

## BUSINESS MAKEOVER SUCCESS STORY: BLIZZ ANTHONY'S LOFTS



### Background

As competition rises in the beauty industry, it is not surprising to see that the resulting growth is shifting online. Research suggests that the global beauty industry is likely to increase by 62 percent and cross \$863 billion by 2024. Over the next few years, beauty brands will rapidly expand online and the ones that do not change may go out of business.

Our client Blizz Anthony's Lofts largely operated offline until last year quickly understood the changing trend and decided to make a move. Blizz Anthony's Lofts is a full-service beauty salon provider centrally located in Duluth, GA. The company provides high quality and customized grooming services to clients that are delivered by skilled beauty professionals. They hired Flexsited to craft a digital marketing strategy for their business and help them expand their brand reach online.



### Problem

The consumer today is well-informed and searches for beauty products and services related queries starts online. Among recommendations from friends, social media updates and website reviews, Google is often the starting point. In such a transforming environment, beauty businesses that are not on the internet are expected to miss the opportunity of reaching consumers who are looking for your services.

In context of Blizz Anthony's Lofts, the key challenges were to establish their brand online and generate leads for the business. Blizz Anthony's Lofts sales numbers were gradually declining and the company wanted to use digital media to acquire more clients.



### Solution

The beauty industry is a highly service-oriented industry. Consumers hire beauty providers for personal grooming services and customers are more likely to approach businesses with a positive reputation. Flexsited worked on establishing Blizz Anthony's Lofts brand online while ensuring its good reputation is communicated to customers through reviews and ratings. The following initiatives were undertaken:



## Website Remodeling

Flexsited redesigned Blizz Anthony's Lofts website to include all the necessary information for consumers and allowing them with a medium to contact the company. The interactive design and search engine optimization measures laid the foundation of their online business.



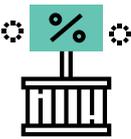
## Social Media Marketing

Consumers trust public opinion posted on social media platforms such as Facebook and Instagram. They are more likely to buy from brands that are endorsed by others on these platforms. Flexsited helped Blizz Anthony's Lofts in creating their social media profiles and posting service updates to attract consumers.



## Online Reputation Management

The Flexsited team assured that Blizz Anthony's Lofts earned a positive reputation online in the form of consumer reviews and ratings. Doing so enhanced consumer trust in the brand and also made consumer acquisition process easier.



## Increased Sales

Blizz Anthony's Lofts sales figures started recovering after three months of implementation. The company gradually saw an upward curve of 35% in consumer queries and sales volume. As more consumers learned about the brand online, they started visiting the salon for beauty services.

Blizz Anthony's Lofts was satisfied with Flexsited services and continues to use the business for digital marketing.

# FLEXSITED

## Why Flexsited?

Flexsited is a team of experienced professionals focused on helping those in the beauty industry. Here are few qualities that make us different from any other digital marketing agency:

- ✓ Our services are highly customized to suit the needs of our clients
- ✓ Our offerings are affordable for businesses
- ✓ Our extensive experience in the beauty industry helps us design the best strategies.