

Case Study: Helping Claire Get Off the Salon Floor and Onto Bigger Things

When we first met Claire, she was the definition of busy. A business owner juggling all the balls, spinning all the plates, and doing all the things. Her goal? To spend less time on the salon floor and more time steering the ship from her office.

Here's the deal: Claire was running her own Google Ads (smart campaigns—don't get us started), posting consistently on Facebook and Instagram, but not dabbling much in paid ads. Her website? Let's just say it was giving "last decade". Her booking system wasn't winning any innovation awards either.

Fast forward 12 months of working with us, and Claire's marketing game looks a little like this:

- Social media overhaul: We levelled up her Instagram and Facebook content, putting a huge focus on Reels. Why? Because they're what made her business tick. Plain and simple.
- Analytics deep-dive: We got nerdy with the data, slicing and dicing her Google Analytics to track where her actual converting leads were coming from. No more guessing games.
- Paid ads reboot: We helped Claire ditch the "dabbling" and got serious with paid social media ads. Turns out, sending traffic to her socials was the golden ticket for conversions. Who knew?!
- Google Ads glow-up: We transitioned her from the basic smart campaigns to proper PPC campaigns that actually pulled in leads. Revolutionary, we know.
- Simple reporting, big results: We set Claire up with no-fuss analytics reports so she could keep her finger on the pulse without drowning in data.

And the results? Oh, we've got those.

Thanks to her shiny new website and booking system (2024 was her year of upgrades), her customer journey went from clunky to seamless. Bookings soared, content views exploded, and leads via social media? Through the roof. Google Ads? Conversions up. Processes? Streamlined. Claire? Finally off the salon floor and into her office where she belongs.

Here's the kicker: the numbers don't lie. We kicked things off in March 2024, and by August-September, Claire was seeing a clear spike in leads. Proof that when marketing works, it really works.

Claire said it best: "Working with Todd and the Spaghetti Agency has been an absolute game-changer for my business! From social media to Google Ads and all things marketing, they've really helped me elevate my brand. The monthly Zoom calls are great. Todd genuinely listens to my goals and helps me make them a reality. He takes the time to understand my business and gives tailored advice that actually works. The results have been phenomenal, and I can't recommend them highly enough!"

