

Hair Salon – Local Services

The Challenge

This fast-growing salon was relying heavily on Google Ads to drive new bookings, but results weren't matching the spend. When we audited their account, we discovered most of their budget was being eaten up by branded keyword campaigns — essentially paying for customers who were already searching for their name and would have booked anyway. While calls were coming in, true *new customer growth* had plateaued, and their ad dollars weren't creating the return they expected.

The Solution

We rebuilt their Google Ads account from the ground up. This included restructuring campaigns, tightening targeting, and shifting away from branded terms so that spend went toward capturing high-intent new clients actively searching for salon services. We also implemented a refined keyword strategy to focus on profitable, non-branded searches that drive incremental growth.

But we didn't stop at Google. To expand reach and brand awareness, we layered in Instagram ads with creative designed to showcase the salon's work, highlight seasonal offers, and connect with local audiences where they were already spending their time. This full-funnel approach allowed us to capture attention on social while converting intent-driven searchers through Google.

The Results

Within the first few months of launching the new strategy:

- Lead volume increased by **45%** — more new customers began booking directly from ads.
- ROAS improved by **211%**, turning an underperforming channel into one of their most profitable.
- By eliminating wasted branded spend and reinvesting in growth-focused campaigns, the salon built a sustainable paid ads strategy that fuels both short-term bookings and long-term client growth.

This combination of smarter Google Ads management and fresh Instagram campaigns allowed the salon to finally break out of stagnation and grow its client base at scale.