

Case Study of Old Mission Barbershop

Old Mission Barbershop from Florida contacted us based on a referral. The barbershop who has been servicing customers for 4 years with 3 people wanted to increase their revenue. During our conversation, we explained the areas we specialize in, we showed our previous work and talked about the procedure. Impressed by the services we offer, Old Mission Barbershop started working with us. We completed the setup in 4 weeks and started broadcasting here: oldmissionbarber.com

Work done

Creation and setup of the website

- Brand creation
- Custom graphic design and logo
- Professional photography
- Customized layout and content delivery
- Providing infrastructure for broadcasting on phones, tablets and computers

Hosting and maintenance (monthly)

- Hosting, broadcasting and backups
- Antivirus and security
- Software and hardware updates
- Representing Old Mission Barbershop 7/24/365 without interruptions

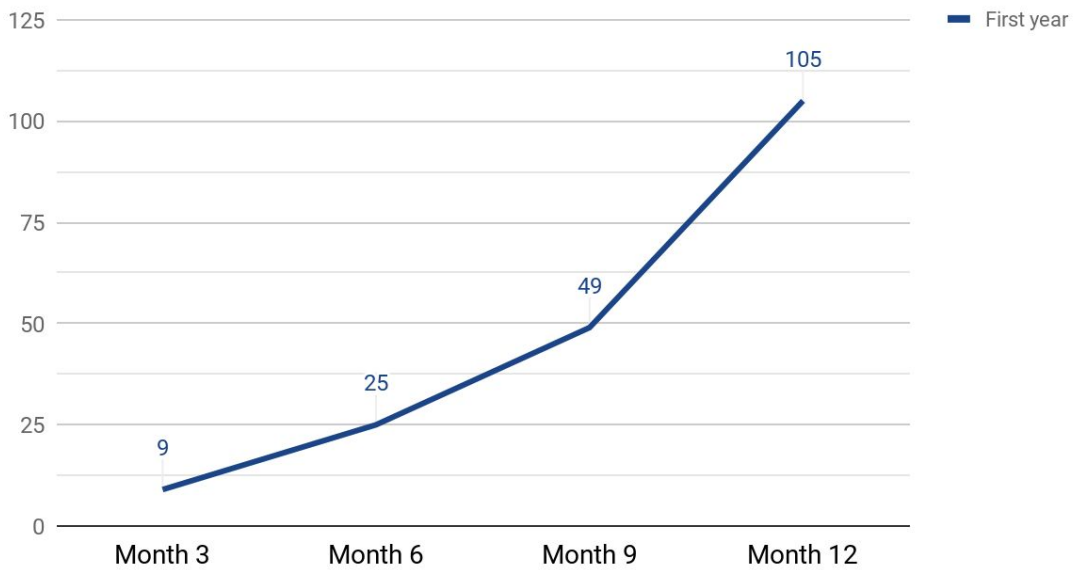
Digital marketing (monthly)

- Reputation management
- Search engine optimization
- Social media optimization
- Targeted advertisement
- Promotion using our access as Google Partner

Results

Old Mission Barbershop received 9 new customers within 3 months after working with us. On 6th month, we reached 25. On 9th month, the number was 49. At 12th month, we reached 105 customers. Old Mission Barbershop, whose average customer brings \$30, increased their revenue by $105 * \$30 = \3675 in their first year. Their investment was \$799 (setup) + \$100/month (maintenance, hosting and marketing). Their ROI was 83% in their first year.

Customers



In the 2nd year, we predict the new customer number as 350 to 450 based on the growth statistics of the website. Using the number 350, their revenue is predicted to be $350 * \$30 = \$10,500$ in their second year. Their 2nd year ROI is 775%, total ROI is 343.11% at the end of 2nd year and annualized ROI is 110.50%.

If we skip a few years and look at the 5th year, the number of clients they'd receive is predicted to be over 800 based on the statistics. Using that number, the revenue is predicted to be over \$24,000 for that year alone. However, local market size would probably limit the growth before reaching that number.

Return of investment (Yearly)

