PREPARED EXCLUSIVELY FOR BARBER LOUNGE

Integrated Marketing Plan

Three ways to turn one postcard campaign into a connected system for local visibility, bookings, repeat business, and long-term brand growth.

The postcard becomes the front door to a connected campaign.

Instead of treating the postcard as a one-time piece, this plan connects it to a digital path that helps prospects discover Barber Lounge, trust the work, take action, and stay engaged.

01 / DISCOVER
Get noticed
Postcards, westbaycity.com advertising, social content, and press outreach create local visibility.

02 / TRUST
Show the work
Professional photography and commercial video give prospects a reason to believe.

03 / ACT
Make it easy
A custom website and QR codes lead directly to services, contact details, and booking.

04 / RETURN
Stay visible
Managed social content and recurring campaigns keep the shop top of mind.

REACH

Local media	Advertising on westbaycity.com plus campaign-ready ad creation.
Earned media	A press release package gives the shop a timely local story.

CONVERSION

Web + hosting	A mobile-first destination keeps the offer, proof, and next step together.
QR tracking	Campaign-specific codes connect print to the right page and reveal scans.

CONTENT

Photo	Professional images support the website, ads, social posts, and press materials.
Commercials	Video turns the shop experience into content built for web and social.

GROWTH

Social	Planning, creation, posting, and performance review create consistency.
Roku	A branded channel creates a longer-term home for recurring video content.

Three packages create a clear path from launch to market authority.

Each tier builds on the one before it. Barber Lounge can choose the level that fits its current goals without paying for disconnected services.

Local Launch: foundation | **Growth Engine:** sustained campaign | **Market Authority:** full content platform

Capability	Local Launch $3,495	Growth Engine $8,995	Market Authority $19,995
Custom web design	Campaign website, up to 5 pages	Expanded website, up to 7 pages	Full website, up to 10 pages
Hosting	3 months; then from $19.95/month	6 months; then from $19.95/month	12 months; then from $19.95/month
Custom business email	—	Included Example: book@barberlounge.com	Included Example: book@barberlounge.com
QR campaign	One tracked postcard code	Up to 3 tracked codes	Up to 5 tracked codes
Photography	Starter session; 10 edited images	Brand session; 20 edited images	Content library; 40 edited images
Commercial video	—	One 30-second commercial	One 60-second commercial + 3 short edits
Social media	6-post launch kit	Management for 90 days	Management for 6 months
Ad creation	3 campaign graphics	6 graphics + 2 video edits	12 graphics + 6 video edits
westbaycity.com	30-day placement	90-day placement	6-month featured placement
Press release	—	Writing + media kit	Two release packages + media kits
Roku channel	—	Readiness consultation	Development + launch support

Recommended starting point: Growth Engine. It gives the postcard a strong website destination, creates fresh visual proof, and provides enough time for the campaign to build consistency rather than stopping after launch week.

Local Launch turns the postcard into a professional booking path.

30-DAY FOUNDATION

Local Launch

For a shop that needs a credible online home and coordinated campaign assets before adding ongoing marketing.

Best for establishing the basics quickly and giving every postcard recipient a clear next step.

Custom website

Mobile-responsive campaign website with up to five pages, service highlights, gallery, contact details, and clear booking calls to action.

Hosting

Three months of hosting for the approved site. After the included period, hosting renews separately starting at $19.95 per month and up, based on site needs.

Postcard + QR connection

One tracked QR code tied to the postcard offer and linked to a dedicated campaign page.

Starter photography

One on-location session with 10 edited images selected for web, social, and advertising use.

Ad creation

Three coordinated graphics sized for the selected digital channels and matched to the postcard campaign.

Social launch kit

Six branded posts with captions, ready for Barber Lounge to publish during the first month.

westbaycity.com visibility

A 30-day advertising placement that extends the same offer and visual direction to a local audience.

Campaign setup

Message development, call-to-action planning, basic scan tracking, and one consolidated performance recap.

Investment: $3,495 USD

50% to begin and 50% before launch. Package price covers the listed scope; approved add-ons and outside costs are billed separately.

Result: Barber Lounge leaves the first month with a reusable website, original image library, connected postcard campaign, and a clear foundation for future promotions.

Growth Engine keeps the brand visible long enough to build momentum.

RECOMMENDED / 90 DAYS

Growth Engine

For a shop ready to combine a strong website with professional content, active social media, local publicity, and recurring promotion.

Best for generating a steady flow of attention across print, web, social, video, and local media.

Expanded website, hosting + email

Up to seven mobile-responsive pages, landing page, gallery, booking call to action, and six months of hosting. After that, hosting starts at $19.95 per month. Custom business email is included at no additional cost.

Tracked QR system

Up to three codes for the postcard, in-shop materials, or distinct offers, each tied to the right destination.

Brand photography

One on-location session with 20 edited images for the site, social posts, ads, and press materials.

30-second commercial

Planning, filming, editing, music licensing, and delivery of one finished commercial for web and social use.

Social media management

A 90-day content calendar, 12 posts per month, publishing on agreed channels, and monthly performance recaps.

Campaign ad creation

Six static graphics and two short commercial edits formatted for the selected platforms.

Local advertising

Ninety days of placement on westbaycity.com, coordinated with campaign milestones and featured offers.

Press release package

One professionally written release, media-ready photos, business summary, and local contact list preparation.

Roku readiness consultation

A content and technical review that maps the assets, programming cadence, and scope needed for a future channel.

Campaign reporting

Monthly review of QR scans, website actions, content performance, and campaign inquiries.

Investment: $8,995 USD

40% to begin, 30% at website/content approval, and 30% at campaign completion. Paid media, print, press distribution, and third-party fees remain separate.

Market Authority turns Barber Lounge into a local content brand.

6-MONTH EXPANSION

Market Authority

For a shop that wants sustained promotion, a deeper content library, and a branded Roku presence built for future programming.

Best for owning more local attention and building media assets that keep creating value beyond one campaign.

Full website, hosting + email

Up to 10 mobile-responsive pages with booking integration, campaign pages, gallery, video, analytics, and 12 months of hosting. After that, hosting starts at $19.95 per month. Custom business email is included at no additional cost.

Multi-channel QR system

Up to five tracked codes connecting print, in-shop signage, promotions, social campaigns, and video to specific actions.

Content photography

Two on-location sessions with a combined library of 40 edited images for ongoing marketing use.

Commercial production

One 60-second brand commercial plus three short vertical edits prepared for social and digital advertising.

Social media management

Six months of planning, 16 posts per month, publishing on agreed channels, and monthly performance reviews.

Ad creative system

Twelve static graphics and six short video edits aligned to seasonal offers and campaign goals.

Featured local advertising

Six months of featured placement on westbaycity.com with creative refreshed around campaign milestones.

Two press release packages

Release writing, media-ready image selection, business background materials, and local contact list preparation.

Roku channel development

Branded channel design, content architecture, feed setup, launch-ready programming structure, and submission support.

Optimization + reporting

Monthly review of website actions, QR scans, content performance, campaign inquiries, and next-step recommendations.

Investment: $19,995 USD

30% to begin, then five monthly payments of $2,799.30. Platform, distribution, ad-buy, and custom-development costs outside the listed Roku scope are separate.

A phased rollout makes the plan practical and measurable.

The work begins with one campaign message and one clear action. Every asset is then built around that decision so the website, postcards, content, advertising, and publicity reinforce each other.

PHASE 1

Define

Confirm the audience, featured offer, services, booking path, platforms, and package scope.

PHASE 2

Build

Create the website, QR destinations, photo library, campaign message, and core ad system.

PHASE 3

Launch

Release the postcard, publish content, activate westbaycity.com placement, and deploy press materials.

PHASE 4

Grow

Review results, refresh the strongest creative, expand video, and develop the next campaign.

What the campaign will measure

Attention
Postcard scans, website visits, ad views, social reach, and video views.

Action
Calls, messages, booking clicks, offer redemptions, and campaign inquiries.

Learning
Best-performing offer, source, content format, and audience response.

Simple source tracking: Use a distinct QR code or offer code for each channel, connect every asset to a campaign page, and ask every new client how they heard about the shop. The goal is to identify what deserves the next marketing dollar.

A filmmaker's discipline powers every campaign.

Danzell Calhoun brings the resourcefulness to build with purpose, the production experience to deliver, and the industry relationships to create opportunities beyond a single campaign.

A PROVEN TRACK RECORD

Torn Soul turned a micro-budget into worldwide reach.

Calhoun wrote, directed, and produced *Torn Soul* on an approximately $2,000 budget. The film grossed approximately $48,158 - about 24 times its production budget - before being acquired for worldwide DVD and streaming distribution. It is now available on platforms including Amazon Prime and Tubi.

The experience shaped a practical philosophy: make every dollar visible, connect every asset to an audience, and create value that lasts beyond launch.

~$2K	$48,158	~24x	Worldwide
production budget	reported gross revenue	gross-to-budget ratio	DVD and streaming distribution

INDUSTRY EXPERIENCE

Connections built through real production work

Calhoun has produced marketing content and commercials for corporate clients in Los Angeles, New York, and Tennessee, serving local, national, and international companies. His work has connected him with Ryan Coogler, director of *Black Panther*; TLC's *The Putnam Family* reality show; and NBA champion JaVale McGee.

WHAT'S NEXT

Those relationships will help launch *One Hour Left*

Calhoun plans to put those industry relationships to work for his upcoming feature horror film, *One Hour Left*. He brings the same long-view approach to client partnerships: create strong work now while building connections that open bigger doors later.

Owned media and regional reach turn attention into opportunity.

Dunzy Digital combines creative production with channels, partnerships, and media experience that can help Barber Lounge reach people across Bay City's Westside, the Great Lakes Bay Region, and beyond.

REGIONAL AUDIENCE

10s of thousands

westbaycity.com connects with the region

Calhoun co-founded westbaycity.com, which garners tens of thousands of views from the Great Lakes Bay Region and beyond. He recently partnered with the Midland Street Merchants and its board of directors to bring more exposure to Bay City's Westside.

MEDIA OPERATIONS

100+ films

Streaming experience adds another layer

Calhoun expanded his operations by creating his own streaming television services, where he has developed, managed, and acquired a catalog of more than 100 independent films. That experience brings a programmer's eye to content: know the audience, package the story, and keep people watching.

Story with purpose

Film and commercial experience helps shape content people remember, not just posts that fill a calendar.

Connected reach

Web, social, video, local media, press, QR campaigns, and streaming can work as one coordinated system.

Partner-first service

Calhoun is passionate about the work and committed to making every partner feel heard, supported, and proud of the final result.

CUSTOM BUSINESS EMAIL EXAMPLE

book@barberlounge.com

A branded address gives booking communication a more professional, recognizable home. The final address depends on the selected domain. Custom business email is included with Growth Engine and Market Authority.

All background claims reflect Danzell Calhoun's September 2026 account. Gross revenue is not net profit.

Approval starts with a package selection and written agreement.

Clear responsibilities keep production moving and prevent surprise costs. The selected package price covers the listed scope; timing, payment milestones, approved add-ons, and outside expenses are confirmed in writing.

BARBER LOUNGE PROVIDES

- Approved services, prices, hours, offers, and booking method
- Timely access to the shop, staff, and existing accounts
- One decision-maker for consolidated feedback
- Written approvals at each production milestone

DUNZY DIGITAL PROVIDES

- Campaign strategy, creative direction, production, and launch coordination
- One primary revision round per approved deliverable
- Performance reporting based on available platform data
- Written notice before any out-of-scope work or outside fee

Scope clarity: Printing, postcard distribution, paid social or search advertising, domain registration, third-party subscriptions, press-wire fees, and platform fees are not included unless the final written quote lists them. After each tier's included hosting period, ongoing hosting starts at $19.95 per month and up. Custom business email is included at no additional cost with Growth Engine and Market Authority. Platform approvals and earned media coverage cannot be guaranteed.

Recommended next step

1. Select Local Launch, Growth Engine, or Market Authority.
2. Confirm any additions or removals and approve the proposed timeline.
3. Receive the package agreement, payment schedule, and final scope before work begins.

Recommended package: Growth Engine. It adds enough time and content to build consistency while avoiding the larger Roku commitment until Barber Lounge has a proven publishing rhythm and content library.

Pricing basis. Bundled small-business rates were benchmarked September 30, 2026 against Clutch web design, WebFX social media, B2W commercial production, Express Writers press releases, and Uscreen Roku development. Rates vary by scope; package pricing is valid for 30 days.