



One-Stop-Shop for New, Small Business Owner

Challenge: The owner of a nail and spa salon had worked in the industry for many years, and now decided to start her own company. Initially, she came to us for help needing a new logo for the business. After asking a few questions and making her aware of our expanded offerings in marketing and signage, together we identified additional areas in her business where we could bring value.



Solution: In addition to creating a logo, we designed, printed and produced the following items:

- Business cards
- Open house announcement flyer
- Discount services flyer
- Gift card with QR code
- Printed menu of services and pricing
- Banners and window graphics
- Interior poster
- Flutter flag with discount offer
- Exterior channel letter sign
- Direct mail postcard using Every Door Direct Mailer® (EDDM) a new USPS service.

More importantly, we helped guide this new business owner through the steps of opening her own business with additional advice and assistance on building a marketing plan and providing a step-by-step schedule for her grand opening.

Results: Open for just under one year and well-known for unique services and quality customer service in an upscale environment, this salon is growing every day with new customers due to the integrated marketing campaign we created together. The owner continues to work with us on additional marketing initiatives, developing her marketing plan, networking, events and tradeshow support.

