



Market Momentum

Build the Momentum. Keep Marketing Moving.

Reflect Clearly. Measure What Matters.

SPEC MONTHLY EXECUTION + PERFORMANCE SAMPLE

Maison Élan Salon & Spa | Pune

This independent sample demonstrates how Mirror & Metric would plan, execute, monitor and report one Market Momentum monthly cycle for a fictional premium salon business. All business data, performance values and outcomes are fictional scenario data created only to demonstrate methodology and delivery quality.

DOCUMENT	Market Momentum Spec Monthly Execution Sample
VERSION	1.0
STATUS	Independent demonstration sample
BUSINESS	Maison Élan Salon & Spa — fictional
LOCATIONS	2 — Koregaon Park and Baner, Pune
REPORTING CYCLE	Month 1 — October 2026
SERVICE PRINCIPLE	Plan → Create → Activate → Engage → Measure → Improve

SPEC / INDEPENDENT SAMPLE

Not commissioned client work

This sample does not represent actual client results, testimonials or commercial outcomes. It demonstrates service execution, evidence discipline and reporting logic only.

One coordinated monthly marketing system

The fictional engagement covers two Pune locations. Website and Google Business Profile / Maps are mandatory. Instagram, Facebook and WhatsApp Business are the three selected additional channels. Monthly production caps remain shared across the business and do not multiply by location.

Business objective	Increase qualified salon enquiries and bookings while strengthening local visibility
Campaign priority	Festive Glow & Bridal Preview
Location 1	Pune — Koregaon Park
Location 2	Pune — Baner
Mandatory channels	Website; Google Business Profile / Maps
Selectable channels	Instagram; Facebook; WhatsApp Business

Locked monthly allocation — sample delivery

Delivery line	Locked rule	Delivered	Status
Original content concepts	12	12	Complete
Short-form videos / reels / shorts	4	4	Complete
Stories / polls / interactive pieces	8–12	10	Complete
GBP posts / updates	4	4	Complete
Focused organic campaign	1	1	Complete
Campaign-specific assets	Max 6 from existing pools	6	Recorded
Minor website marketing updates	Cap 2	2	Recorded
Local / location-specific activations	Cap 2	2	Recorded
Structured marketing monitoring checks	~12	12	Complete
Monthly performance report	1	1	Complete
Next-month marketing plan	1	1	Complete

Delivery line	Locked rule	Delivered	Status
SHARED-POOL RULE Campaign activity does not create a second production allowance The six campaign-specific assets were drawn from the existing content, video, story/interactive and GBP pools. No extra production allowance was created for the campaign.			

03 MONTHLY EXECUTION ACROSS FIVE PILLARS

What Mirror & Metric executed

Pillar	Month-1 execution
1. Content Engine	12 original concepts, 4 reels and approved cross-channel adaptations. Content themes included festive styling, premium colour care, bridal preparation and expert consultation.
2. Campaign Activation	One focused organic campaign — Festive Glow & Bridal Preview — using six campaign-specific assets drawn from existing monthly pools.
3. Audience Engagement	10 stories/polls/interactive pieces plus marketing-side response observation around approved campaign and content activity.
4. Local Activity	4 GBP updates, two location-specific activations and local adaptation for Koregaon Park and Baner without multiplying production caps.
5. Performance & Optimisation	12 structured monitoring checks, three launch-verification checks, two minor website marketing updates, monthly reporting and next-month planning.

Representative content concepts

- “Festive colour without compromising hair health” — educational carousel / Facebook adaptation / story sequence.
- “Bridal hair consultation: what to decide before your trial” — expert-led reel + booking CTA.
- “Koregaon Park vs Baner appointment availability” — location-relevant story/GBP adaptation.
- “Premium salon care after colour treatment” — trust-building service education with follow-up CTA.

CONTENT COUNTING STANDARD One idea can become several channel adaptations A single original concept may be adapted for Instagram, Facebook, stories and GBP while still counting as one original concept. Channel adaptation is coordinated execution, not duplicate concept production.

Festive Glow & Bridal Preview

Objective	Increase qualified festive-service enquiries while strengthening local visibility.
Target audience	Women 24–45 in Pune considering premium hair, beauty and bridal services.
Channels used	Website; GBP / Maps; Instagram; Facebook; WhatsApp Business.
CTA / destination	Book consultation / WhatsApp / location-specific booking path.
Campaign assets	2 original concepts + 1 reel + 2 stories + 1 GBP post = 6 assets from existing pools.

Campaign adaptation map

Asset	Core message	Use
Original concept 1	Festive transformation guidance	Instagram carousel; Facebook post; supporting story
Original concept 2	Bridal consultation preparation	Instagram/Facebook adaptation; location CTA
Reel	Consultation-to-look journey	Instagram short-form video
Stories	Poll + appointment-intent sequence	Instagram interactive activity
GBP update	Festive consultation availability	Location-relevant Google Business Profile update

OBSERVED RESPONSE SIGNALS

Evidence supports interest — not claimed sales causation

The sample workbook records stronger Instagram action activity, higher GBP customer actions and 31 WhatsApp campaign replies. These are marketing response signals. They are not presented as proof of completed bookings, sales or revenue.

Structured observation — not 24/7 monitoring

The monthly rhythm uses three structured marketing checks per week, roughly twelve per cycle, with additional launch verification for significant activity. Monitoring covers approved marketing content, campaign response, marketing-related audience interaction, visible CTA/link behaviour and obvious execution issues.

Activity	Count	Sample treatment
Structured monitoring checks	12	Completed
Launch-verification checks	3	Completed for significant activity
Koregaon Park local activation	1	Location-specific consultation / availability emphasis
Baner local activation	1	Location-specific discovery / CTA emphasis
Website marketing updates	2	Minor no-code marketing updates completed

Audience-engagement boundary

- Within scope: marketing-side questions about approved offers, location availability and published campaign information.
- Outside scope: complaint/refund handling, booking administration, payments, customer support and sales closing.
- Incidental operational issues may be highlighted as representative patterns; Mirror & Metric does not assume a duty to detect every operational issue.

MULTI-LOCATION RULE

Shared production, location-aware execution

Performance can be analysed by location, while the monthly production allowance remains shared across Maison Élan as one business.

Month 1 — evidence-led performance view

The accompanying Integrated Performance Calculator uses the locked dual-benchmark method: Current vs Original Baseline and Current vs Active Best. Month 1 contains 45 applicable KPI observations across the selected channels.

KPI	Baseline	Current	vs Best	Interpretation
Website visits / sessions	3,550	4,250	+13.3%	Positive
Website enquiry / booking actions	65	82	+17.1%	Positive
GBP visibility / profile views	9,600	11,600	+12.6%	Positive
GBP customer actions	345	430	+16.2%	Positive
Instagram reach / impressions	43,000	56,000	+16.7%	Positive
Instagram CTA taps / campaign DMs	84	122	+27.1%	Positive
Facebook reach / impressions	17,900	20,200	+7.4%	Stable / Mixed
WhatsApp conversations from marketing	No valid baseline	48	—	Insufficient Data

Overall Month-1 classification

Performance category	Applicable KPI observations
Strong / Positive Movement	32
Stable / Mixed	9
Needs Attention	0
Insufficient Data	4

ACTION SAFEGUARD

Positive does not automatically mean “Increase”

The system recommends Continue for the positive Month-1 signals because Increase normally requires repeated positive evidence. WhatsApp remains Test because it has no valid historical baseline and is still establishing maturity.

The four monthly questions

1. What did we do?	8 planned delivery lines completed; 4 as-needed / capped lines recorded.
2. What happened?	32 Positive, 9 Stable / Mixed, 0 Needs Attention and 4 Insufficient Data observations.
3. What does the evidence reasonably tell us?	Evidence is positive or mixed overall. The dual-benchmark view separates progress from the starting point from distance to the strongest valid benchmark.
4. What should we do next?	Continue 41 KPI actions and Test 4. No Increase, Reduce or Stop action is supported in Month 1.

Channel snapshot

Channel	Positive	Stable	Needs Attention	Insufficient
Website	12	3	0	0
GBP / Maps	11	4	0	0
Instagram	6	0	0	0
Facebook	3	2	0	0
WhatsApp Business	0	0	0	4

COMPANION WORKBOOK

Every headline can be traced to the underlying calculator

The accompanying Excel workbook contains setup, historical input, monthly activity, KPI input, benchmark logic, interpretation, action register, channel/pillar/location views, monthly report card, next-month plan and audit trail.

Continue what is working. Test where evidence is still immature.

Action	Count	Next-month treatment
Continue	41	Maintain Website, GBP, Instagram and Facebook execution; reuse strongest creative themes with location adaptation.
Test	4	Establish WhatsApp baseline using two CTA variants and consistent tracking before stronger optimisation decisions.
Increase	0	Not recommended yet — repeated positive evidence is required.
Refine / Reduce / Stop	0	No current evidence meets the locked safeguards for these actions.

Evidence and attribution discipline

- Observed movement is reported as observed movement. Mirror & Metric does not claim that marketing caused bookings, sales or revenue unless reliable attribution supports that conclusion.
- Original Baseline is never overwritten. Active Best tracks the strongest valid comparable prior result.
- Signal or Not Attributable evidence cannot by itself justify aggressive optimisation actions.
- No arbitrary overall “marketing success score” is used; the report explains actual KPI movement, confidence, attribution and action.
- No guaranteed rankings, leads, bookings, sales or revenue are promised.

FINAL SAMPLE STANDARD

Consistent execution. Clear boundaries. Evidence-led improvement.

This sample is intended to show what a client-facing Market Momentum monthly execution and reporting package can look like when the service is applied with the approved production caps, monitoring rhythm, performance methodology and claims discipline.

Companion file: Mirror & Metric — Market Momentum Spec Integrated Performance Calculator & Monthly Report Card — Maison Élan Salon & Spa.