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Digital
Marketing
Service

Case Study

116% Increase in Search Views The Wright Style

Industry
Location
Service

Hairdressing
Shepparton VIC
Localsearch Plus

Who is The Wright Style

The Wright Style is a family-owned hair salon and gift shop business located in the heart of Shepparton, bringing beauty and convenience together. With over four years of experience, their team specialises in ladies', men's, and children's and styling for every occasion. From exceptional customer service to high-quality products, The Wright Style is committed to meeting all unique high styling needs. But that's not all – their in-house boutique gift shop offers a variety of items, including beauty products and pregnancy essentials.

"Localsearch Digital Marketing is so important because not everyone knows who we are, what we do, or the services we offer."

- Sheridan, Co-Owner of The Wright Style





Project Brief

With over fifteen hairdressing businesses located in Shepparton, The Wright Style is up against extremely tough competition. The owners of The Wright Style, Sheridan and Christine, recognised the need to embrace digital marketing to effectively reach their target audience and set themselves apart from competitors. The mother-daughter duo was looking for a cost-effective solution that would allow customers searching online to understand the business and the services it offers.

The Objective

To find a strategic solution that enabled The Wright Style to boost their online visibility and bring in more leads, giving them a competitive edge in their local community.

- ✓ Increase Online Visibility
- ✓ Stand Out in Saturated Market
- ✓ Budget-Friendly



The Strategy

Local Digital Marketing Specialist, Matt Mastroianni, collaborated closely with The Wright Style to conduct a comprehensive audit of their digital presence, pinpointing the most effective online channels for reaching potential customers. As part of this audit, our team executed a thorough competitor analysis to devise strategies for The Wright Style to stand out in a saturated market. After careful consideration of budget and goals, it was determined that Google Business Profile Optimisation and a Localsearch Business Profile, coupled to create Localsearch Plus, would be the most effective solution. This strategic approach significantly enhanced their visibility on Google Search and Maps, helping the business expand their customer base and become a well-known name in their local area.

- 1 Audit of The Wright Style's Digital Presence:** A comprehensive audit and competitor analysis was conducted to gain insights into their business goals and objectives and identify potential opportunities in the market.
- 2 Claim their Google Business Profile and Localsearch Business Profile:** To enhance their online visibility The Wright Style claimed their free Google Business Profile and Localsearch Business Profile.
- 3 Optimise their Google Business Profile:** The business generates more leads by maintaining accurate NAP (Name, Address, Phone), monthly posting, managing reviews, linking their website, and completing their profile details.
- 4 Optimise their Localsearch Business Profile:** The Wright Style achieved a 100% Profile Health Score to attract more customers, enhance engagement, and streamline their lead management.

The Results

Since enlisting Localsearch, The Wright Style have experienced remarkable growth. The business is now a top choice for local customers, despite facing tough competition in a highly saturated market. Let's take a look at the results over the last 120 days:

+ 116%

Increase in
Search Views

+ 84%

Increase in Leads

+ 114%

Increase in
Website Clicks

"Localsearch has definitely helped us grow and expand our business. Our phones are ringing more, and our online bookings have increased."

- Sheridan, Co-Owner of The Wright Style



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