LeyaNova
Hair removal & skin care

Optimising Leya Nova's Social Media Strategy, Increasing Engagement and Customer Aquisition

Introduction

LeyaNova, Established in 2024 (LeyaNova,2024) is a small laser hair removal business managed and operated by its owner, who personally delivered treatments. The clinic is situated in Uttoxeter, a town with a population of under 15,000 (ONS,2025).
With over 2500 Gen Z residents in the area (ONS,2025), LeyaNova's core target market is strongly representation locally. Direct local competition from NuDerm Laser Clinic (NuDerm, 2025)

Aim: The aim of this project is to optimise Leya Nova's social media strategy, increasing engagement and customer acquisition.
Objectives: To investigate the impact of paid advertising campaigns on customer acquisition and engagement.
To evaluate the effectiveness of organic SEO strategies in driving traffic and improving engagement.
• To recommend strategies for optimising both paid ads and organic SEO.
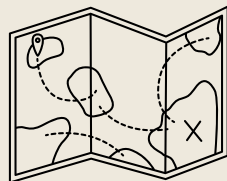
Methodology

(Saunders et al, 2019) Research Onion has been adopted as a comprehensive theoretical framework
Layer 1: Pragmatic Philosophy (Tengli, 2020)
Layer 2: Inductive research approach (Hassan, 2022)
Layer 3: Mixed-methods strategy
Layer 4: two semi -structured interviews, digital survey, literature review
Layer 5: Cross-sectional time horizon (Wang, 2020)
Layer 6: Triangulation (Noble, 2019)
Data Sources:
A literature review (Zarei, 2025) identifies major theories, findings, and debates (Winchester, 2016) that help inform LeyaNova's social media strategy, while highlighting key digital trends that influence how consumers engage with content online.

The first interview involved the business owner, focusing on current ideals, marketing practices and performance metrics; the second engaged a previous customer to explore their decision-making journey, providing qualitative data.

A ten question, multiple choice survey was administered via Google Forms, via social media where thirty-eight responses were collected, providing quantitative insights into content preferences and engagement drivers.
Selection Criteria:
• **Purposive sampling:** Selected interviewees as LeyaNova stakeholders (Bullard, 2024).
• **Convenience sampling:** Survey shared via researcher's social media (Waterfield, 2024).
• **Quota sampling:** Limited to ages 18–35, beauty interest required (Alex, 2024).

Reflection

This section critically evaluates the author's experience throughout the consultancy project using Gibbs' Reflective Cycle (Adeana et al, 2020), to *'support a systematic approach to reflection'*.
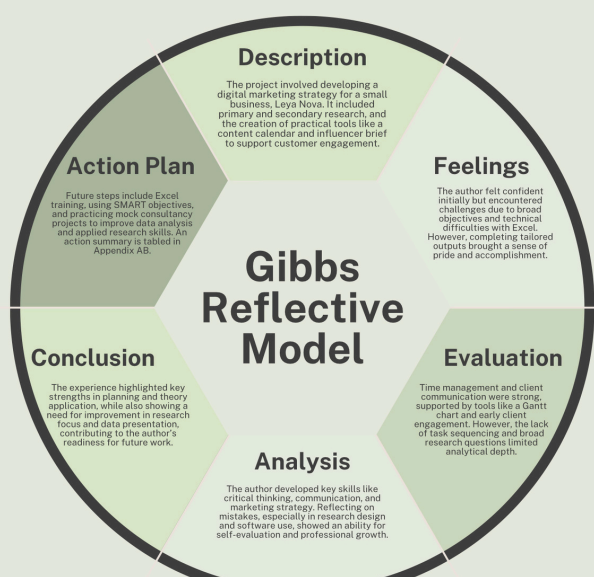
Gibbs Reflective Model
(authors own)

Description
• Created a digital marketing strategy for Leya Nova.

Feelings
• Confident at first; faced Excel issues.
• Felt proud after delivery.

Evaluation
• Good time management and communication.
• Weak task sequencing and research depth.

Analysis
• Improved critical thinking and marketing skills.
• Learned from research and software errors.

Conclusion
• Strong planning skills.
• Need to improve data focus and presentation.

Action Plan
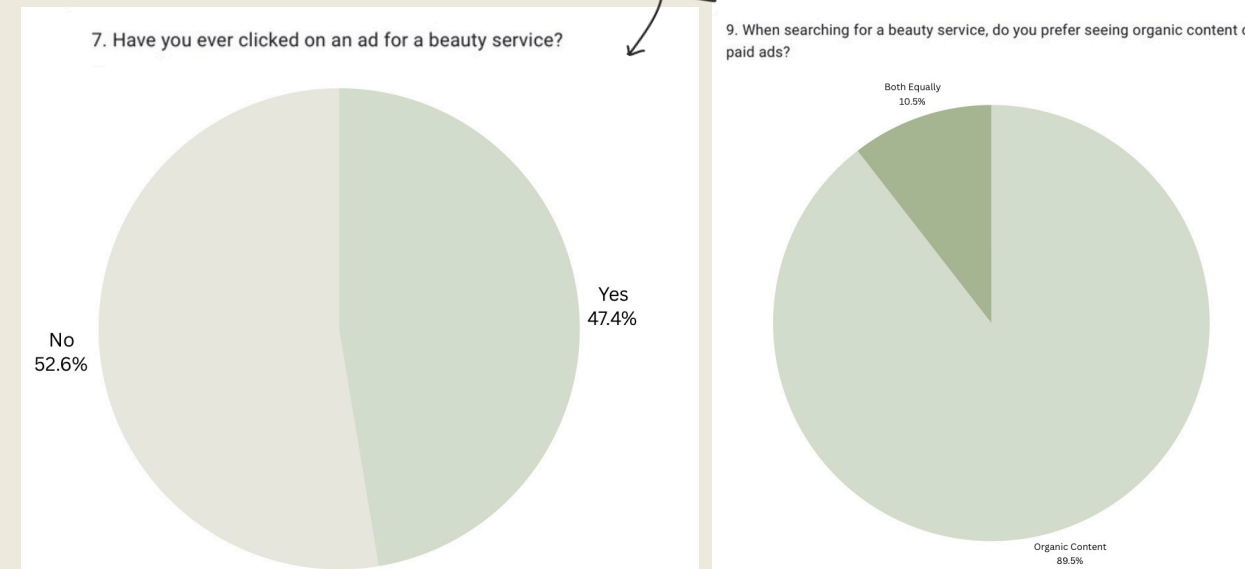• Train in Excel, use SMART goals, do mock projects.

While content like before-and-after results and testimonials enhance trust (Q2), the ad hoc nature of posting limits SEO scalability. The owner admitted, 'content is often made the night before' (LeyaNova2025a), which contradicts (Narayanan,2023) recommendation that algorithmic favour goes to accounts posting consistently. This inconsistency could limit discoverability (Abney,2023).

2. What type of content makes you most likely to trust a beauty service on social media?
38 responses
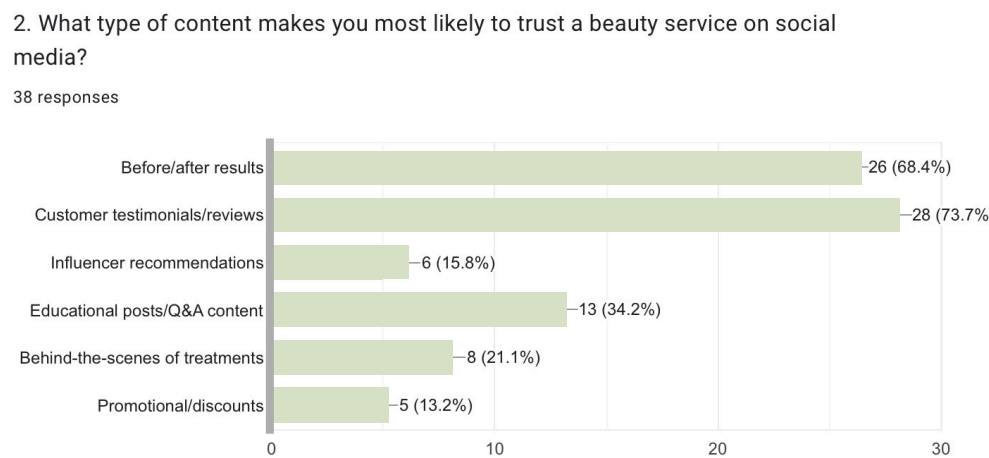
A majority of respondents indicated concerns about treatment effectiveness (Q10), suggesting that educational content, only preferred by 35% (Q2) may be underutilised. (Hassan et al, 2015) link educational marketing to later-stage decision-making in the AIDA model. This presents an opportunity for Leya Nova to expand content formats, such as infographics and Q&A reels, to address hesitations and guide potentials through the purchase funnel.
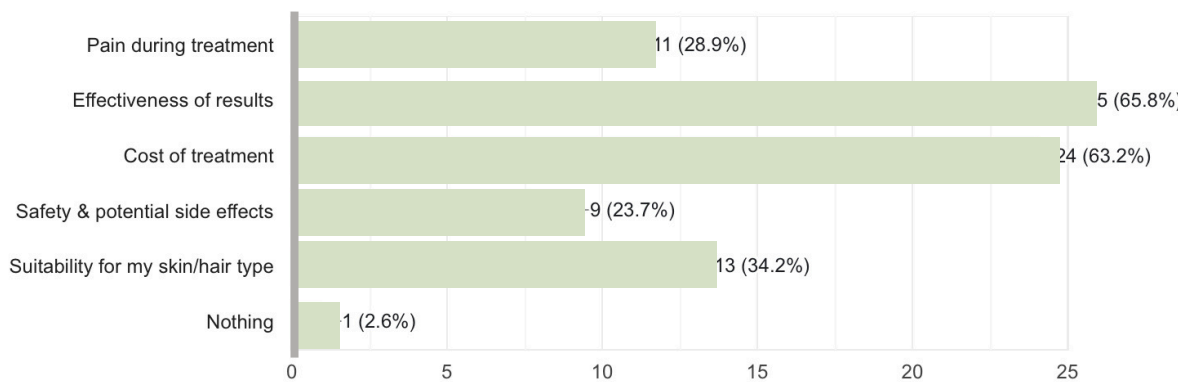
Analysis of Findings

Survey results indicate that 48% of respondents have previously clicked on a beauty service ad (Q7) , yet only 11% preferred discovering services through paid ads (Q9) . This suggests limited trust in paid advertising, aligning with (Okonkwo,2023), who emphasises that consumers view paid promotions with scepticism unless supported by social proof (Nasri, 2025).

7. Have you ever clicked on an ad for a beauty service?

No 52.6%
Yes 47.4%

9. When searching for a beauty service, do you prefer seeing organic content or paid ads?

Both Equally 10.5%
Organic Content 89.5%

10. What concerns do you have about laser hair removal?
38 responses

Concern	Responses
Pain during treatment	11 (28.9%)
Effectiveness of results	5 (65.8%)
Cost of treatment	24 (63.2%)
Safety & potential side effects	9 (23.7%)
Suitability for my skin/hair type	13 (34.2%)
Nothing	1 (2.6%)

Reccomendations

These recommendations, for LeyaNova, address key gaps identified in the findings and align with the project's research objectives (using fishbone (Majka,2024)and affinity diagram (Kohda et al,2016) to uncover root challenges) Each is supported by analysis tools and personalised implementation frameworks.

1

A four-week content calendar has been developed. This tool structures daily content across Instagram and Facebook (being the platforms that (LeyaNova,2025a) currently uses), specifying post formats, captions, optimal scheduling times, and intended objectives (Davids,2022).

It encourages regular posting, capitalising on peak social traffic periods such as 9am on weekdays (Glover, 2025).

The schedule includes a balance of value-driven posts: educational carousels, customer testimonials, and FAQs, which are crucial for building brand credibility (Rahman,2023) (ForageGrowth,2025)

The intended outcome is a 25% increase in Instagram reach over four weeks, measured via Meta platform analytics (Medium,2021).

2

a structured four-week influencer/UGC campaign has been designed. The campaign focuses on sourcing relatable micro-influencers (defined by (Hunter,2023) as an influencer with 1k-100k followers) whose content aligns with Leya Nova's values of ensuring trust (LeyaNova,2025a).

The Influencer Brief outlines deliverables, a posting schedule, and creative freedom within brand boundaries (Pertwee, 2024).

This is complemented by a UGC prompt that incentivises clients to share before /after photos or testimonial videos in exchange for discounts.

The measurable objective is to achieve at least 1,000 engagements and five new customer bookings per influencer.

3

A story-led ad series titled 'Bookable Journeys!' This consists of three to five short-form paid ads (Reels or Stories) that display a real client's treatment journey:
- Initial doubts or concerns
- Patch test and first appointment
- Midway results and reflection
- Final transformation and satisfaction

These narrative-led ads are structured using the AIDA model (Tristanto et al, 2023), capturing Attention with visuals, building Interest and Desire through emotional storytelling, and concluding with clear Action via booking prompts (Politeknik, et al,2022). A custom Ad Builder Framework supports this process.

The objective is to achieve a 2-3% click-through rate and five direct bookings from the campaign within six weeks.

Acheivability: Each recommendation is tailored to Leya Nova's microbusiness status and limited resources, requiring mainly time and consistency rather than significant financial investment. The provided tools are user-friendly and require no specialist software. Campaigns are short-term, repeatable, and scalable based on time and results.