

## ***Beauty Salon Marketing (BSM) Case Study***

Here is an outline of how this business/website started, worked and what it achieved.

Beauty Salon Marketing is owned by Greg Milner of Docsure PTY Ltd.

His main business is the sale of a number of products that support “Salon Owners” in the marketing of their salons and businesses. His products are hard copy off-line. There are no digital products on the web.

His main product is the “Salon Owners Toolkit” which is sold at a Bronze (AUD\$2,759) and Silver (AUD\$4,457) level. These are “off line products”, as are all the “saleable” products, from BSM.

To check out any of these details you can call Greg Milner direct on +61 (0) 416 139 520 or contact him via <http://www.beauty-salon-marketing.com/contact.html> the website is [www.beauty-salon-marketing.com](http://www.beauty-salon-marketing.com)

### ***How it all happened from the web point of view.***

Hi, let me introduce myself. My name is George Slater. I am the SBI Webmaster who built [www.beauty-salon-marketing.com](http://www.beauty-salon-marketing.com)

There is nothing extraordinary about the site apart from the fact that it followed the SBI methodology from start to finish. Also, it was built by a SBI Webmaster. What you will find unique are the results, the speed and the ability to deliver.

Anybody could have built this site if they spent the time and effort required to do it properly.

### ***The biggest question that everybody asks .....***

Let me answer the biggest question I get asked straight away. Greg Milner is a copywriter and can do a bit of web stuff. So, why did he not do this himself?

The answer lies in the time, not the money. As a SBI Webmaster I can build the site about 10 times faster than he can. NO joke! It would have taken him about 10 times longer. That is to say, he would have to read all the manuals, done all the research and probably made some mistakes. That’s not to say we didn’t make a few along the way! As it was, he got half way through the manual and stopped. That’s why most people fail.

What Greg did was to find somebody who knew SBI and leveraged that knowledge.

You see Greg's charge out rate is similar to mine on a per hour basis. It would cost him 10 times the amount of time to build the site. This would have cost thousands in consulting dollars, far more than he is ever likely to pay for this one website.

OK. Now that is answered, let's get on and see what happened.

Time line up and running. Less than a month to go and with real leads coming in the door.

2 June 2004 Greg calls me and asks if I can look at building him a site. 14.53 the same day I send Greg a quote with some pointers.

We come to an agreement based on a 20 page starter site (see details later).

14 June 2004 We buy the SBI site and get the first e-mail from Ken Envoy.

15 minutes later I start work on the site and I begin to pester Greg for "words" – this will continue, and I still do.

Later that day we register the name [www.beauty-salon-marketing.com](http://www.beauty-salon-marketing.com). I had already done the research on the name and brand.

Pages are built quicker than Greg can put the words together from them. (See his quote at the end of this letter.)

We have an Expo coming up on the 12 September. Greg is going to have a stand there for the big launch of his new product. A lot of money is riding on this. It has to go well.

22 June 2004 We start our first Google ads campaign.

We start using the SBI forms. We have our first prospective clients sending us their details to receive the Free Report.

We put up three more forms – results are coming in thick and fast.

We put up a new form for a "Session Speech at the Expo" which I got Greg to book. Within 4 days we have filled the room. In fact we have overfilled it. There are 55 bookings for 25 spaces. The organisers tell me to take down the page. I say no and they give us a bigger room.

We are now ranked Number 1 on Google Words even though we are only paying \$0.05 per ad. We have a 29% click through rate from ad to site and a 60% sign up rate from page hit to form detail. We are using Make Your Content Presell.

You should note that this is not just email address and first name. It is full business details and telephone numbers. To buy a similar list that we are building is thousands of dollars. We know because we bought one as well.

**Leads are starting to come in at a rate of 8– 12 a day.**

Greg Millener		
From	Subject	Received
greg@themarketing...	A lead from the \$3,000 Give-away	Sun 5/09/2004 9:41 AM
greg@themarketing...	A lead from the \$3,000 Give-away	Sun 5/09/2004 9:40 AM
greg@themarketing...	A lead from the \$3,000 Give-away	Sat 4/09/2004 9:36 AM
greg@themarketing...	Submission from	Sat 4/09/2004 12:55 AM
greg@themarketing...	Submission from	Fri 3/09/2004 3:35 PM
greg@themarketing...	Submission from	Fri 3/09/2004 3:34 PM
greg@themarketing...	A lead from the \$3,000 Give-away	Fri 3/09/2004 3:32 PM
George Slater	RE: Web Site Pics	Fri 3/09/2004 12:47 PM
greg@themarketing...	Submission from	Fri 3/09/2004 12:19 PM
greg@themarketing...	Another Hot Lead from Beauty Salon Mark...	Fri 3/09/2004 10:40 AM
greg@themarketing...	Submission from	Fri 3/09/2004 10:30 AM
Greg Milner	RE: Web Site Pics	Fri 3/09/2004 10:26 AM
Greg Milner	FW: Web Site Pics	Fri 3/09/2004 9:49 AM
greg@themarketing...	Submission from	Fri 3/09/2004 8:59 AM
greg@themarketing...	A lead from the \$3,000 Give-away	Fri 3/09/2004 8:53 AM

8 July 2004 The site is nearly completed. Most of the pages are up. The main forms are there and the ordering mechanism is working.

Here is a view of the site. You will see it has some graphics, but really follows the SBI standards.



The toolkit Sales Page is written using HTML. It is uploaded to the site via the HTML Quick upload feature in SBI

September approaches. The big launch for the product is upon us. Greg, and his super sales lady Gill, go off to Sydney.

They sell 9 kits – the champagne corks pop! They previously did a pre-launch seminar in Perth and sold 3. Greg and Gill go to Melbourne and sell more. They go to South Australia and sell even more!!!

The leads coming in from the web site are going crazy. I then get an email from Greg that basically says:-

“George, please turn off the leads. We can not cope. We are getting too many!”

What! How can you have too many leads? Well, the fact is they got so many orders for the packs, they ran out. They had to make more. With that, and the ongoing calls, emails, etc., it was too much for them.

So, obviously I turned off the leads, right? NO, NO, NO!!! I told Greg that I would not be turning off the leads. Instead Greg had to change the way he responded to them.

You see we were using an off-line method. We were sending hard copy reports to our clients. This was taking too much time.

So, what did we do? Well, we went straight back to the SBI principles and used the Auto-responders. Simple when you know how. It meant the report was re-vamped into an auto-responder series and we re-directed all the Google traffic there instead.

Now you ask, why didn't we do that in the first place? Simple. Contact.

When we initially sent out the reports we also called and started a dialogue with the clients. This lead to loads of sales. It's called taking on-line off-line. That way we got research, feedback and references. Then we tweaked the free report to answer the top 5 questions asked.

Once we had that though, we went back on-line. I mean why would we want to send hard copy mailings once, when we can send 7 automated letters?

### ***So show me the money.***

Well, I cannot tell you how much Greg is making, but I can tell you it is well into 6 figures. We are now working on 3 other projects to support BSM. One is a Vision Gate Membership Site. Another is looking to sell Distribution rights. The last is moneytorizing the BSM site a lot more.

## Web Results

### Alexa.com

Beauty-salon-marketing.com  
beauty-salon-marketing.com



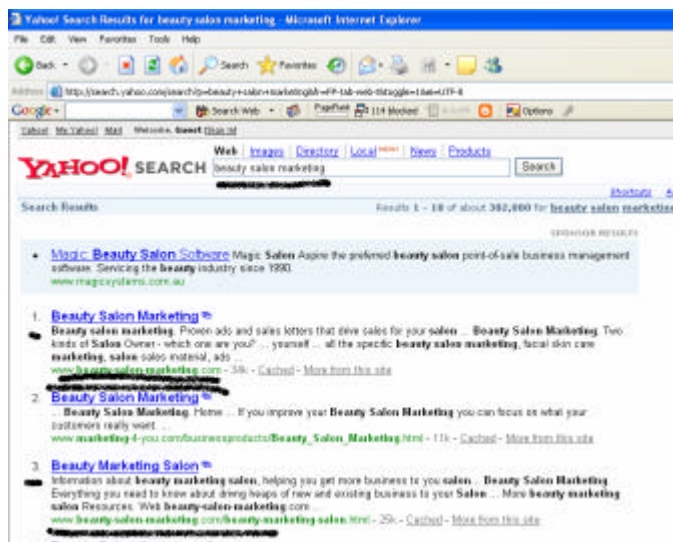
Traffic Rank for beauty-salon-marketing.com: [247,772](#)

[See Traffic Details](#)

The site is now rated **247,772** well within the top 1.5% and rising.

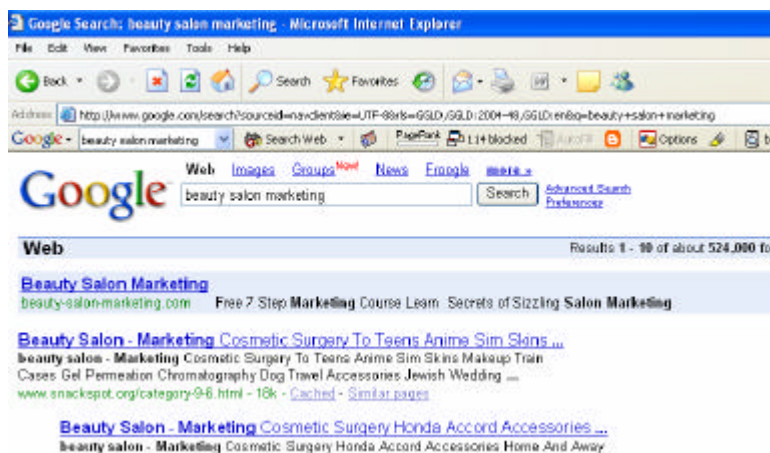
People who visit this page also visit:

### Yahoo Search



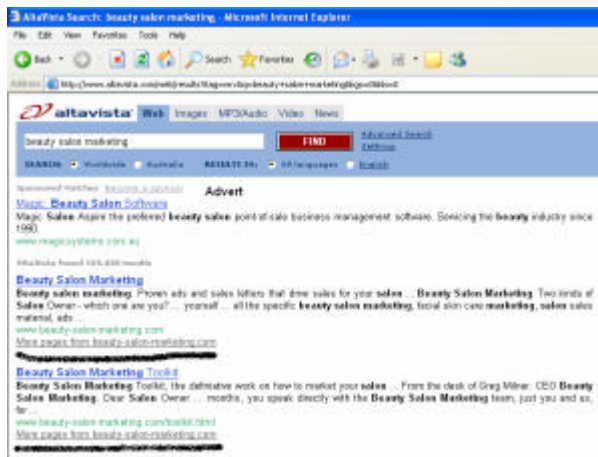
As you can see we are number 1 and number 3 in Yahoo.

### Google Ads



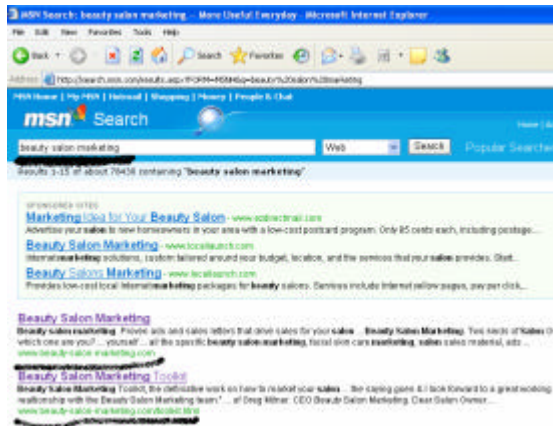
We are number 1 on the Google Ads and only paying \$0.05 per ad with a very high Click Thru rate

## Alta Vista



Here you see we are number one and two in the search, the top one being an advert.

## MSN



Again top two, the others above are ads.

## Traffic stats



As you can see Traffic Stats have been going up and up. We are now getting 126 unique visitors per day.

## **Quote**

Here is a quote for building you a 20 page starter site.

### **This includes**

- Supply and Demand analysis
- 20 pages (you have to provide content which I will tune)
- Site Optimisation
- One 7 Part Autoresponder Series (You provide content)
- Site Design
- Four Google Ad Campaigns (This is your web ads)
- Design for one Newsletter
- Contact Form and Personalised Thank you page
- Links to 5 other sites
- Links to 2 pdfs
- 3 graphics per page
- 1 Channel of Google AdSense Adverts

### **Costs**

\$3,500 Australian (Approx \$2625 US)

### **Payments**

Payments will need to be

- 1/3 up front
- 1/3 after 10 pages complete and
- 1/3 on final sign off.

(Payment by Visa or Mastercard)

**NB You would have to provide all copy or I can source at an additional charge**

### **Ironclad Guarantees**

I Guarantee your site will have a sub 500,000 Alexa ranking within 8 months or I will keep working on the site at no extra charge until this is done. If this is not achieved within 12 months after completion of your site I will pay you back all your money.

I Guarantee your site will be ranked on the first page of either Google, Yahoo or MSN for at least three specific searches.

I Guarantee that if you follow my advice I will create an income of at least \$500 per year in advertising revenue in the first year or I will make up the difference.

If you wish to advertise I Guarantee that I will get you top 5 positions with your Google Ads.

Regards George