



Customer Story

Hourglass Aesthetics and Salon

Hourglass Aesthetics and Salon is a beauty and aesthetics salon offering anti-aging treatment and rejuvenating skin services. Laser services, hormone therapy, hair and eyelash extension services, and sexual rejuvenation treatments are some of the services that clients can book.

Certified aestheticians, cosmetologists, hair stylists, and nurse injectors form the team of service providers at Hourglass Aesthetics and Salon. Every client gets personalized attention and a customizable treatment plan suited to their needs.

Challenge

Hourglass Aesthetics and Salon was not having an impressive turnover with their existing digital marketing model. That is when the spa management decided to contact Growth99 for help in the Winter of 2021. The spa wanted to scale its business by garnering more leads and increasing the number of online bookings. The Hourglass Aesthetics and Salon website did not have a robust paid advertising strategy due to which it lacked adequate online visibility.

Solution

Growth99 developed a website for Hourglass Aesthetics and Salon and based it on a robust infrastructure. The SEO embedded within the website helped to increase the leads for the clinic. Growth99 devised smart paid advertising strategies and used pay-per-click ads to increase the traffic for the website for Hourglass Aesthetics and Salon.

AT A GLANCE

Company : Hourglass Aesthetics and Salon

Business : Beauty and Aesthetics Salon

Location : Lexington, Kentucky

Customer Since : 2021

Website : <https://hourglasslex.com/>

Use Case : Growth99 designed a successful paid advertising campaign to help the Hourglass Aesthetics and Salon website gain more traction.

Hourglass Aesthetics and Salon Says,

"Growth99 is fantastic!"