

BRAND RE-ENGINEERING FOR ALL STAR BARBERS



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★ ONLINE

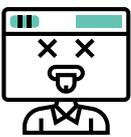


Background

Majority of the customers today start their service for a product or service online. They trust their peers more than your brand and if you do not have reviews online, they will not buy your product or services. Research suggests that nearly 86% of consumers are significantly influenced by favorable product reviews or ratings.

In beauty and cosmetics industry, the consumer shift is disruptive and hence demands smart business strategies. With a boom in the number of beauty brands in the past 10 years, each company competes with a Pandora's box of competition.

The rising competition and price wars combined with reduced customer loyalty have increased customer acquisition costs. This case study is the journey of All-Star Barbers, a beauty and cosmetics company that required our assistance in successfully positioning their brand across digital media channels.



Problem

All-Star Barbers was facing unique business challenges with the growing influence of digital media on consumer buying behavior. Their sales were stagnant and they were losing a large market share to competitors who were more active online. All-Star Barbers had a minimal digital presence and therefore customers had fewer opportunities to know about their brand. All these factors dramatically increased their customer acquisition and customer retention costs. All-Star Barbers management decided to hire Flexsited, a digital marketing agency that could help them re-engineer their brand.



Solution

Flexsited team first audited the existing online activities of All-Star Barbers including their website, social media channels and online promotions. After the audit, we discussed various digital strategies to position All-Star Barbers brand online.



Website Redesign

Flexsited designed All-Star Barbers website with a theme tailored specifically designed by the owner. The highly responsive theme made All-Star Barbers easily accessible for customers via laptop, mobile and tablets.



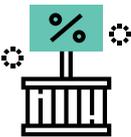
Social Media Presence

Flexsited helped All-Star Barbers create a robust presence on popular platforms such as Facebook, Instagram, and Yelp. The company started engaging with its customers online and the customer response was exciting.



Enhanced Online Reputation

All-Star Barbers has an average rating of 4.3 on Google reviews. The company experienced a dramatic increase in the number of customer queries since developing an online presence.



Increased Sales

All-Star Barbers customer acquisition costs have reduced and sales have increased over time. Today, digital channels contribute to nearly 25% of the sales volume. All-Star Barbers management is happy with Flexsited services and plans to extend the ongoing contract.

FLEXSITED

What makes us different?

A key differentiation between **Flexsited** and other digital marketing agencies is its experience in the beauty industry. Our team of experts have thorough knowledge about the industry challenges and therefore our offerings match client needs precisely.