



NAILS BY COCOA

ESTABLISHING A BRAND

"He [Mike] understands your target audience and tailors your project to ensure an effortless client/customer experience."

- Madeline, Founder of NAILS BY COCOA

BACKGROUND

- Madeline provides bespoke nail design for looks in music videos, films, and event premieres.
- Customers are women 18-24, fashion-forward, and diverse
- Madeline describes being raised in the heart of Los Angeles as the genesis of her appreciation for all things beauty, and after working in retail as a stylist, she's launched her business.

CHALLENGES

- The business is new and outside of a close circle of friends her nail design services are unknown.
- As a uni student, budget is limited and any expense must translate quickly to sales and ROI.

- As a current marketing major and social media influencer, the client understands the marketplace essentials for success, yet the scope of work is limited by budget requiring compromise.
- Creating social marketing content to target potential new markets based on findings.

ANALYSIS

The client had a very specific vision for her brand look and the process for customer acquisition. I was retained for the project based on my understanding of what she was trying to achieve and our strategy meetings focused on which marketing areas could have the most rapid bottom-line impact vs. budget.

APPROACH

I took the client through a practical capacity analysis and the understanding allowed for her to break through the analysis paralysis phase of where to do her spend.

The key takeaway was that she didn't need a large volume of customer inquiry and clients she was used to with her social influencing and that the patience for maintaining premium yet affordable pricing was the right choice.

With this insight, the client was able to be decisive in choosing her website as the focus of her budget and our efforts as she already had awareness of her style being a brand.

SOLUTION

- Having a site that aligned with her contemporary style could establish trust with potential customers that she could execute for them professionally.
- The site needed a “wow” factor but was not quirky or intrusive. The client is technically proficient and competent with consumer-level website creation platforms, but a more sophisticated web development and design tool was necessary.
- I created a site customized to the viewports of her clients and the visual design was highly collaborative, hitting the mark Madeline was seeking.
- Operationally, the client did not want online booking, but I achieved buy-in on a system that required approval confirmation, which was important to maintain her brand equity.
- SEO research for discovery and organic content creation.

OUTCOME

It worked. Having the site with its unique and bespoke professional presentation, combined with effective local SEO, generated a visitor to booking ratio exceeding 50%

Within two weeks of the site launch, the client was at capacity.

OPTIMIZATION

No-shows and reschedules were negatively impacting revenue.

Of the possible solutions, requiring a deposit was chosen and A/B tested.

Amounts varied by the percentage of the total and differing flat rates.

\$10 flat rate was unexpectedly the most effective.







