



## Customer Story

# The Sandbar Beauty Company

*The Sandbar Beauty Company is an aesthetic medspa focusing on studying and providing scientifically approved anti-aging treatment options to its clients. Retaining the natural looks of the client while enhancing their youthful appearance is of the highest importance at The Sandbar Beauty Company.*

*Dermal fillers, Botox, PRP facial, and Microneedling are among the spa's anti-aging treatments. Rachel Polazzi, a certified registered nurse anesthetist, offers custom treatment plans to all her clients at The Sandbar Beauty Company.*

### Challenge

The Sandbar Beauty Company approached Growth99 in the winter of 2021 to help scale their business. The spa was operating its online business on a very antiquated website with little direction for digital marketing. Due to a poor SEO strategy, there was difficulty generating adequate leads. The Sandbar Beauty Company sought help from Growth99 to advertise and market their business via social media and other online platforms.

### Solution

Growth99 worked towards migrating the functions of The Sandbar Beauty Company to a new website that was supported by a dynamic infrastructure. A suitable digital marketing strategy helped The Sandbar Beauty Company scale its business in the right direction. A predetermined SEO strategy helped increase the website traffic and got more online bookings for The Sandbar Beauty Company.

### AT A GLANCE

**Company :** The Sandbar Beauty Company

**Business :** Aesthetic Med Spa

**Location :** Pompano Beach & Delray Beach, Florida

**Customer Since :** 2021

**Website :**

<https://thesandbarbeautycompany.com>

**Use Case :** Growth99 worked on an embedded CRM for The Sandbar Beauty Company that helped the spa garner more reviews.

**The Sandbar Beauty Company Says,**

*"Growth99 is amazing!"*