



# PARTURI OGELI

Group 1: TeamHairDo!  
Lilly, Adriana, Mia, Zach and Sven



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From now on...

## OUR GOALS!

**Increase  
awareness on  
social media**

**More  
customers  
(Parents / Men)**

## TARGET GROUP

Male customers

Parents

## CHANNELS

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# Instagram

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OUR ACHIEVEMENTS /  
HOW WE REACHED IT

Kids corner!

Instagram reels

Instagram make-over  
(Highlights)

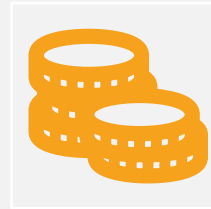
Slogan

Posting plan ( format )

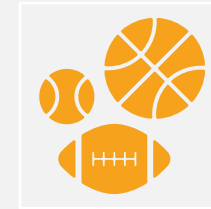
# BUDGET



€150 in total



€100 for  
advertisement



€50 for ikea  
( kids corner )

# KIDS CORNER





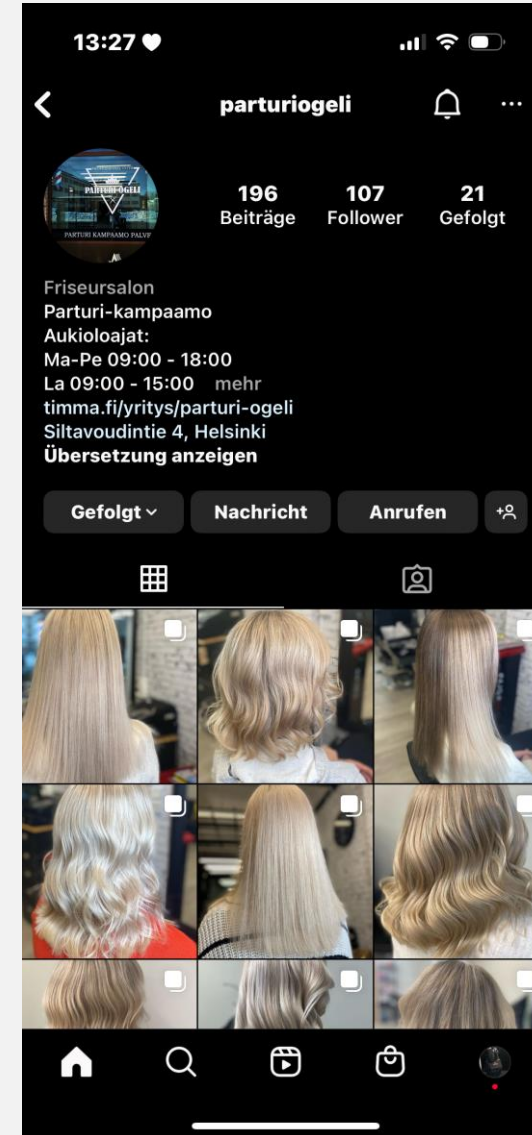
# INSTAGRAM REELS



# INSTAGRAM MAKEOVER

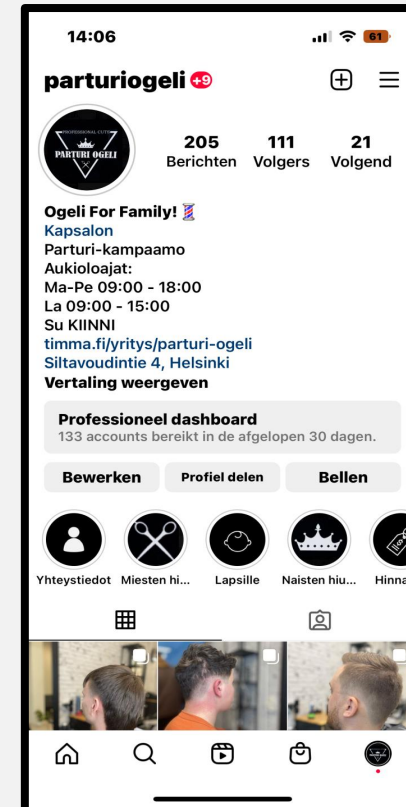
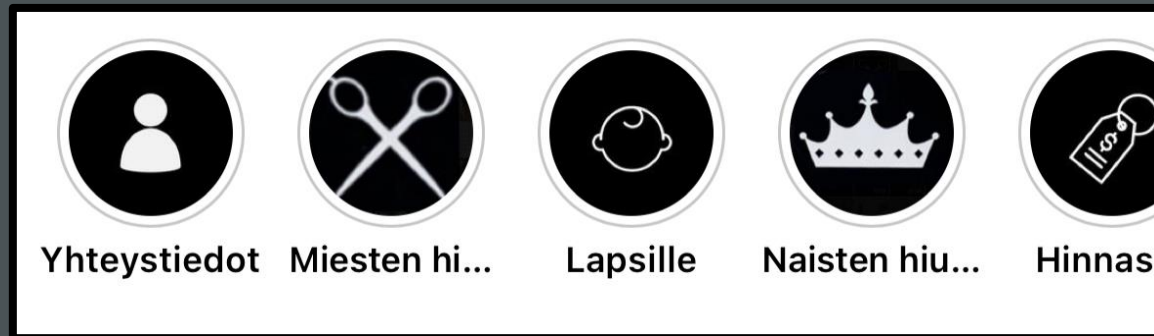
- Hashtags for the company
- #Love #OgeliFamily  
#HairTransformation  
#BarberHelsinki #ParturiOgeli  
#MensHair #HairInspo  
#HairIdeas #Barber #HairCut  
#BarberLife #BarberRespect  
#Family #FamilyFriendly  
#Finland #Helsinki #Local  
#Cute #Hairdo #BarberLove

Before:

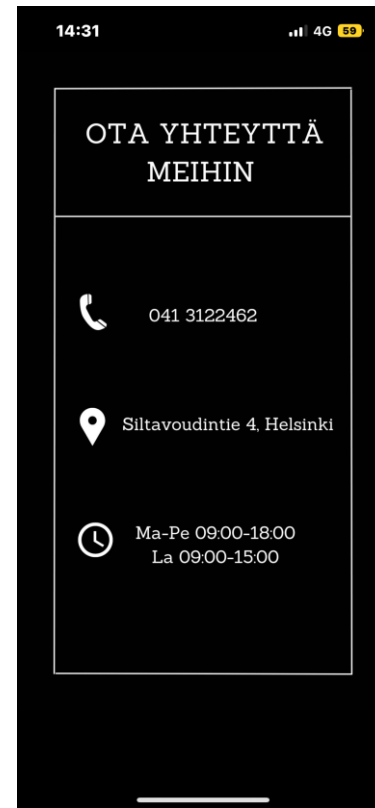


# INSTAGRAM MAKEOVER

After:



# THE HIGHLIGHTS



Yhteystiedot



Miesten hi...



Lapsille

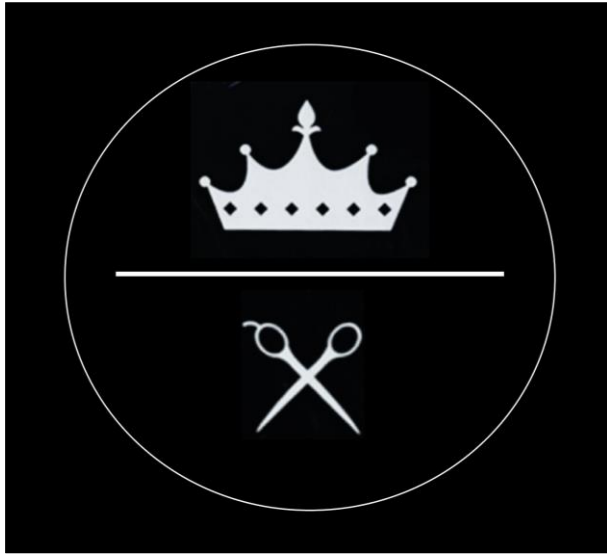


Naisten hiu...



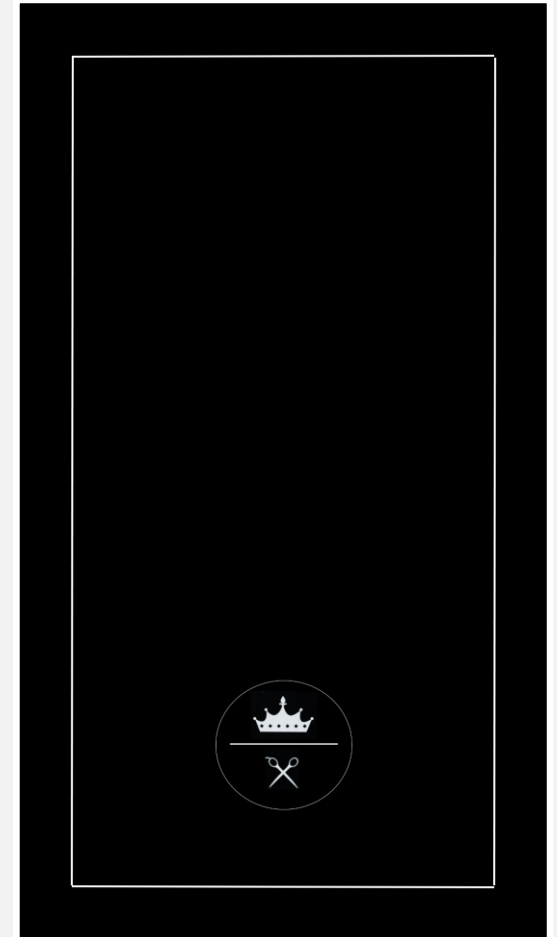
Hinnast...

- Simple version of their logo



SLOGAN:  
OGELI FOR FAMILY

Template to repost the stories





# POSTING PLAN!

Monday: 1 Post for Men and repost in story

Tuesday: 1 Post for Men and repost in story

Wednesday: 1 Post for Women and repost in story

Thursday: 1 Post for Men and repost in story

Friday: 1 Post for Women and repost in story

Saturday: 1 Post for Men and repost in story

Sunday: an insta reel



FROM NOW  
ON..



The company will keep posting by the schedule!



They will start to make video's for the reels



And they will post stories regularly



Also they will use the given hashtags!



# THE END

- Any questions?
- Follow @parturiogeli

