



clear sense

M A R K E T I N G

CASE STUDY

November 2011

Local Business Start-up:
Beauty Therapy

Case Study: Local Business Start-up Trumps The Beauty Therapy Market

Guilliard's Beauty provide holistic beauty therapy treatments in a calming, tranquil environment, including a variety of whole-body massage treatments together with waxing, skin treatments and facial skin peels.

The focus is on delivering a very high quality of service together with visible results from the treatments provided.

The challenge was to draw new customers from the Internet who would be searching through search engines such as Google.

As a start-up company, there was no history or track record and therefore new customers meant the very survival of the company.

Research: The Target Market

The overall market for Guilliard's Beauty (the health and beauty market) is quite large and much of it irrelevant. Having the website listed in the results for such search queries as 'beauty salon' would not be an efficient use of resources.

Research was necessary to understand firstly the ideal customer profile, and then what that ideal customer would be searching for in the search engines.

Using advanced research techniques, **ClearSense** were able to determine that the primary area of focus was for prospective clients searching for services related to such keywords as 'massage', 'beauty therapy', 'beauty therapist', 'waxing' and 'skin care'. However, these 'short-tail' keywords were not to be where the effort was focused; 'short-tail' keywords are too broad and general by nature. We were looking for related keywords that identified potential buyers, and by their nature, these were 'longer-tail'.

The number one objective was to drive as much 'buyer' traffic to the website as possible, rather than targeting search queries that would be unlikely to result in sales.

The Approach

Based upon the keyword research to determine what prospective customers actually search for in the search engines, combined with research into other buying habits and the market overall, ClearSense were able to devise an effective strategy for driving as much targeted search engine traffic to the website without the need for paid marketing such as pay-per-click, banner advertising or otherwise.

The strategy adopted included the leveraging of Google's business pages, social media and video to maximise the effectiveness of the more 'traditional' optimisation, but with a much faster result than is normally seen from search engine optimisation techniques.

The Result

Starting from nowhere, with absolutely no presence or listing online, **ClearSense** were able to place a number of entries onto the first page of the search engine results for relevant search terms.

These searches were those that most people were searching for and would have the biggest impact on the business if we were able to offer the services of Guilliard's Beauty right at the point when potential customers were searching for the very same:

Search terms (6)		1 - 6 of 6	
Keyword		Global Monthly Searches	Local Monthly Searches
★ [REDACTED]		36	28
★ [REDACTED]		46	46
★ [REDACTED]		16	16
★ [REDACTED]		28	28
★ [REDACTED]		91	91
★ [REDACTED]		12	12

A total of 221 extra search queries were available, approximately 80% of which will go to the top three entries in the search engine results.

After optimisation of the website, and utilising social media, social bookmarking and article marketing methods, **ClearSense** were able to nearly double the traffic from the previous month:

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011									934	1,723		

An increase of over **84% in targeted traffic** has also seen a similar **increase in the level of business** and revenue being generated.

The net result will see Guilliard's Beauty moving to new premises in 2012 after what looks like being a bumper Christmas festive period for the business.

These are incredible results for a start-up business, and underline the power of leveraging search engine traffic for traditional 'brick and mortar' business, even in a small English market town of only 60,000 people.

Speak to one of our consultants today, to find out how you could get the same results for your business