



# Web Dev, Marketing & PPC Advertising for Beauty Salon

## PROJECT DETAILS

 Web Development

 Aug. 2020 - Ongoing

 Less than \$10,000



*"Bdega has always given us their 100%, and they advise us on how to grow the business."*

## PROJECT SUMMARY

Bdega Business provides marketing services for a beauty salon and academy. They've built the website, and they now manage Facebook, customer support, and online and PPC marketing to generate leads.

## PROJECT FEEDBACK

Thanks to Bdega Business, the client has increased its brand awareness and popularity in its city. Also, their target audience is now more specific, which has had a positive impact on leads. They're efficient in their project management, and they stand out for their ability to deliver results.



## The Client


Introduce your business and what you do there.

I'm the digital marketing manager at Angels Touch Salon and Academy. We've provided beauty services and courses on hair and makeup in Kurukshetra, India, since 2019.


## The Challenge


What challenge were you trying to address with Bdega Business?

We were starting and needed to do some brand awareness and lead generation work. We were looking to expand our business with their help.

 **Shubham Handa**  
Marketing Manager, Angels Touch

 **Beauty & Cosmetics**

 **1-10 Employees**

 **India**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

Bdega made our website, and they're currently managing our Facebook and organic and PPC marketing. They take care of our customer support, answering calls and replying to Facebook messages. Their team has also done some offline marketing for us.

In the beginning, Bdega ran campaigns for brand awareness, lead generation, review, and remarketing. They also made a lot of research on our target audience to post relevant content.

They have a team of experts that handles our inquiries and answers all our questions. We give them pictures with our customers, and they make videos and image posts for Facebook, which they post regularly.

### What is the team composition?

They have 8–9 people working on our project, including content writers, video creators, and digital marketing experts. We also have a main point of contact.

### How did you come to work with Bdega Business?

I came across their website while searching for an agency. I liked the name "Bdega Business," which is a combination of Hindi and English. I contacted them on their website, and we had some WhatsApp calls.

### How much have you invested with them?

We've spent \$5,000–\$6,000 with them so far, including website development and marketing services.





## What is the status of this engagement?

We started working with them in August 2020, and we plan to have a long-term partnership.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

They've done a lot of work to make our brand popular in the city, and we're now getting a lot of business. They fine-tuned our audience so that we're only getting relevant leads.

We've worked with other agencies with similar pricing, but the results weren't as good. Bdega has always given us their 100%, and they advise us on how to grow the business.

### How did Bdega Business perform from a project management standpoint?

They've performed very well. I've met the team, and I chat with them on WhatsApp and email.

### What did you find most impressive about them?

We have good results with them, and I'm sure that is true for their other clients.

### Are there any areas they could improve?

Everyone can improve, but there's nothing I can mention about our collaboration.





Do you have any advice for future clients of theirs?

Give them some time to generate leads; don't rush them.

