

Tami Hair Studio Inc

Tami Hair Studio Inc built a strong digital presence with Arising Media. New web and SEO work grew local search visibility and new client bookings.

ENGAGEMENT

Arising Media client

| Where Tami Hair Studio Inc started

When Tami Hair Studio Inc, a specialized beauty salon serving the New York market with expertise in human hair wigs and hairpieces for black women, partnered with us for complete website redesign and ecommerce development, they were facing the challenges common to many specialty beauty businesses trying to expand beyond their local customer base. Despite having built a reputation for providing high quality one hundred percent human hair products including bob wigs, long wigs, short wigs, and natural hairpieces through their physical locations in Queens and surrounding areas, their existing website failed to capture the growing online market for high-end hair products. The disconnect between their strong in person service and their limited digital presence was preventing them from reaching customers nationwide who valued quality human hair pieces that offered the natural appearance and longevity that synthetic alternatives could not match. Their previous website lacked the professional presentation and ecommerce functionality needed to compete with larger hair product retailers who led search results for terms like human hair wigs, natural hairpieces, and black hair care products.

| What changed

Tami Hair Studio operates as a successful multi channel business that combines their established local expertise with a professional online presence, reaching hair care customers throughout the United States who value quality human hair products and expert guidance. Tami Hair Studio changed from incomplete web presence to comprehensive digital showcase of everything they offered with redesigned website effectively communicating complete value proposition and enabling potential clients to discover all services and products available.

| What happens next

The results above reflect work that is still active. Tami Hair Studio Inc: Case Study continues to work with Arising Media on an ongoing basis, refining the same channels that produced these numbers rather than starting over with a new vendor every year.

Want a similar outcome?

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