UHB187X
Promote products and services using social media

Unit reference number: R/615/0837
Level: 2
Guided Learning (GL) hours: 25

Overview

This unit is about using social media for promoting products and services for a hair salon or barbershop business. Learners will develop an understanding of how to use social media to promote products and services and will cover the importance of planning social media campaigns and targeting messages to specific audience groups.

Learners will be able to explain the benefits and drawbacks of using social media marketing and understand how it can be used by different parties and for promotion of a specific service.

Learners will also develop knowledge of the upload opportunities offered by social media and how to identify and target key audience groups.

Learning outcomes

On completion of this unit, learners will:

LO1 Understand the planning requirements for the use of social media promotions
LO2 Understand how to use social media for effective promotional activity
LO3 Explain how social media can be used for targeted marketing
Assessment requirements

Learners must complete the assessment requirements related to this unit.

Learners must produce a portfolio of evidence which contains assessed evidence covering all the assessment criteria in this unit.
Unit content

LO1 Understand the planning requirements for the use of social media promotions

Explain why it is important to produce a social media plan for promotional campaigns:
Planning is important to social media campaigns – it ensures that the desired message is communicated as and when it is needed. Learners must explain why a plan is required

- To prepare a campaign timeline – necessary to regulate and evaluate the campaign
- To identify both the target audience and social media channel(s)
- To ensure the campaign is organised and on-track and is aimed at the target audience
- To allow the salon to target specific products or services
- To agree the information that needs to be published, agree who will publish it and on which sites
- To ensure all staff members are informed of the promotional campaign
- To establish the responsible staff member who will monitor the campaign
- To alter, amend or adapt and allow for the planning of future campaigns. For example, promoting products or discount services at Christmas when online activity is high

Explain the importance of agreeing a message that communicates the promotional campaign:
The message is the most important factor when planning a social media promotional campaign. It is important that the message is consistent and coherent across all aspects of social media. This will allow the salon to ensure the correct message is communicated at all times. Learners must explain

- The importance of checking spelling and grammar
- Why all members of staff must be aware of the specific details of the promotion
- How to communicate consistently, when using both social media and when communicating via other means, e.g. face-to-face in the salon

Describe the importance of choosing the correct social media channel for the promotional activity:
Choosing the correct social media channel is important as it allows for a variety of different upload options. Each channel will also have a different target audience. It will be up to the salon to decide to which social media channel the promotional activity is best suited. Learners must describe the opportunities each media channel will provide for promotional activities, examples include

- Facebook will allow businesses, groups or individuals to communicate posts of any length as well as sharing photographs, videos, web links and documents
- Twitter allows businesses to tweet short sharp messages up to 140 characters in length; these can be combined with links or photographs but would not be appropriate for complicated offers or long service descriptions
- Instagram can be used for photo uploads with a description
- YouTube can be used by a hair salon or barbershop to post videos with descriptions
Describe the legislation that affects the selling of products or services:

Making false or untrue statements regarding products or services can ruin the reputation of a salon or barbershop, as does selling goods that are hazardous and potentially harmful to clients. Learners must describe the legislation that affects selling of products or services and this will include:

- **Control of Substances Hazardous to Health legislation**
  - The use and storage of potentially dangerous substances that may be handled or dealt with in the workplace; many substances that are used in the hair or barbershop industries are potentially hazardous.
  - All substances should be handled with care and stored and labelled correctly. Hazardous substances may enter the body via the eyes, the skin, the nose (inhalation) or the mouth (ingestion).
  - Any substance in the workplace that is hazardous to health must be identified on the packaging and stored and handled correctly.

- **Trade Descriptions legislation**
  - Makes it an offence for a trader to make false or misleading statements about goods or services.
  - Carries criminal penalties and is enforced by Trading Standards Officers making it an offence for a trader to apply a false trade description of any goods, supply or offer to supply any goods to which a false trade description has been applied, or to make certain kinds of false statement about the provision of any services, facilities or accommodation.
LO2 Understand how to use social media for effective promotional activity

Identify promotional opportunities using social media:
There are many of opportunities to promote products or services within the hair salon or barbershop. Learners must
- Know how to assist in creating a database of existing customers
- Know how to assist in the planning process to promote opportunities to use social media
- Identify promotional opportunities, which may include
  - Seasonal/special occasion opportunities, e.g. Mother’s Day promotions
  - Manufacturers’ launches for new or improved products and services, e.g. “buy two, get one free” on products
  - General discount promotions, e.g. offering perming services at a discounted price
  - Special events within the salon/barbershop, e.g. showcasing competition work or a specific hairstyle or service
  - Client feedback/testimonials received

Describe how social media can be used to promote specific hairdressing or barbering products or services:
- Describe how the different social media channels can promote specific services in a variety of ways
- State how a service can be promoted visually, for example images or videos can be uploaded to social media to give customers an insight into the product or service the salon is trying to promote
- Describe how texting can be used to market products or services, for example – discount prices of products or services when the client books an appointment, or buys a product at a discount when producing the text
- State the importance of giving the customers an action, whether this is a link to the website of the business where they can find more information for example – address, map link to location, phone number or e-mail address which will allow them to either book the service or find out further information
- Describe how sharing customer testimonials will help promote a specific service, product or the salon itself

Explain the benefits of using social media as part of an effective promotional campaign:
Learners must be able to identify the main benefits of using social media, including
- Cost – social media is free to use
- Audience reach – social media can help businesses to reach a wide audience
- Communication – social media can be seen by the followers, it can then be shared, retweeted or reposted allowing for even more viewing possibilities as the followers of the people sharing are then able to see the communication, even if they do not directly follow the business themselves; this can result in new customers
- Speed – it is very quick to post on social media
- Customer relations – social media allows for customers to feed back to businesses and ask questions with very quick response times, this improves the customer relationship
Describe the drawbacks of using social media for a promotional activity:

Learners must describe the drawbacks and risks of using social media for promotional purposes. Learners must describe:

- The importance of using appropriate language, tone and content to create a professional image of the business. Failure to do so may mean the business could create an unprofessional or inconsistent image which could result in the loss of customers.
- The importance of using correct grammar and spelling.
- How negative comments and feedback left on social media can be viewed or shared by anyone very quickly resulting in harmful publicity to a business.
- The importance of producing a social media campaign plan and the importance of the communication being positive and not contradictory or misunderstood.
- The importance of checking social media regularly, queries from customers responded to in a timely manner.
- The importance of a consistent message being used through all social media channels.

State the benefits to the salon or barbershop when using social media to promote products or services:

Learners must state the benefits of using social media for promotional activities as these can be vast. Examples include:

- **Salon/barbershop**
  - Increased salon turnover and profits
  - Enhanced professional image of salon
  - Encourage repeat business and bookings
  - Build positive reputation
  - Opportunities for increase in staff due to expansion of salon turnover
- **Staff**
  - Opportunities to increase salary and earn commission
  - Enhance professional standing
  - Increase in clientele
  - Enhance career progression
- **Client**
  - By using the promoted professional products, it may show possible improvements in the hair condition/prolonging style or colour
  - Increase customer confidence in stylist/barber
  - Enhanced discount opportunities for products or services
LO3 Explain how social media can be used for targeted marketing

State the importance of product and service knowledge when using social media:
- State the importance of knowledge in promoting products or services using social media within the limits of their authority, or when to refer to a senior staff member
- State the importance of being able to make suitable recommendations to the client in response to a request from social media

State how social media can be used to promote special offers:
Salons or barbershops can promote deals being offered by them on any form of social media, through a post, tweet, photo or link with details. Learners must be able to identify different promotional opportunities examples include:
- Discounted products or services, e.g. end-of-line products
- Have one service get the other free, e.g. book a colour and receive a free haircut
- Promotional days, e.g. half price services on quieter days
- Special offers on products, e.g. half-price sale
- Competitions for clients to win a service (note: some social media platforms have strict competition rules for their sites – check before advertising)

Explain how social media can be used for targeted promotions:
Social media can be used for targeted promotions as it allows businesses to communicate to different demographics. Learners must explain how:
- Social media channels can attract different audiences
- A salon or barbershop can analyse its followers and see whether the marketing campaign is creating a wide enough audience
- Different sites will appeal to different age groups. For example, a salon may choose to use Instagram to promote a student offer if they have a younger following on this site
- To use different sites to identify weekly or monthly activity
- To analyse activity and provide feedback
- To provide a report of activity
## Assessment criteria

In order to pass this unit, learners must achieve all pass criteria. The pass criteria relate to the proficient demonstration of skills and knowledge.

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<tr>
<th>Learning outcome</th>
<th>Pass</th>
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<tr>
<td><strong>The learner must:</strong></td>
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Resources

The special resources required for this unit are access to a real or realistic working environment which supports the provision of promote products and services using social media and use of computer and internet access.

Delivery guidance

Teachers are encouraged to use innovative, practical and engaging delivery methods to enhance the learning experience. Learners may benefit from:

- Meaningful employer engagement so they relate what is being learned to the real world of work and to help them understand the service requirements of specific audiences
- Researching the use of social media by businesses of a similar nature
- Accessing the internet and exploring the various social media channels available to businesses
- Using interactive information and technology, systems and hardware so they can understand more about concepts and theories

Links with other units

This unit is closely linked with the following units:

**UHB172M Cut ladies hair**
Promoting cutting hair services using social media can attract clients and increase revenue for the salon/barbershop.

**UHB180M Cut men’s hair using basic techniques**
Promoting cutting hair services using social media can attract clients and increase revenue for the salon/barbershop.

**UHB175M Shampoo, condition and treat the hair and scalp**
Promoting shampoo and conditioning products and services using social media can attract clients, increase revenue and client confidence in the salon/barbershop.

**UHB170M Blow-dry and style the hair**
Promoting a blow-dry and style service as a special offer through social media can attract new clients and enhance turnover within a salon/barbershop.

**UHB181M Dry and style men’s hair**
Promoting a blow-dry and style service as a special offer through social media can attract new clients and enhance turnover within a salon/barber’s shop.