

REASONS FOR STYLES BY ARANDA'S BUSINESS GROWTH



Background

The beauty industry is changing. With digital innovations in place, the consumers are increasingly shifting online and beauty businesses are forced to boost their digital presence. Search engines such as Google are the new encyclopedia where users search for information they need. The information ranges from the best beauty brands to advice on a business whose services they are about to use. Consumers have the independence to post their views on social media platforms and hold brands accountable online. In such a transforming business scenario, it makes sense for beauty businesses such as Styles by Aranda to shift their business priorities online.



Problem

Styles by Aranda is a beauty services provider based in Decatur, GA. The business was facing increasing competition from new players that were excessively promoting offers to lure customers online. Their sales were stagnant and customer acquisition became highly challenging. The brand relied on word of mouth marketing and had a minimal presence online. The management took note of the situation and decided to get help from Flexsited digital marketing agency.



Solution

Flexsited studied the Styles by Aranda business and proposed certain interventions to address the issues.



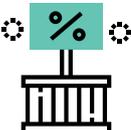
Website Remodeling

Flexsited redesigned Styles by Aranda website into a fully functional platform that allowed customers to search information and book their appointments online. The responsive design ensured that the website was easily accessible on smartphones, tablets, and laptops. They experienced an increase of 40% in revenue as consumers started booking online.



Social Media Optimization

Flexsited established Styles by Aranda on leading social media platforms such as Facebook and Instagram. Various initiatives such as “Before and After Styles” became popular with consumers. The results were encouraging as the brand earned positive reputation and fan following on these platforms.



Increased Sales

Styles by Aranda saw a 50% rise in the number of consumer queries and at least 25% rise in their sales numbers as a result of their online ventures. The consumer acquisition costs were reduced and returns on investments were much higher than expected.

FLEXSITED

Flexsited Advantage

Flexsited is a digital marketing agency serving beauty businesses for more than ten years. The company understand the beauty industry and its challenges.

- ✓ Flexsited offers customized services that are tailored according to customer needs.
- ✓ All services are highly integrated to work as complete solutions.
- ✓ The service plans are affordable
- ✓ Businesses save a lot of money and grow their business using our expertise