

KEKE HOUSE OF LOCS INCREASED ITS SALES BY 60%



Background

The global beauty industry has a positive outlook and is expected to exceed \$716B by 2025. Asia-Pacific and North America dominate the market with more than 60% sales. The USA is considered one of the most valuable beauty and personal care markets in the world. With the development of digital commerce, the customers are increasingly shifting online. The online share for beauty and personal care segment is expected to be more than 48% by 2023. Considering these developments, Keke House of Locs, a beauty brand in the US decided to market itself online. This case study summarizes the brand's growth journey achieved through Flexsited digital agency services.



Problem

Keke House of Locs is a US based hair salon beauty business located in Duluth, GA. The company has more than 10 years' experience in locs maintenance and braiding. Though the business is well established, the company noticed a fall in its customer footprint over the last few years. The reasons were many. The modern millennial consumer largely searches for information online and also taking the advice of their peers more seriously than ever. The competitors had marketed themselves extensively on several digital and social media platforms. Keke House of Locs largely operated offline and did not have any significant presence online. The declining sales and rising competition were taking a toll on their business. The company management hired Flexsited team to address these issues.



Solution

Flexsited team did a comprehensive analysis of the situation and then executed various business strategies:



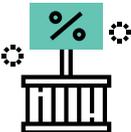
Website Launch

Keke House of Locs did not have a functional website. They relied on traditional advertising methods to attract customers. Flexsited created a website for their business that provided information to the clients, helped them spot the nearest salon and even book an appointment online. These website features were a hit with clients who responded by booking appointments in great numbers.



Social Media Marketing

Keke House of Locs were struggling with their social media marketing promotions as they lacked the expertise to design and implement the strategies that could work for their business. Flexsited team of experienced professionals helped them in executing various campaigns to increase followers and customer engagement on leading platforms such as Facebook and Instagram. Today, Keke House of Locs has an established presence in social media.



60% Higher Sales

One of the biggest challenges for Keke House of Locs was acquiring new customers. After launching a website and running social media promotions, Keke House of Locs saw a 60% rise in its sales figures linked to online promotions. The customer footprint increased and so have the online appointments. These adjustments have also led to significant cost savings for the company as they have spent less on telemarketing activities.

FLEXSITED

Flexsited is Different

Flexsited is not another digital marketing agency. It is an agency run by people specialized in beauty industry. We know every aspect of the US beauty industry and the challenges faced by businesses. Our business strategies are highly practical and result oriented. Let us look at some of our unique offerings:

- ✓ Flexsited offers customized solutions for your business problems
- ✓ Our solutions are affordable and good value for money
- ✓ We offer complete solutions that help you at every stage of your beauty business
- ✓ Our experts follow a strategic approach help you reach your business goals