
<td>$13.89</td>
</tr>
<tr>
<td>October</td>
<td>37</td>
<td>$583.00</td>
<td>$15.75</td>
</tr>
<tr>
<td>Total</td>
<td>136</td>
<td>$1,811.50</td>
<td>$13.32</td>
</tr>
<tr>
<td>Month</td>
<td>Transaction</td>
<td>Collected</td>
<td>Fees</td>
</tr>
<tr>
<td>------------</td>
<td>-------------</td>
<td>-------------</td>
<td>--------</td>
</tr>
<tr>
<td>August</td>
<td>24</td>
<td>$2,520.00</td>
<td>$40.00</td>
</tr>
<tr>
<td>September</td>
<td>37</td>
<td>$4,564.28</td>
<td>$43.10</td>
</tr>
<tr>
<td>October</td>
<td>11</td>
<td>$1,448.50</td>
<td>$32.22</td>
</tr>
<tr>
<td>Total</td>
<td>72</td>
<td>$8,532.78</td>
<td>$115.32</td>
</tr>
</tbody>
</table>
## Average Profitability Per Month

<table>
<thead>
<tr>
<th></th>
<th>Debit</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Sale per Month</td>
<td>$2,805.84</td>
<td></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>Monthly Rent</td>
<td>$650.00</td>
</tr>
<tr>
<td>Advertising Monthly</td>
<td>$160.00</td>
<td></td>
</tr>
<tr>
<td>Insurance Monthly</td>
<td>$21.58</td>
<td></td>
</tr>
<tr>
<td><strong>Average Profit</strong></td>
<td></td>
<td>$1,974.26</td>
</tr>
</tbody>
</table>
Quickbooks Online

- Track your income and expenses
- Send unlimited estimates and invoices
- Download transactions from your bank and credit card accounts
- Print checks and record transactions
- Import data from Excel or QuickBooks desktop
- Back up your data online automatically
- Control what your users can access
- Create and send purchase orders
- Track inventory
Prepare and print 1099s

Give employees and subcontractors limited access to enter time worked.

Track billable hours by customer

Create budgets to estimate future income and expenses

Categorize your income and expenses using class tracking

Track sales and profitability for each of your locations
Number of people who can simultaneously use QuickBooks Online is 5

Number of built-in business reports is 65+

Total Cost of QuickBooks Online Plus per Month is $39.95

Where as QuickBooks Pro 2014 Software Desktop products for small business costs $199.96
Difference Between QuickBooks Online and Desktop Products

* QuickBooks Online Edition offers anytime, anywhere access to QuickBooks for up to 25 simultaneous users.

* Online Edition upgrades are free and usually released 2 to 3 times per year.

* Desktop versions are purchased as new software each year, although multiple free updates are released throughout the supported life of the purchased software.
Online Edition includes support is at no additional cost.

Support for desktop versions of QuickBooks is not included for the life of the product.

Online Edition Plus tracks inventory.

### Customers

#### Unbilled
- **$325**
  - 2 Estimates
  - 10 Unbilled Time & CO!

#### Unpaid
- **$375**
  - 10 Open Invoices
- **$1,390**
  - 5 Overdue
- **$1,312**
  - 14 Paid Last 30 Days
- **$570**

#### Paid

<table>
<thead>
<tr>
<th>Customer</th>
<th>Pending Invoices</th>
<th>Balance</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Rental</td>
<td>1 Open invoice</td>
<td>$54.00</td>
<td>Receive payment</td>
</tr>
<tr>
<td>Amy's Bird Sanctuary</td>
<td>1 Open invoice</td>
<td>$25.00</td>
<td>Receive payment</td>
</tr>
<tr>
<td>Bill's Windsurf Shop</td>
<td>1 Open invoice</td>
<td></td>
<td>Create invoice</td>
</tr>
<tr>
<td>bridgette haymaker</td>
<td>1 Open invoice</td>
<td>$75.60</td>
<td>Receive payment</td>
</tr>
<tr>
<td>Cool Cars</td>
<td></td>
<td></td>
<td>Create invoice</td>
</tr>
</tbody>
</table>
# Vendor List

## Vendor List

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Mobile</th>
<th>Email</th>
<th>Website</th>
<th>Balance</th>
<th>Notes</th>
<th>Prepare 1099-MISC Forms...</th>
<th>New</th>
<th>Edit</th>
<th>Delete</th>
<th>Summary</th>
<th>Register</th>
<th>Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carl Broemel</td>
<td>(502) 555-6559</td>
<td></td>
<td><a href="mailto:carlscoffee@gmail.com">carlscoffee@gmail.com</a></td>
<td><a href="http://carlscoffee.com">http://carlscoffee.com</a></td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>James Olliges, Jr.</td>
<td></td>
<td></td>
<td><a href="mailto:yimyames1234@gmail.com">yimyames1234@gmail.com</a></td>
<td><a href="http://jimsjuices.com">http://jimsjuices.com</a></td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tom Blankenship</td>
<td>(312) 555-6442</td>
<td></td>
<td><a href="mailto:twotonetommy@tommysgrocery.com">twotonetommy@tommysgrocery.com</a></td>
<td><a href="http://tommysgrocery.com">http://tommysgrocery.com</a></td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Public Relations
Community relationships are an important part of becoming a successful small business in the Keene area. These relationships can be obtained through participating in local events, committees and organizations in order to become a familiar and trusted face.
Publications to advertise in

Monadnock Small Business Journal
Free Press releases
Inexpensive advertising
Website: http://www.monadnocksbj.com/
NH to Do
NH Magazine
Yankee Magazine
Rural NH Brochure
The Messenger/Granite Quill in New Hampshire
Chambers of Commerce Newsletters
Participate in: Keene, Jaffrey, Peterborough, Swanzey
Organizations to Send Press Releases

Keene Sentinel
Boston Phoenix
Boston Globe
Travel Lady
Travel at New York Times
Smarter Living
Eagle Tribune
Guidbook America
Visit New England
Greater Keene Chamber of Commerce Newsletter
Email Subscription Newsletters to send Press Releases:

Edible White Mountains
Edible Pioneer Valley
WMUR
Northern New England Journey AAA
The Gazette
Monadnock Radio Group
Visit New England
Union Leader
Troy Town News
Fitzwilliam Town News
NH Farm Bureau
Tracie’s Community Farm
Monadnock Music
Monadnock Buy Local
Events in Keene

Art in the Park
Location: Keene, NH
Time Frame: Labor Day Weekend
Website: www.keeneartassoc.org/pages/ArtinthePark.html
Purpose: Develop relationship with local artisans, possibly to sell art in new location
Involvement: Participate in a booth, become an event sponsor or volunteer

Ice and Snow Festival
Location: Keene, NH
Time Frame: February/March
Website: http://www.keenechamber.com/iceandsnow.html
Purpose: Build a relationship with the Keene Chamber of Commerce and community
Involvement: Hold a booth, sponsor a table or event, hold special promotions, volunteer support
<table>
<thead>
<tr>
<th>Festival</th>
<th>Location</th>
<th>Time Frame</th>
<th>Website</th>
<th>Purpose</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monadnock Wellness Festival</td>
<td>Peterborough</td>
<td>Last Saturday in September</td>
<td><a href="http://www.clubrunner.ca/portal/SitePages/SitePage.aspx?accountid=2945&amp;pid=69872">http://www.clubrunner.ca/portal/SitePages/SitePage.aspx?accountid=2945&amp;pid=69872</a></td>
<td>Build a relationship with the Monadnock Rotary Club and Peterborough community, illustrate Evo Spa’s wellness mission</td>
<td>Hold a booth, sponsor a table or event, hold special promotions, volunteer support</td>
</tr>
<tr>
<td>Music Festival</td>
<td>Keene, NH</td>
<td>Labor Day Weekend</td>
<td><a href="http://keenemusicfestival.org/">http://keenemusicfestival.org/</a></td>
<td>Build a relationship with the music community and music fans</td>
<td>Hold a booth, sponsor a table or event, hold special promotions, volunteer support</td>
</tr>
</tbody>
</table>
Leadership Monadnock Programs
Website: http://www.keenechamber.com/Im2013.html
Part of Keene Chamber of Commerce Development program

Small Business Networking Groups
Website: http://small-business-networking.meetup.com/cities/us/nh/keene/

SCORE Chapter Seminars and Events
Website: http://monadnocksore.org/

Monadnock Area Artists Association
Artist Outreach – Exhibit in new location
Website: http://monadnockareaartists.org/

Chambers of Commerce
Participate in: Keene, Jaffrey, Peterborough, Swanzey
Coupons and Special Offers on websites and in publications
What is Pinterest?
Pinterest is a social media that allows you to create and manage themed photo and video collections and share them with your friends and other connections.
THE POWER OF PINTEREST

MEN ARE USUALLY EARLY ADOPTERS IN TECHNOLOGY, BUT ON PINTEREST...

79% FEMALE
21% MALE

THE MOBILE DEVICES PINNERS USE TO PIN

IPAD 55%
ANDROID 28%
IPHONE 17%

AGE
Pinners are predominantly 25 to 54 years old

EVENTS DRIVE ACTIVITY

Percentage of pins on Super Bowl Sunday that were food recipes
Increase in items shared on Pinterest during the Academy Awards' red-carpet show

THE STORIES PINNERS LOVE BEST

Barneys New York | Nordstrom U.S.A. | Sephora | Victoria’s Secret | Williams-Sonoma
Growth from May to July 2012
+204%  +150%  +1,884%  +2,001%  +171%

WHERE PINNERS VACATIONED LAST YEAR

Disney World/Orlando  Florida  Las Vegas  Chicago  New York

PINTEREST'S RAPID RISE

MONTHLY U.S. UNIQUE VISITORS
7,516,000
6,085,000
1,865,000
600,000
100,000
0

MONTHLY PAGE VIEWS
U.S.
1.5bn
WORLDWIDE
1.9bn

AVERAGE TIME OF A PINTEREST VISIT
In Minutes:Seconds
U.S.
15:50
WORLDWIDE
14:20

THE BRANDS PINNERS USE EVERY DAY

CREDIT CARD
Visa
WIRELESS CARRIER
Verizon
MOBILE PHONE BRAND
Motorola
TELEVISION CHANNEL
Fox
By using Pinterest, Jeni could share different tips on:
1. How to apply makeup
2. Different do-it-yourself projects that she knows of
3. What makeup is best for different skin types
4. Remedies for acne
5. How to contour makeup
6. Remedies for red skin
7. Right and wrong ways to shape eyebrows
Expanding Evo Spa’s reach of cliental

By engaging in Pinterest and putting up different posts on different do-it-yourself projects as well as tips for different types of remedies and how-to’s Jeni is showing that she is talented and well trained. By engaging in Pinterest, Jeni could connect with the clients she already has and use group boards to collaborate with other pinners as well as the very popular pinners. By collaborating with the very popular pinners who have many followers, Jeni will be exposing her brand to many more people.
Drive more cyber traffic to the Evo Spa website

By utilizing Pinterest, Jeni will be able to connect her Evo Spa website to the pins she will be putting up. When people are interested and continue to click further into one of her pins, they will eventually land on her website. This will increase traffic flow to her website and encourage the visitors to investigate more into the excellent products and services Evo Spa has to offer.
Promote different deals and sales throughout the year

By using Pinterest, if Evo Spa holds different promotions throughout the year, many people will be able to see this. Not only the people that follow Evo Spa’s pins but if someone re-pins it, the pinners following them will be at access to this. This is a potential opportunity to generate a substantial about of customers.
Website Development
Skin Care Products:

Description of Suki and Dermalogica
- No visuals
- Very little information on each
- Amount of product not mentioned
- Price of products not present

Suki Website offers many products
- What products do you carry?
  - Products carried should be listed on the website

Why should they buy cosmetics from you rather than directly from supplier or someone else?
- Personalized consultations
- Experience and training
- Cosmetics to fit the lifestyle and the individual
Spa Services:
- Drop down area on Spa Services it states services provided
- Should be displayed on the spa services page
- Currently need to wait until drop down menu is displayed
- Too many links to follow to find basic information
- Break into Categories
- Easier to navigate & cleaner appearance
- Describe mission behind spa services • List skin problems
- List treatments
- Make it clear what separates you from the other spas •
- Personal consultation
- Personalized service
- Individualized treatments
Yoga:
- Fix layout
- Give examples of types of classes
- Specific types of yoga
- Keep Yoga page on the Evo page
- Once you click the Yoga page you are on a different site
- When you click home it keeps you on the yoga page not Evo-Spa page

Blog:
- Hard to follow
  - Frustrating to navigate between sites
- Loosing potential business due to lack of ease
- Needs to be more personal
  - Keep logo and theme consistent
  - Follow mission and values of company
**General Editing:**
- Remove exclamation points
  - Keep audience and point of view consistent
- Needs a more professional tone

**General Appearance:**
- Repetition of images throughout the pages
- No “Home Page”

- Site opens with cosmetics
  - You want a welcome page that explains your mission and introduces the company
  - Has cosmetics, spa, and yoga all in one place

- Move from here to the individual pages
  - Maximize sales and customer potential

- Come to site for spa but get sold cosmetics and yoga instruction
Other

• Other spa websites allow customers to make reservations online • Evo does not have this option

• Further ease could add potential business

• More professional feel to the site (Adds Legitimacy) • Offer promotions & Incentives

• Promotion page present but it says “look back” • If people make it this far; why turn them away? • $5.00 of spa treatments on Monday (example)

• Google Presence • When googling Spas near Keene 10 other spas come up

• Need to have a presence on search engines • If someone is looking for a new spa they will start here

• Wont know you exist
Provide information.

Anyone can say that they are good at services. What separates you:
- Why do they NEED you?
- Separate yourself.

Makes for a more professional appearance. Include Facebook and Blog links.
- Have determined hours.

Post hours on website.
- Indecisive hours gives the impression that you are not dedicated.

Let customers know that this is a professional business not a hobby.
Special Thanks to...

Jeni Callihan
Evo Spa

Richard Grogan
Small Business Development Center of Keene, NH

Dr. Jason Little
Franklin Pierce University