

Spirit Loves Locs

Spirit Loves Locs, a Brooklyn hair care company on Foster Ave, built a strong digital presence with Arising Media. They now grow their client base online.

ENGAGEMENT

Arising Media client

| Where Spirit Loves Locs started

When Spirit Loves Locs, a Brooklyn based hair care company specializing in loc services and high-end hair accessories located on Foster Ave, approached us, they were struggling to establish a strong digital presence that would effectively showcase their specialized loc care expertise and product offerings to customers throughout the New York area. Their main challenge was managing the complex intersection of both service based appointment bookings and e-commerce product sales for their handmade loc accessories, including their signature loc sprinkles made with high quality glass beads. The company needed a complete digital infrastructure that would support both their salon services and their growing product line while reaching customers specifically seeking authentic loc care specialists in the competitive Brooklyn hair care market.

| Our approach

We implemented complete product management systems that enabled them to showcase their loc accessories, maintain accurate inventory tracking, and process orders efficiently from their Foster Ave location. The project involved creating targeted SEO strategies to improve their visibility when customers searched for loc specialists and hair accessories in Brooklyn, implementing paid search campaigns that would reach customers actively looking for their specific services and products, and establishing email campaign systems that would nurture relationships with both salon clients and online customers. We built the store on Shopify with connected product management that unified salon bookings and product sales under a single digital operation. We also supported their fulfillment processes to ensure customers received handmade accessories promptly and professionally.

| What changed

Spirit Loves Locs now operates with a digital infrastructure that matches the quality of their craft. Their improved SEO positioning delivers visibility when potential customers search for loc specialists in Brooklyn, while paid search campaigns bring in customers who are actively looking for exactly what Spirit Loves Locs offers. The Shopify platform handles product management and order processing efficiently, freeing the team to focus on salon services rather than manual order tracking. Email campaigns keep both salon clients and online customers engaged between visits and purchases.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.

