

GoDaddy Social

Brand Kit

March 19, 2019

ClassicMan Barber Lounge

New York, NY

Your Brand Kit is an overview of how we're thinking of your business, brand, and voice.

Why we made this

We want to make sure you're on board with our vision for your online strategy, so we made this for you to see the direction we'd like to take. It's important to us that you're happy with it before we use it to publish anything on your pages.

What's inside

- Brand Analysis
- Content Preview
- Next Steps



Our ask of you:

Approve or provide feedback on your Brand Kit [here](#).

Sam Lark, Jr

Account Manager

888-900-0920

help.mainstreethub.com

Brand Analysis

Here's our understanding of your brand based on what we learned about you on our call and our research of your business.

Business Name

ClassicMan Barber Lounge

Voice Brief

We might like to kick it old school, but trust us: This is not your grandpa's barbershop. When our founders met at NYU during law school, they decided their passion was getting young professionals courtroom-ready, and ClassicMan Barber Lounge was born. Now we're a lounge that's full of artwork and pups roaming around the shop looking for some pets, and a staff with some pretty sick straight razor skills. When you sit down in one of our chairs, you're in for a full-grooming experience for anyone that rocks some ripped jeans and oxfords in the boardroom every day of the week. And we mean for everyone. We've got plenty in store for the ladies, too, with our menu of full-color service, conditioning treatments, manicures, and more. It's time to own every block and bar.

Optimized Profile Image



Brand Colors



Brand Attributes

Full-grooming experiences	Services for all genders
Hot towel & razor shaves	Inclusive community
Nail grooming	Artsy atmosphere
Hair color services	Progressive environment

Areas of Focus


- Promote our full-grooming experiences for the classic man
- Feature our services for all genders from coloring to razor shaves
- Showcase our artwork for sale & eclectic, inclusive environment
- Create a lifestyle-oriented brand that shows our diverse customer base

Content Preview

Here's a preview of the unique content we'll be crafting on your behalf to extend your voice online.

ClassicMan Barber Lounge


Trust us, after you leave here, you'll enter every room radiating confidence that could conquer the world.



Like Comment Share

ClassicMan Barber Lounge


Our pups have a motto: Striped shirts, sleek styles, boundless belly rubs. Every. Single. Day.



Like Comment Share

ClassicMan Barber Lounge

Great style knows no gender. With our wide range of services from haircuts to hot shaves, we're all about swagger for all.



Like Comment Share

ClassicMan Barber Lounge

We don't stop at creating the perfect fades. We create the raddest space.



"From the vibes to the barbers and atmosphere, ClassicMan Barber Lounge is worth every penny."

Andrew R. via Google

Like Comment Share

FEEL-GOOD

Emotionally connects consumers to your business

Feel-good posts are all about putting a smile on consumers' faces. By adding humorous, sentimental, or inspirational posts, we ensure that your online presence continues to engage consumers.



CLASSIC MAN ClassicMan Barber Lounge

Trust us, after you leave here, you'll enter every room radiating confidence that could conquer the world.

STREET SLEEK.

BOARDROOM BADASS.

Like Comment Share

ATMOSPHERE

Highlights what an experience at your business is like

Consumers love being reminded of what it's like to be at your business, and newcomers are curious about what to expect. These posts showcase your space and encourage consumers to visit.



ClassicMan Barber Lounge

Our pups have a motto: Striped shirts, sleek styles, boundless belly rubs. Every. Single. Day.




Like Comment Share

BUSINESS HIGHLIGHT


Highlights a unique characteristic of your business




The story behind your business is important to your consumers. These posts provide a deeper understanding of who you are and what you're all about in order to increase brand loyalty.



ClassicMan Barber Lounge

Great style knows no gender. With our wide range of services from haircuts to hot shaves, we're all about swagger for all.



 Like  Comment  Share

TESTIMONIAL

Highlights a positive review from one of your consumers

Your consumers love you, and we want to make sure everyone knows it! Testimonials leverage positive word-of-mouth about your business to remind consumers why they should use your business.



CLASSIC MAN ClassicMan Barber Lounge

We don't stop at creating the perfect fades. We create the raddest space.

“From the vibes to the barbers and atmosphere, ClassicMan Barber Lounge is worth every penny.”

Andrew R. via Google

Like Comment Share

The image shows a social media post for ClassicMan Barber Lounge. It features a dark brown background with a white border. The text is white and bold. At the bottom, there are icons for Like, Comment, and Share.

Thank you!

We want your feedback

[You can approve or provide feedback here.](#)

Next steps

After you approve your Brand Kit, we'll use it to...

- We'll update your pages
- We'll start posting content and responding to reviews
- You'll approve review responses
- We'll let you know when we need something!

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