

Case Study

Blo Out Beauty

-  www.blooutbeauty.com
-  /BloOutBeautyBar
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Client Overview

Known simply as Blo to its stylish customers they are much more than just your average beauty salon. They don't just offer hair styling, nails and make-up – they offer a full, high-class makeover for the beautiful women of Dubai and beyond.

Goals

- Increase sales for high revenue generating treatments: primarily hair i.e. keratin & botox.
- Target both Expat & local Emirati communities for the hair treatments in Dubai (with ads both in Arabic & English).
- Improve the conversions for current inquiries and improve up-selling for additional services i.e. manicures, pedicures and recurring clients to visit monthly.

Our Approach

As a premium designed beauty salon convenient located on Jumeirah Beach Road, in Dubai, clientele for Blo Out Beauty is high income level women living in Dubai. With a small current client basis we had to start from foundation. Without dropping prices low, we still want to keep the brand image high, we created both a Google, Instagram, Facebook, YouTube (dual language) advertising campaign to promote the hair treatment services.

Our first objective is targeting customers specifically looking for our services and place Blo Out Beauty as the leading provider in the Dubai i.e. top of Google and search engines. Second objective, any person looking for similar / related hair treatments to also attract them to visit our landing page(s) and eventually convert them to visit for consults and come clients for the salon. I.E. Any person looking for “Brazilian Blowout”, “Hair Straightening”, “Frizzy Hair Solutions”; then promoting our services as the solution.

Results

- Within 30 days of starting our marketing activities we achieving the **highest revenue in one day** for the salon as compared to the last one year.
- Driving **70-100 new clients** to Blo Out Beauty with 60 days of activity.
- After achieving targets **within the first 1-2 months**, by month three Blo Out Beauty re-invested it's profits back into advertising. With a higher budget we achieved the highest revenue in one month for Blo Out Beauty as compared to the last one year.
- Receptionists start to increase upsetting products & additional treatments **by 30-40%**.

Client Feedback

“When we met with Ali from BeUnique we had given up on lead generation companies and their false promises. During our first meeting with Ali it was evident that he knew what he was talking about and he was very enthusiastic and positive about the results we will be able to achieve together. As the days went by, the calls and emails started coming in and clients started booking our services. It was such a great feeling and Ali was so invested with daily follow up calls and emails to ensure the process is working. We will be working with Ali for a long period of time and hope to keep growing. I would highly recommend BeUnique to companies who are looking to grow their client base, sales and exposure. Fantastic experience!!!”

- **Farrah Kadom**
Owner - Blo Out Beauty