

Simply Me

Hair And Beauty

To Whom It May Concern

10th January 2020

Market Smart P/L has introduced hundreds of new clients to our salon through direct sales of promotional offers and internet marketing.

The promotions were useful in filling empty appointment times; assisting in refining staffs skills, whilst it gave them opportunities to upsell and retain clients.

Approximately 40% took advantage of upgrade options on the promotions spending money in salon. Many promotional clients were retained and additional clients were referred through the bonus offers. These promotions sourced only local working clients.

They also gave me a better understanding of the importance of internet marketing. We had a website but it was not bringing in customers. Simply Me now has a strong presence on Googles' front page.

Hundreds of people monthly who are looking for the services we offer are going to the user friendly websites they built. Most importantly we are receiving many paying customers.

We have used their services for nearly 3 years now and we continue to benefit from them. In this time our turnover has increased by at least 50%. Fortunately I am now able to work more "on the business" instead of "in the business".

I highly recommend their marketing tools.

Yours sincerely



Gina Lofting

(Salon Director)

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