

Yodle Local Online Advertising for Salons



A cut above the rest in generating new customers.

Challenge

After 30 years in business, Pileggi on the Square, a mid-size salon located in Philadelphia, PA, found that sales were flat. They wanted to grow their customer base, but traditional advertising just wasn't cutting it. And it's no surprise. Their display ads in the Yellow Pages were only passively driving prospects, and the broad reach of radio wasn't a cost-effective medium for targeting a narrow audience.

Solution

In the interest of speed to market, Yodle launched a personalized website and advertising campaign for Pileggi on the Square in a matter of days - and the results were just as immediate. The ads began driving thousands of qualified prospects to the website to learn more about the hair and skin care services available, call or even book an appointment. And working with a dedicated Yodle account manager, the salon was able to track their results in real time and understand how their investment was performing.

Results

Says the salon owner, "Since we started working with Yodle, the phone has never stopped ringing!" The number of appointments skyrocketed in just a few months. And as for the salon's primary objective - growth - Yodle helped hit the mark, not just in terms of the sheer volume of new business, but quality, too. As phone calls translate into profits, says the owner, "Business is surging!"

Client Profile

Client Name:

Victor Bakunoff

Company:

Pileggi on the Square

Industry:

Beauty & Personal Care

Location:

Philadelphia, PA

Website:

www.pileggisalonandspa.com

Why Yodle?

There's no telling how much business you can book with **Yodle Local Online Advertising**. We give you more ways to reach, engage and motivate potential new customers.

- Advertising placement across a network of sites
- Personalized websites designed to sell
- Qualified inquiries that translate into greater profits!

It's all measurable, too. We'll help you refine your plan - and make sure you get the most out of your marketing budget.

Isn't it time you gave your advertising a whole new treatment?



Visit www.yodle.com or call 877.276.5104 to learn more!

Get your salon business listed on sites like:

