



CASE STUDY

THE BEAUTY LOUNGE

If you're a small business owner, you know that every dollar matters, especially when it comes to marketing. We talk to businesses that have tried just about everything and still struggle to see any kind of promising return. You're not in the business of throwing away money! To see those promising returns, you need to talk directly to your target audience and show them how great the product or service you offer is.

Shayna at The Beauty Lounge didn't have money to waste. She trusted us to help her showcase her quality business through video and bring in new clients. That's what we did.

Investing in the latest technology for permanent makeup, Shayna wanted to bring in new customers with a great offer. She knew that if she could get people to try her out they would become repeat customers, because as at that time, her primary marketing was word-of-mouth.

CAMPAIGN

Shayna's business specialized in using the latest technology for permanent makeup. Because her primary marketing at the time was word-of-mouth, she was confident that if she could just get people to try her out, she would be able to make them into return customers.

So, our campaign focused on permanent makeup, why her business used the tools and technologies that were different from others, and how she cares for her clients.

Within the first day, she already had set several new appointments. Not only was she able to pull in new leads, but she loved that we provided a

simple customer relationship management (CRM) for her to manage her leads and make sure that she didn't accidentally lose any information of a potential client.

WHAT MAKES US DIFFERENT

When it comes to running a social media campaign, Marketing Videos Club helps you from start to finish. We specialize in producing effective, quality videos and in putting getting them in front of the right people through Facebook, YouTube, and Instagram marketing. Because we are a video production studio, we have all the equipment, know-how, and experience to create top-of-the-line social media videos. But, our real specialty is in teaching you how to script and film your own videos right on your smart phones. This approach offers you more bang for your buck—enabling us to produce more videos on the same budget, increasing your overall ROI.

Additionally, our expertise in digital marketing means that we can take care of the entire marketing process from creation of the ad to getting the campaign up and running and even capturing leads, freeing you up to focus on your business.

Bottom line? Don't make the mistake of running a social media campaign without video! The stats show clearly that videos enhance and make a campaign more effective. To learn more, please visit <http://www.marketingvideosclub.com>.

Learn how to get your first campaign for 50% off!



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Leads In The First Day



34,000+

Impressions



76

New Leads In 60 Days



\$1,000

Amount Spent



\$3,500

Estimated Revenue



26

New Appointments In 60 Days



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