

# LOCAL HAIR SALON ADS CASE STUDY

## 01 CLIENT GOALS

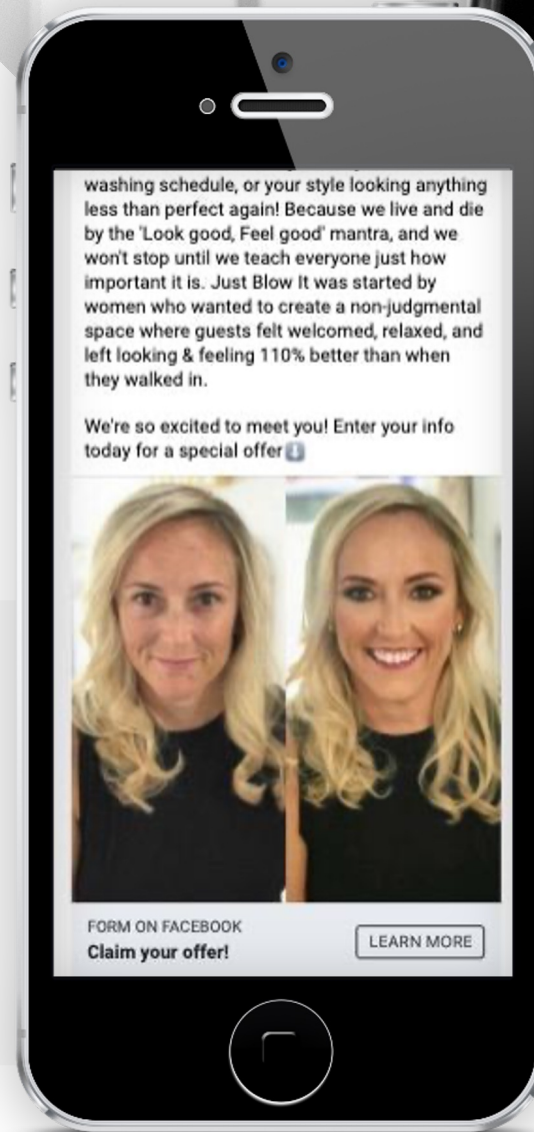
The goal is to increase bookings of services offered in the salon.

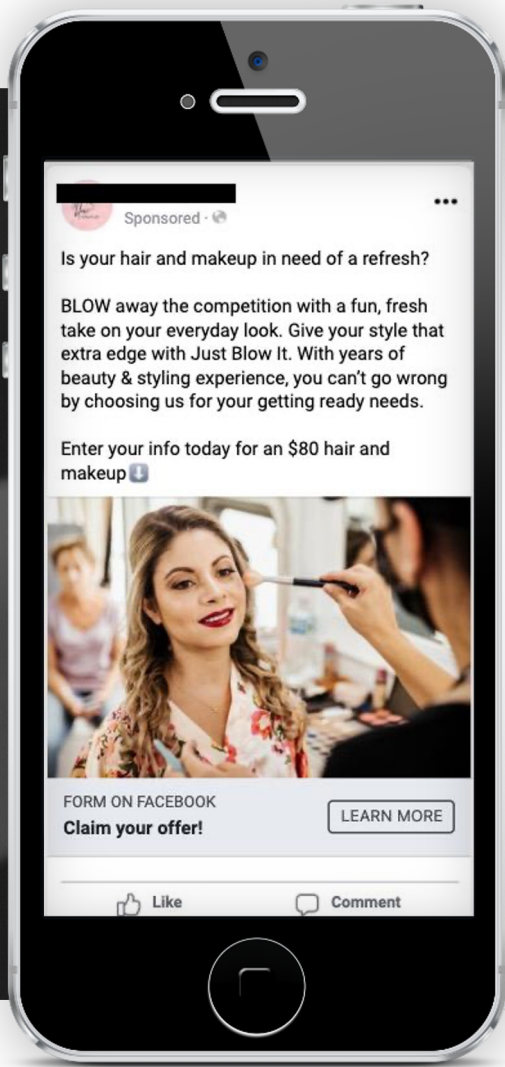
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## 02 CLIENT EXPECTATIONS

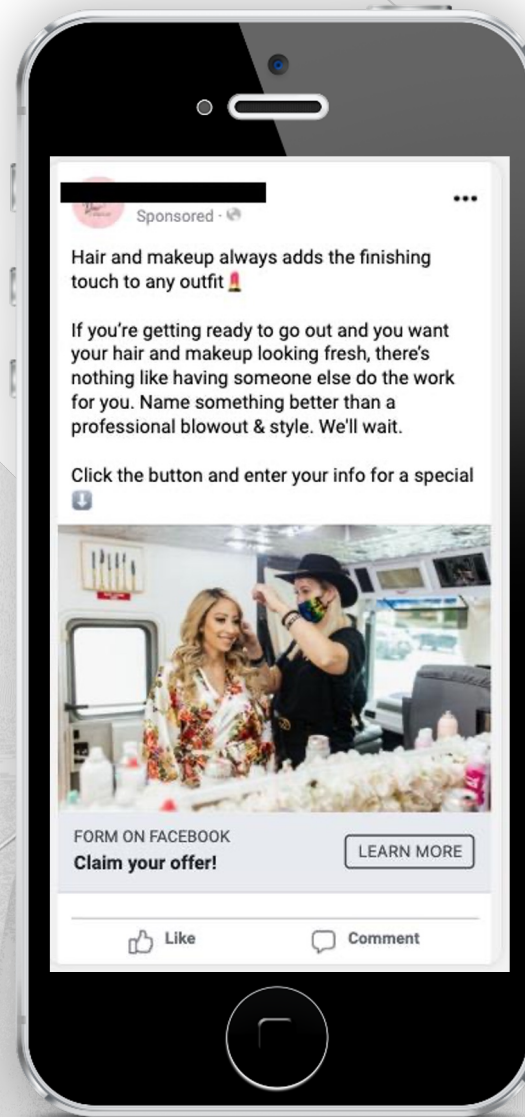
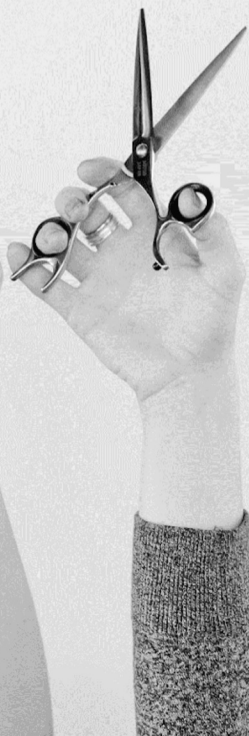


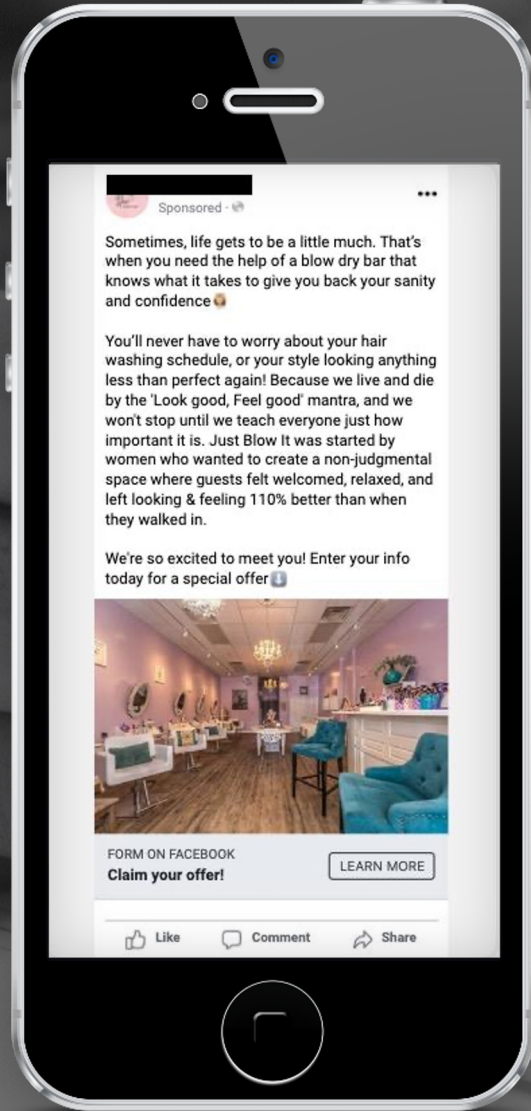
# ADS USED IN THE CAMPAIGN















# RESULTS

### Ads Summary

Reach	Impressions	On-Facebook leads	Clicks (all)	Page engagements
19,647	36,809	149	2,364	638
People taking action	People taking action rate %	Link clicks	CTR (all)	
2,197	10.99%	505	6.42%	

### Demographics

100% female

Age	Impressions	Reach	Clicks (all)
1. 35-44	11,331	5,670	755
2. 25-34	8,061	4,470	458
3. 45-54	7,570	4,097	505
4. 55-64	5,280	2,877	331
5. 65+	3,204	1,665	246

Region	Impressions	Reach	Clicks (all)
1. Florida	36,809	19,647	2,364

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### Image asset photo

### Ad body

1. Sometimes, life gets to be a little much. That's when you need the help of a blow dry bar that knows what it takes to give you back your sanity and confidence 🙌

You'll never have to worry about your hair washing schedule, or your style looking anything less than perfect again! Because we live and die by the 'Look good, Feel good' mantra, and we won't stop until we teach everyone just how important it is. Just Blow It was started by women who wanted to create a non-judgmental space where guests felt welcomed, relaxed, and left looking & feeling 110% better than when they walked in.

We're so excited to meet you! Enter your info today for a special offer! 📄

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