



# Features of Promoting a Manicure Studio Under Conditions of High Competition

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## Abstract

*Under conditions of a highly saturated beauty services market and the simultaneous complication of consumer demands the issue of constructing an effective promotion strategy for manicure studios acquires critical significance. The aim of the study — identification and systematization of fundamental characteristics and the most emergent approaches to promoting manicure studios in conditions of acute competition. The methodological basis of the work is founded on a systematic review of specialized scientific publications and analytical reports on service marketing for the period 2021–2025 22. as well as on the integration of extracted empirical data for the construction of a comprehensive promotion model. The results of the analysis established that sustainable competitive advantage cannot be ensured through the use of fragmented marketing tools. On the contrary a synergistic combination of digital channels (SMM, targeted advertising, proactive online reputation management) and offline components (high level of service, studio atmosphere, loyalty programs) is required. On this basis an original integrative model is proposed demonstrating the interrelationship between the quality of online presence, the offline client experience and proactive reputation management as key pillars of long-term development. In conclusion personalization of communications and a focus on retaining the existing client base exert a more substantial influence on business sustainability than aggressive acquisition of new visitors. The presented conclusions may be valuable for owners and managers of beauty enterprises, marketers as well as researchers investigating marketing practices in the service sector.*

**Keywords:** Manicure Studio, Marketing in the Beauty Industry, High Competition, Digital Marketing, Client Retention, Integrated Marketing Communications, SMM, Reputation Management, Client Loyalty, Competitive Advantage.

## INTRODUCTION

The beauty industry, and particularly the nail service segment, maintains a stable trajectory of expansion on the global stage. According to expert estimates, the volume of the global market for manicure salons will increase from USD 12.01 billion in 2024 to USD 13.08 billion in 2025 at a compound annual growth rate (CAGR) of 8.9 percent, and by 2029 it will reach USD 18.14 billion [2]. The drivers behind these figures include a combination of rising disposable incomes, heightened attention to personal hygiene and aesthetic self-expression, as well as the increasingly significant influence of social networks shaping new trends in nail art and nail care.

At the same time, intensifying competition in the industry is reaching unprecedented proportions. The market remains highly fragmented: leading companies account for only 15–20 percent of the total share [1], while numerous small and medium-sized studios and independent technicians compete for the remaining clientele. Saturation of local segments leads to a dilution of the distinctive characteristics of service

offerings and an escalation of price competition, which in turn reduces business margins. Under these conditions, traditional marketing techniques—such as disparate social media management or episodic advertising campaigns—lose their former effectiveness. A methodological gap exists: there are no comprehensive, systematically validated promotion models specifically adapted to niche manicure studios that would take into account the specifics of consumer behavior in this segment and the capabilities of modern integrated communications.

**The aim of this study** is to analyze and classify the most effective marketing promotion tools for a manicure studio under conditions of heightened competitive struggle, followed by the development of a comprehensive model that fosters the establishment of long-term competitive advantage.

**The novelty** of the work lies in the formulation of an integrative three-tier promotion model (online activity – offline interaction – reputation management), founded on the principle of synergy among complementary marketing

**Citation:** Vadiuk Uliana Dmytrivna, “Features of Promoting a Manicure Studio Under Conditions of High Competition”, Universal Library of Business and Economics, 2025; 2(3): 61-65. DOI: <https://doi.org/10.70315/uloap.ulbec.2025.0203011>.

components, thereby amplifying the overall effect of their combined application.

**The author's hypothesis** is based on the assumption that an end-to-end marketing strategy—where digital promotion channels are organically complemented by high-quality customer service at offline service points and active monitoring and maintenance of reputation—ensures a higher level of client loyalty and economic efficiency compared to a fragmented promotion tactic.

### MATERIALS AND METHODS

A wide range of studies is devoted to assessing the size and dynamics of the salon services market, which lays the groundwork for understanding the competitive conditions for promoting a manicure studio. The analytical report *Salon Service Market Size by GM Insights* covers market segmentation by service types, including manicure, and forecasts growth rates through 2034 based on an in-depth analysis of consumer groups and salon types [1]. Similar findings are presented in the *Nail Salon Market Report 2025* by The Business Research Company, which examines regional variations in demand for manicure services and structural market factors influencing its growth and the distribution of shares between large chains and independent salons in detail [2]. The *US Nail Color and Care Market Report 2024* by Mintel complements the overall picture by focusing on product trends in the nail polish and care segment, enabling an assessment of the evolution of consumer preferences and the identification of new product niches for promotion within specialized manicure studios [7].

In parallel with industry overviews, experts examine digital marketing strategies applicable to the salon business. The *Beauty Salon Marketing Blueprint for Success in 2025* by Yocale proposes a unified model for constructing a marketing funnel for the beauty segment, including SEO optimization, targeted advertising and a customer relationship management CRM system [3]. In the case study of the popular brand *Rare Beauty*, Han Y. [4] analyzes the use of influencers, content marketing and paid advertising campaigns on social media, emphasizing the synergy between emotional brand positioning and digital promotion channels. Chen X.'s [8] study of the Chinese cosmetic brand *Perfect Diary* identifies key trends in online marketing, including gamification, the use of user-generated content and integration with e-commerce, which ensures increased brand awareness and direct sales through social platforms.

An important research direction is devoted to customer loyalty and the influence of user-generated content on purchasing behavior. The statistical overview *32 Customer Loyalty Statistics Your Business Needs to Know in 2025* by SAP Emarsys systematizes key customer retention metrics and defines the role of personalized communications in increasing repeat visits to the salon [5]. Sankala S. [6] demonstrates that influencer marketing can strengthen brand loyalty through micro- and macro-opinion leaders; however,

campaign effectiveness heavily depends on the alignment of influencer values with the salon's target audience. Fernandes S. et al. [9] develop the topic of online reputation by proposing a scale to measure the impact of reviews on purchase decisions, showing that positive customer reviews can increase the influx of new clients by more than 20 % in the beauty services segment. Finally, Yusiana R. et al. [10] examine the synergistic effect of influencer marketing and online advertising in the case of green cosmetic products, emphasizing that the combination of these tools contributes to the formation of a sustainable image and trust among environmentally oriented consumers.

Thus, the literature demonstrates a consensus regarding the importance of the integrated application of industry analytical reports and digital marketing tools for promoting a manicure studio. At the same time, contradictions emerge in the assessment of channel prioritization: some authors regard influencer marketing as key, while others emphasize online reviews or CRM systems. Local features of promoting small and medium-sized manicure studios, the influence of micro-influencers in niche communities and the integration of offline experiences with online services remain insufficiently addressed.

### RESULTS AND DISCUSSION

Analysis of theoretical and methodological approaches and the results of empirical studies indicate that for a manicure studio operating in an environment of intense competitive rivalry, the optimal marketing strategy must rely on three organically interconnected components: establishing a compelling digital presence, ensuring a flawless client experience at offline touchpoints and systematically managing business reputation. The use of single tools in only one of these vectors will not create a sustainable market advantage.

The characteristics of the nail service industry determine the specifics of setting promotion objectives. First, this is a sector with a high frequency of repeat visits – clients return approximately every 3–4 weeks, which makes loyalty a more valuable asset than a constant influx of new consumers. Second, consumer choice is predominantly based on the visual attribution of work quality and trust in the technician, which brings social media platforms and review systems to the forefront. Third, nail service is, above all, a local business focused on its immediate surroundings, which dictates the need to combine digital and geo-targeted tools [3, 4].

In the modern digital landscape the primary point of contact with a potential audience is online channels. However, mere existence of a website or a social media account has long ceased to constitute a competitive advantage. The task is to transform these resources from static showcases into dynamic mechanisms for engagement and attention retention. For this purpose it is advisable to conduct regular cross-channel performance analyses, comparing

not only reach and engagement but also conversion rates into appointment bookings and repeat orders [6, 8]. Table

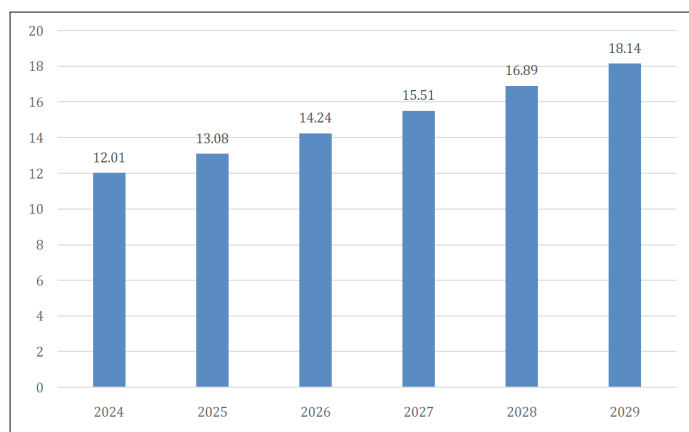
1 below presents the analysis of digital promotion channels employed in manicure studios.

**Table 1.** Comparative analysis of digital promotion channels for a manicure studio (compiled by the author based on [3, 4, 6, 8]).

Channel	Primary objective	Approximate cost	Advantages	Disadvantages
SMM (Instagram*, TikTok)	Visual demonstration of work, community building, direct sales	Low/Medium	High engagement, direct audience contact, viral potential, precise geo targeting	Requires constant creation of high quality content, high competition for attention
Targeted advertising	Attraction of new audience by specified parameters (geo, interests, age)	Medium/High	Rapid results, precise targeting of target audience, possibility of A/B testing	High cost per lead in competitive niches, banner blindness among users
SEO (Search engine optimization)	Attraction of hot traffic for queries manicure + district/street	Low/Medium	Long term effect, high traffic conversion, trust building	Requires time (3–6 months), technical knowledge or specialist required
Online maps (Google Maps, Yandex.Maps)	Attraction of local traffic, navigation	Low	High relevance for those searching here and now, direct influence of reviews on choice	Requires constant work with reviews and information updating
Influencer marketing (micro and nano influencers)	Trust enhancement, target audience reach	Low/Medium	High advertising nativeness, trust of influencer audience, relatively low cost	Difficulty in selecting a relevant influencer; reputation risks

Analysis of the data presented in Table 1 indicates that it is impossible to single out a uniquely optimal promotion channel: the most effective approach is a synergistic combination of various communication tools. Thus, social media strategies (SMM) serve to reinforce the expert image of the brand and establish long-term relationships with the audience, whereas targeted advertising campaigns enable the rapid attraction of interested traffic to a specific offer or a new specialist. At the same time, geographic filtering is a particularly important aspect — audience coverage within a radius of 2–5 km from the salon location ensures maximum conversion of visitors into clients [5, 7].

Market development trends demonstrate the growing role of online promotion as a critical factor of competitiveness. The global indicators of the manicure services industry, reflected in Figure 1, show a sustained market expansion, which inevitably intensifies the competition for consumer attention in the digital space and necessitates targeted investments in online communication to retain and expand the client base.



**Fig. 1.** Changes in the global nail salon market, 2024-2029 (US\$ billion) (compiled by the author based on [2]).

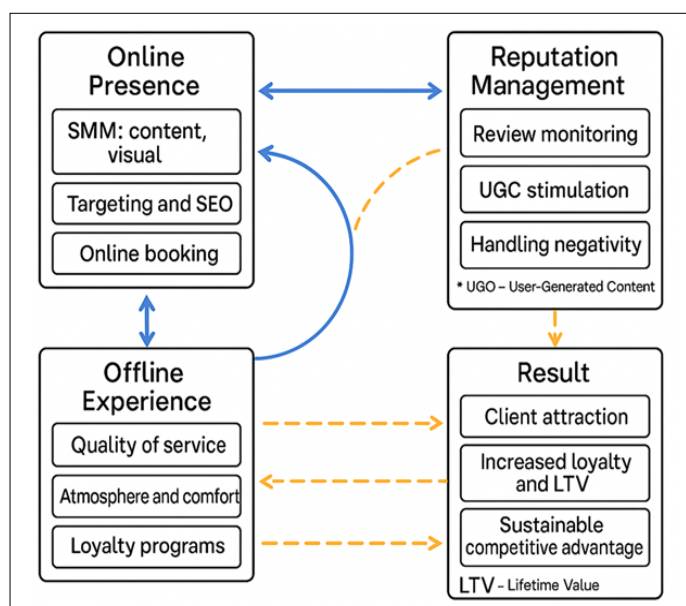
Even the most advanced digital funnel will prove futile if the client's actual visit fails to meet expectations. In the manicure segment, where the technological level of execution in most studios has already become a hygienic minimum, the competitive advantage shifts toward intangible aspects of interaction. Contemporary research demonstrates that the degree of audience commitment is increasingly determined by the cumulative experience rather than solely by the outcome of the procedure [5, 10].

The digital footprint of a brand in the beauty industry is formed primarily through user reviews. The majority of visitors review them before their first visit [9]. Waiting for self-organizing feedback is a losing tactic; systemic proactivity is required.

1. Feedback stimulation. Tactful triggers (for example, a 5 % bonus to the next session) increase the share of positive reviews without threatening their authenticity.
2. Continuous monitoring. Daily checks of mapping services, review aggregators, and social networks help detect emerging issues before they spread virally.
3. Constructive response. A public, empathetic, and swift reply to a complaint, supplemented with a proposed solution, transforms a complainant into a brand advocate and serves as a demonstration of care to all potential guests.

The maximal synergistic effect is manifested only when digital channels, a strictly standardized offline experience, and active reputation management are built into a single ecosystem. Based on the conducted analysis, an original integrated model for promoting a manicure studio has been developed (see Fig. 2), in which each of the three blocks reinforces and enhances the others, forming a self-supporting

value circuit for the client and a sustainable competitive barrier for the market.



**Fig. 2.** Integrated model for promoting a manicure studio (compiled by the author based on [5, 9, 10]).

The model illustrates a closed and self-reinforcing cycle of interactions. A strong digital presence attracts a potential customer and ensures their first visit. In turn, an excellent offline experience not only encourages repeat engagement but also stimulates the customer to publish a positive review. This review is integrated into the reputation management system and further strengthens the online image, increasing the degree of trust among a new audience. Thus, a dynamic flywheel of loyalty is formed, where each stage amplifies and supports the next.

In contemporary realities of promoting a manicure studio, the shift of focus from aggressive customer acquisition to a gardening strategy becomes key: the gradual and systematic building of relationships by ensuring a consistent positive experience across all brand touchpoints. Such a paradigm presupposes not one-off marketing campaigns but methodical work aimed at creating and maintaining long-term emotional and practical customer satisfaction.

## CONCLUSION

The conducted study allowed for extensive analysis and classification of the key mechanisms of marketing promotion for a manicure salon in a highly competitive market environment as well as testing the hypothesis of the inefficiency of disparate advertising actions. It was established that targeted and fragmented promotional activities do not create a stable market position. In order to form a long-term competitive advantage, a coherent holistic strategy that unites various channels and tactics is required rather than a sum of individual tools.

The research objective was achieved through the development of an original three-component model of marketing promotion demonstrating a synergistic interrelation between:

1. Digital presence (social media activity, SEO management and targeted advertising),
2. Offline experience (salon atmosphere, service standards and personalization of services),
3. Systematic reputation management (proactive handling of reviews and feedback).

This model constitutes the primary innovation of the study and serves as a practical methodology for building comprehensive marketing activity in the beauty industry. It has been proven that promotion effectiveness is determined not only by the size of the advertising budget but primarily by the depth and quality of client interaction at all stages – from the first click on an advertisement to subsequent communications following service delivery.

Key research findings:

- Shift of priority: the focus of marketing efforts should move from actively attracting new clients to retaining and increasing the loyalty of existing ones which provides higher return on investment and revenue stability.
- Channel effectiveness: visually oriented platforms such as Instagram and Pinterest as well as online mapping services such as Google Maps and Yandex Maps prove to be the most effective in attracting initial contacts however their effectiveness directly correlates with the quality of published content and promptness in handling reviews.
- Hygienic minimum versus differentiation: technically flawless nail treatment is a basic requirement but true competitive advantage is created by service details – salon atmosphere, staff friendliness, individualized approach and overall emotional impression of the visit.
- Reputation management: systematic encouragement of positive reviews and prompt neutralization of negative comments serve as cornerstones of consumer trust and significantly influence salon choice.

Thus marketing promotion of a manicure studio appears as a continuous cyclical process in which investment in client experience is transformed into brand equity and accumulated reputational value facilitates and reduces the cost of attracting subsequent visitors thereby closing the strategic cycle at a new qualitative level.

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