

RevLocal Success Story: Cedar Hair Studio – Denver



Addie Johnson
Local Search Strategist

Digital Marketing for Hair Salons

When our clients face difficult business decisions, our team at RevLocal is always standing by ready to help adjust their digital marketing strategy to fit their needs.

Several hair salons have been forced to temporarily close their doors while dealing with COVID-19, but that didn't stop Local Search Strategist Addie Johnson from assisting her client with an updated digital marketing strategy during this time of rapid change.

"As I've worked with Cedar Hair Studio, I've watched them flourish and thrive in a trendy community, even during challenging times!"

- Addie Johnson



How RevLocal Helped

Time was of the essence when Addie Johnson's client Cedar Hair Studio in Denver contacted her about updating their digital marketing strategy. As a busy hair salon, they couldn't let much time pass without letting their customers know they had to temporarily close up shop and that previously scheduled appointments had been canceled.

Within the hour, Addie was able to mark the client's online listing hours as closed as well as creating a Google Post to relay this information. While this decision wasn't easy for Emily, the owner of Cedar Hair Studio, it was in the best interest of her team and customers.

As the days passed, Cedar Hair Studio decided to offer a product pickup for customers during the time the salon was closed. Emily even offered a 20 percent discount if customers purchased two or more products. To promote this offer, Emily created a page on her website which Addie then recreated it on their RevSite.

Through all of this, Addie and the client have been constantly communicating and adjusting the strategy as need be, including pausing their advertising budget due to the unknown date of the business reopening. During these temporary challenges, Addie has done a great job working with Emily and handling all her needs and concerns. And remember, dedicated businesses, including Cedar Hair Studio, will be able to emerge stronger after this storm passes.

Things to Think About

As a hair salon during this time, important things to communicate to your customers are:

1. Are you open for business?
2. How and what are the ways customers can shop/do business with you at this time? *Ex. Curbside product pickup, purchasing gift certificates, rescheduling appointment once the salon reopens, etc.*
3. What other ways can you interact with your customers? *Ex. Emails, social media, etc.*
4. Lean on your local community. Are you/can you do something to help support them?