

The Role of Page & Post Reach to Grow Premier Cuts Salons on Social Media

The Digital Transition

Premier Cuts, a Texas barber shop chain, set a clear objective in November 2022: transitioning away from traditional paper coupons found on the back of H-E-B receipts and fully venturing into digital advertising. This strategic shift marked a pivotal moment in our company's marketing journey, aligning us with the modern consumer's digital-centric preferences.

Why Page Reach & Post Reach Matter

Page reach and post reach are both important metrics for any business or individual that has a social media presence. Page reach refers to the number of unique users who have seen any content associated with our page, while post reach refers to the number of unique users who have seen a specific post on our page.

The reason why these metrics are important is because they help us gauge the effectiveness of our social media strategy. If our page and post reach are high, it means that we are successfully reaching a large audience and getting our message out there. On the other hand, if our reach is low, it may indicate that our content is not resonating with our target audience or that our social media strategy needs improvement.

In addition to measuring the success of our social media strategy, page and post reach can also help us make informed decisions about future content. By analyzing which posts have the highest reach, we can gain insights into what type of content our audience is most interested in and tailor our future posts accordingly.

Methods

For a salon business, it's essential to ensure that the people being exposed to the content are local to our salons. This is because our target audience for a salon business would typically be the local community and not people who live too far away to visit. Therefore, it's crucial to target the right audience to drive foot traffic to our salons.

Here are three methods we used to ensure that our content continued to reach the local community on social media:

1. **Location-Based Targeting:** Most social media platforms allow you to target specific locations. We can use this feature to target our local community in community engagement efforts and ensure that our content is seen by the right people. This can be done by selecting our target location while creating our post or by using a tool like Facebook Ads Manager.
2. **Engage with Local Influencers:** Engaging with local influencers on social media can help us expand our reach and connect with the local community. We can look for influencers in our niche who have a strong following in our local area and reach out to them. We can collaborate with them on a post or ask them to share our content with their followers.
3. **Use Local Hashtags:** Using local hashtags can help us reach a wider audience in our local community. We can research popular hashtags in our area and use them in our posts. This will make our content more discoverable to people in our local community who are searching for content related to our niche.

Conclusion

In conclusion, Premier Cuts' strategic use of social media has not only allowed us to broaden our reach but has also positioned us as a leading name in the barber shop industry. By utilizing location-based targeting, creating engaging content, and adapting to the digital age, we've successfully grown our social media awareness campaigns. This growth has not only increased our online presence but is also driving foot traffic to our salons. As Premier Cuts continues to innovate and adapt, our journey in the digital world serves as a prime example of how businesses can leverage social media to thrive in the modern age.