

## CASE STUDY



### CLIENT

POOJA WALIA STUDIO



### INDUSTRY

MAKEUP SALON



### SERVICES

WEBSITE DESIGN & DEVELOPMENT,  
DIGITAL MARKETING, BRAND LAUNCH

## ABOUT THE CLIENT



Pooja Walia Studio brings international makeup and salon experience to your neighborhood. Professional makeup artist Pooja Walia not only provides you all the services at her makeup studio but also at your respective venue. To give you trouble-free makeover experience, our team also travels within the city, outstations and at your doorstep as well.



POOJA WALIA STUDIO



# BRIEF

The client wanted a high end look and feel of their website with around 10 pages to incorporate all the types of the services that they offer. Their idea was to get the branding done in such a way as to portray a luxurious feel to their salon. Creation of social media accounts and lead generation for sales was an important part of their goals.

## OUR SOLUTION:



We worked with our team to develop their brand identity, and then apply those design elements throughout their marketing materials and website.



We picked an appropriate design for the website and created a really fast, interactive website designed in a unique way to make a lasting impression about the services offered to the prospective clients.



The complete site was functional in 4 weeks.



Logo and Brand Identity Design



We developed a branding guide noting brand colors, fonts, and logo usage.



Landing Page Optimization for betterment of landing page experience.



Generate new qualified leads in the form of a quote request.



Social Media Handling



Influencer Marketing



We designed and produced print pieces including business cards, flyers, coupons, and their rate card.