

Hair salon marketing case study assignment

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Shadows Hair Salon Overview: Hair Salon Marketing SEE Case Southwards

Hair Salon, an established local hair and nail salon, is located in the city of Irvine, California. Shadows Hair Salon differentiates itself from other local hair salons by the quality of customer service and price comparison. The Challenge: Shadows Hair Salon needed to increase the number of walk-in customers and quality of clients. Shadows Hair salon also needed to hire master hair stylists to provide new styles for current and new clients.

The time between each client visit increased due to the bad economy. At the same time, the quality of new clients also was diminishing. Because of price shopping, Shadows Hair Salon was forced to reduce its price sheet. Some new clients were looking for cheapest price, rather than quality of hair style. Shadow Hair Salon had an old image based website that was only used as a landing page for advertising purposes. There was no update, no form and no call to action on the old website. There was not a solid website position on any search engine. The major source of traffic was driven via Cityscapes advertising channel.

There was no clear understanding about cost of traffic and conversion rate by management. Action: E Salon Marketing (SEEMS) analyzed the Shadows Hair Salon website, marketplace and competition, and then developed online and offline action plans. The following process was implemented by E Salon Marketing (SEEMS) to ensure proper results: New hair salon website is based on Shadow Hair Salon business model. Create an online appointment page that allows new clients to select their time, day, type of service and stylist name. Website usability study. Running Survey and implementing recommendations from users.

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