

PAID ADVERTISING & SEO CASE STUDY:

Industry: Local Services, Barbershop

STRATEGY

PAID ADS: GOOGLE

- New Customer Prospecting
- Hyper-local brand awareness

PAID ADS: FACEBOOK

- New Customer Prospecting
- Hyper-local brand awareness

SEO

- Optimized online presence for SEO
- Optimized Social Media accounts



"I had no idea how to market myself online with a saturated service here locally. Working with Alchemi and the team has helped me establish myself professionally. My account was shown above local shops that were here for many years. I recommend Alchemi for marketing and paid advertising and will be an ongoing client.

BARBER MELCH

Ormond Beach, Fl.

Instagram
https://www.instagram.com/barbermelch

Barber • Ormond Beach, FL. (@barbermelch)
195 Followers, 177 Following, 14 Posts - See Instagram photos and videos from Barber Ormond Beach, FL. (@barbermelch)

barbermelch.com
https://www.barbermelch.com

Local Barber | Barber Melch Moved to Ormond Beach, Fl.
Barber "Melch" Located at Ormond Beach Barbershop ... 147 W Granada Blvd. Ormond Beach, FL. 32174. CALL or TEXT 386-383-7303. Get directions.

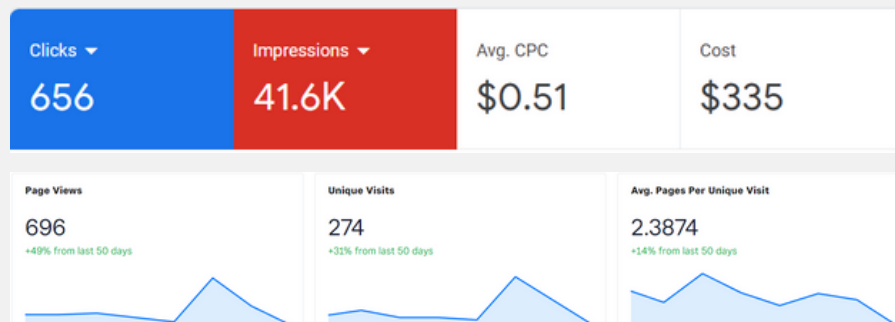
OBJECTIVES

Local barbershop establishment seeking increased brand awareness, new customers, and revenue growth. Independent barber seeking optimized process for booking appointments, nurturing clientele, and building a positive local reputation in the industry.

SOLUTIONS

Marketing expert recommends optimizing for SEO (online presence) on both website platform and social media accounts. SEO practices differ between platforms but prove to be beneficial in a hyper-local setting.

Paid advertising was used to garner new interest, increased shop awareness, and drive booking for appointments.



RESULTS

41,600 Impressions in 30 Days

In a two-ad combination Alchemi Marketing generated 656 unique website visits for Barber Melch

Low-Cost

Ad Spend = \$335

Alchemi Marketing targeted keywords for local prospecting that competitively reduced ad spend overall

+94% Increase in performance overall

With paid advertising Alchemi Marketing drove new traffic to the booking website with helped organic SEO optimization