

## TO MARKET, TO MARKET...

What do you do when you've got a strong business, fantastic products, great stories but no idea how to take them out to customers and prospects? That's the situation Nigel Russell, founder of Holistic Hair, found himself in before he met SocialMediaMgr.

Expert hairdresser and trichologist Nigel has always been very good at using his networks to gain media coverage for his hair salon and natural product range in a variety of high profile magazines. He had set up a Facebook platform, website and blog but knew he wasn't using them to full potential. In short, he was stuck with a lot of great marketing ideas and no clear way of pulling them all together.

SocialMediaMgr was contracted to manage Holistic Hair's Facebook page but it soon became apparent that the business would benefit from other online social media activity. Kerry Ensor quickly started to co-ordinate Holistic Hair's online content marketing approach.

Stepping back to objectively examine the strengths of any business is hard to achieve for most owner managers. So, after reviewing and enhancing the Holistic Hair blog and revamping Nigel's existing Facebook and LinkedIn platforms, Kerry started to work on developing a clear setting a content marketing plan that related directly to product strengths and customers needs.

Holistic Hair's website, blog, social media platforms (including Facebook, Instagram and Pinterest) and video marketing worked well together used to communicate clear messages into specific segments of the market. The SMMgr team was soon writing regular and topical blog articles and developing consumer promotions to reach customers through Facebook.

Facebook advertising was used in a geographically targeted way to break into the Australian market to increase interest and raise brand awareness over the Tasman. 'How to' style video clips on hairstyling were used to raise Nigel Russell's profile as a leading hair stylist and promote his products. These were promoted on the social networks in a timely manner.

All this activity soon started to pay off in tangible results.



## HOLISTIC HAIR – B2C – NATURAL HAIR PRODUCTS

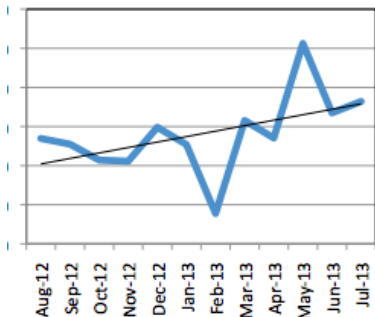


### THE RESULTS

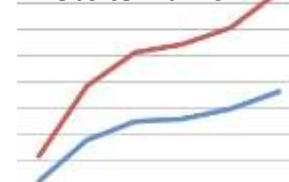
Holistic Hair now has an on-going marketing presence both on- and off-line supported by a well-understood communications strategy.

Over a period of six months the results are clear. Revenue from website sales has increased, as has organic SEO and website traffic. Holistic Hair now regularly communicates with and engages a growing network of customers and prospects.

### Online Sales Revenue



### Website Traffic



## The Work...

Blog redevelopment, Facebook revamp, LinkedIn revamp, Pinterest & Instagram set up, blog articles, cross-promotions, regular Facebook competitions, Facebook advertising, content marketing using themed topics & client's hair demonstration how-to videos, social media management (posting and engagement)...



### Products featured in this video:

#### Hydrating Shampoo (pH 5.5)



A shampoo designed to suit a normal scalp while restoring the moisture balance to naturally dry or damaged hair.

[More Details](#)

Price: \$26.75

[Add To Cart](#)



## HOLISTIC HAIR – B2C – NATURAL HAIR PRODUCTS



### CLIENT FEEDBACK:

"I have found SMMgr very helpful in organising my media campaigns," said Nigel Russell. "I have many, many ideas which I used to find difficult to pull together. Kerry is able to listen, assess whether an idea is worth pursuing or not – then she creates a plan to put it into action."

"I now have a thriving ongoing marketing presence. My internet traffic and resulting business has increased and most all my life has been made easier. The SMMgr team is accommodating, focused and offer a value for money service. Overall, SMMgr offers a truly integrated approach to online and social media marketing."

