Moshaz Beauty Salon – From Invisible to Unmissable: Local SEO & 360° Brand Domination

Client: Moshaz Beauty Salon
Industry: Beauty & Personal Care
Location: Rawalpindi / Islamabad, Pakistan
Engagement: Full 360° Marketing Transformation
Scope: Digital Marketing, SEO, Branding, Website, Content, Offline Marketing
Branches: 2 Physical Locations
Status: Top 3 Salon Brand in Twin Cities

☐ The Challenge

When Moshaz approached us, they were a **functioning business with zero branding visibility**. No logo. No digital footprint. No marketing system. They were doing good work — but no one knew it. Their reputation relied solely on inconsistent word-of-mouth.

Their competitors, meanwhile, were aggressive on social media, SEO, and celebrity endorsements.

Key issues:

- No logo or brand identity
- No website or search presence
- No digital content or video assets
- No client acquisition funnel
- Missing out on high-income urban salon-goers

Our Objective:
Create a **complete offline and digital brand transformation**, position Moshaz as a trusted premium salon, and **rank them as one of the top salons in RWP/ISL** within 12 months.

☐ Strategy: Local Brand Engineering from the Ground Up

We built Moshaz into a recognizable, high-performing beauty brand by combining **digital dominance, strong design identity, localized paid media**, and **offline street presence** — targeting both new and repeat clientele.

✅1. Digital Infrastructure & Brand Positioning

- Developed a **visual brand system** including logo, colors, and luxury-inspired typefaces
- Designed a **mobile-first, SEO-optimized website** with service booking integration
- Focused brand tone around *"affordable luxury, trusted hands"*
- Used **real client transformations** and shoot-based imagery to establish authority

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✅2. SEO Domination & Local Visibility

- Executed **hyperlocal SEO strategy** with service-specific and location-specific keywords
- Created 50+ landing pages optimized for "Salon in Rawalpindi," "Best makeup in Islamabad," etc.
- Claimed and optimized **Google My Business** with weekly post updates, review management, and location tagging
- Built **high-authority local backlinks**, including from beauty directories and event collaborations

☐ **Result:** Moshaz ranked **#1 on Google** for multiple keywords like:

- "Best salon in Rawalpindi"
- "Bridal makeup Islamabad"
- "Facial deals near me"

This ranking **beat top-tier salons with 10+ years of presence** in the same region.

✅3. Full-Funnel Digital Marketing Engine

- Created and ran **targeted Facebook & Instagram ad funnels** segmented by service, occasion (wedding season, Eid, etc.), and location
- Implemented **WhatsApp CTA ads** for instant booking conversations
- Ran **Google Ads** on brand keywords and top-service phrases (e.g., "Keratin treatment near me")
- Designed **re-engagement campaigns** for past customers with offers and loyalty bundles
- Built **email + SMS flows** for appointment reminders, reviews, and rebooking incentives

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✅4. Offline Marketing & Community Reach

- Produced high-end **video campaigns and photoshoots** for reels, web, and offline TV
- Designed and printed all physical marketing material — **flyers, standees, banners, uniforms**
- Deployed **flyer distribution campaigns** around malls, campuses, and working women hubs

- Organized **branded on-ground activations** (e.g., free mini makeovers at partner events)

✅ 5. Client Experience Enhancement + Reviews Strategy

- Built a **review management system** to encourage happy clients to rate on Google and Facebook
- Integrated **video testimonials** and real-time client before/after photos across platforms
- Added a post-visit flow to **gather reviews via SMS**, which boosted Google rating significantly

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☐ Results

☐ Within 12 months of campaign execution:

- ☐ **Ranked #1 in Google Search** for over 20 salon-related keywords in Rawalpindi / Islamabad
- ☐ Became one of the **Top 3 most mentioned salons** in RWP/ISL beauty community groups
- ☐ Website traffic increased by **1,300%** in 8 months
- ☐ Generated **hundreds of monthly appointment inquiries via digital ads**
- ☐ Google Reviews grew 6X, boosting reputation credibility
- ☐ Significantly reduced cost per lead (CPL) while increasing booking volume and customer retention

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☐ Client Quote (Generated)

*"We were running on reputation and word-of-mouth, but nothing was scalable. Hatch Maze didn't just market us — they **rebuilt our entire identity**. Today, we're not just a beauty salon; we're a trusted, visible brand. Clients now find us — we don't chase them."*
— **Management Team, Moshaz Beauty Salon**

☐ Strategic Wins & Takeaways

- Local domination requires **precision SEO + geo-fenced paid ads + consistent branding**
- Most businesses are not missing demand — they're missing visibility
- Offline visibility (flyers, events) still works — when combined with **digital retargeting**
- A beauty salon's biggest trust driver? **Authentic visuals** + **real people** + **search visibility**