

CASE STUDY



TATTOOSHOP
MARKETING
SOCIALBEARDS.EU

TATTOOSHOP A - 5 CHAIRS + PIERCING

Package: Full Color

Client lifetime period: **2 years**

Case study: 2024

This is what we did for them:

- social media management (included in Full Color)
- social media advertising 3 ads per month
- google ads (search and Pmax)
- Webdesign

Advertising numbers:

- Total website visitors per month: 12.600
- Visitors: 33% Google, 27% META
- 10% online (google business/meta organic)
- 30% direct visitors to website

This is what they say:

- Great service
- Always available
- Helped me set up my franchise with whitelabel marketing
- Went out of their way to help me set up the tattoo convention

average profit calculation per month

Calculating with an average tattoo price of €300,- & piercing price of €45 (not including jewelry)

Piercing bookings: 97 x 45 = 4.365
Tattoo bookings: 53 x 300 = 15.900

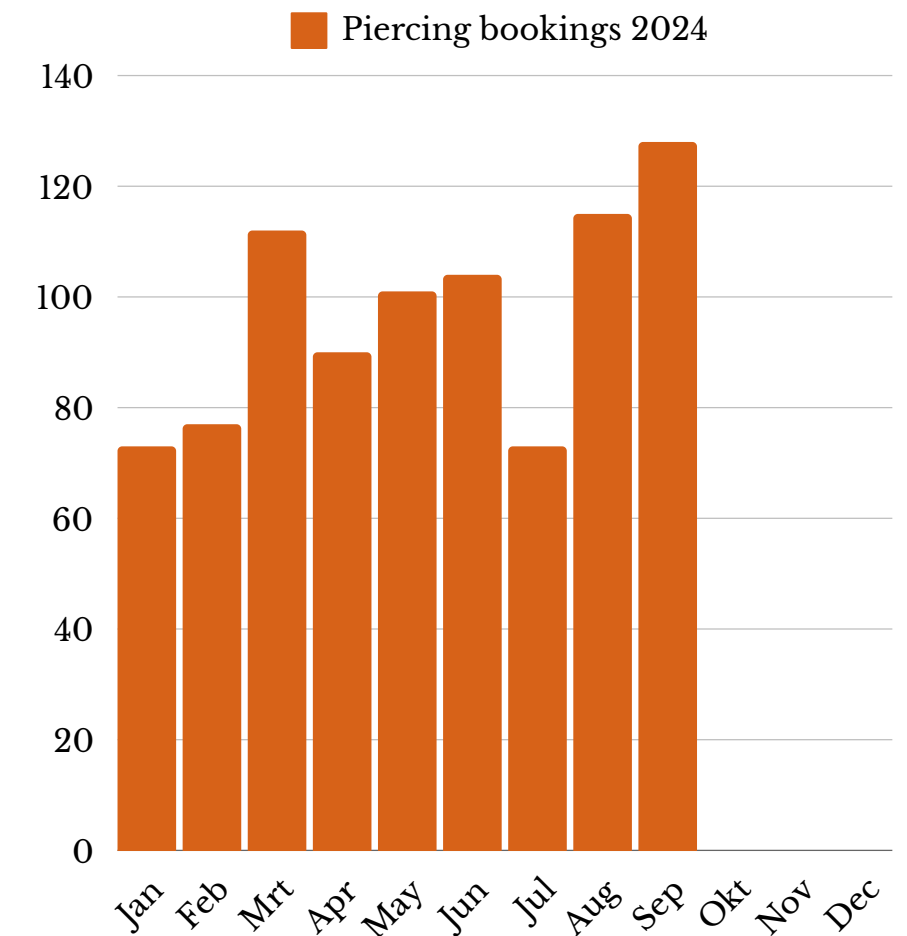
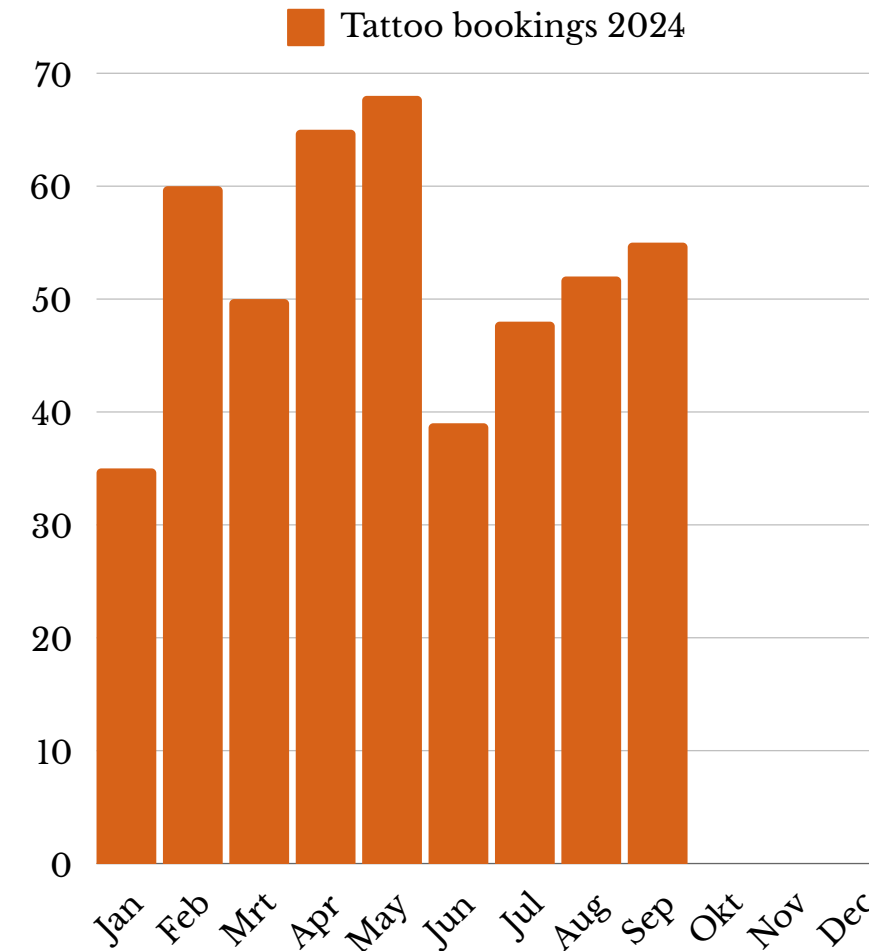
Average ads budget: 1000

Average revenue per month: **€20.265**

Our service per month: **€2600**

Average profit per month: **€17.665**

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TATTOOSHOP B - 4 CHAIRS

Package: Google & Social

Client lifetime period: 2 years

Case study: 2024

This is what we did for them:

- social media advertising 3 ads per month
- google ads (search and Pmax)
- Webdesign

Advertising numbers:

- Total website visitors per month: 3.600
- Visitors: 29% Google, 30% META
- 9% online (google business/meta organic)
- 31% direct visitors to website
- We used a lower budget in ads to keep the targetting clean.
- We brought less people to the website but the conversion percentage is way higher.

This is what they say:

- Friendly and reliable contact
- Always available
- Helped me set up multiple events and find artists.
- We found exactly what we needed and the amount of customers is perfect for us!

average profit calculation per month

Calculating with an average tattoo price of €300,-

Tattoo bookings: 41 x 300 = 12.300

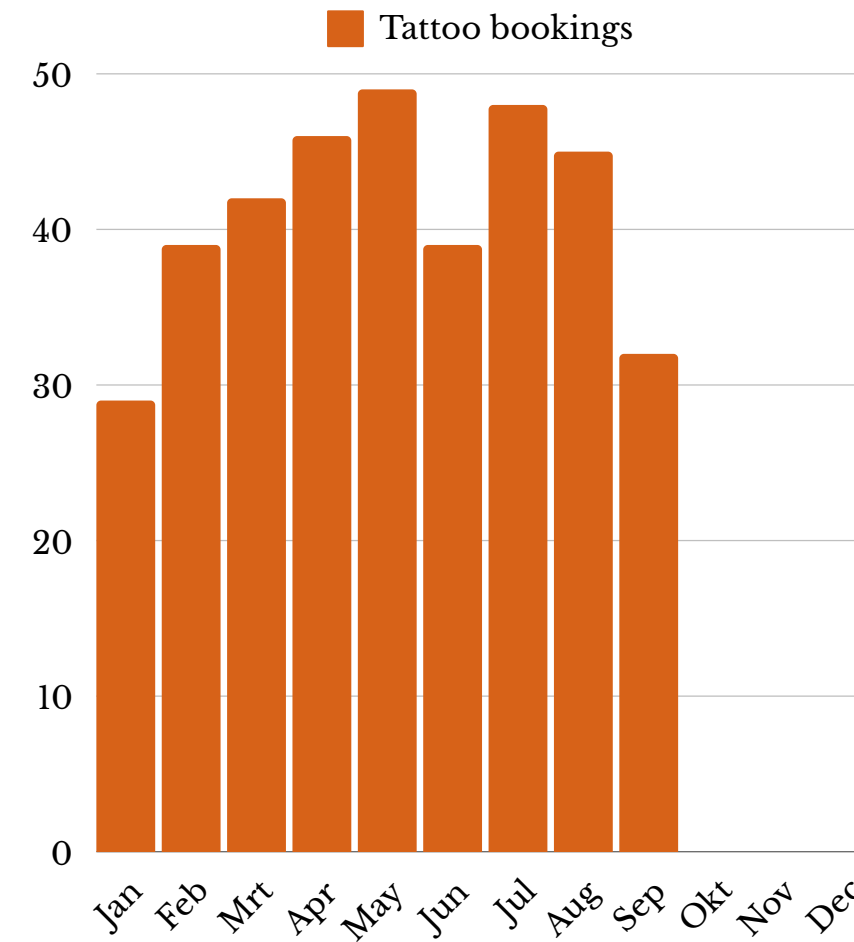
Average ads budget: 650

Average revenue per month: €11.650

Our service per month: €1400

Average profit per month: **€10.250**

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OUR BEST PREFORMING PACKAGE DEAL

Google & Social advertising

Expected bookings per month: **45**

1400 per month

- *Free website & maintenance*
- *3 social media ads campaigns per month*
- *Follow trends, events and new artists with your advertising*
- *Show multiple artists or services at once*
- *7 days per week customer support*
- *Personal contact*
- *Google advertising on Pmax, Search and Youtube possible*
- *Monthly report sheet in your mail so you can keep track of growth*
- *Monthly live call with our team so you know exactly what's going on and we know what's happening in the studio.*

Our most populair and most effective package. 8/10 clients prefer this package

Profit calculation per month

Calculating with an average tattoo price of €300,-

Expected bookings: $45 \times 300 = 13.500$

Average ads budget: 800

Average revenue per month: €12.700

Our service per month: €1400

Your profit per month: **€11.300**

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OUR MOST COMPLETE PACKAGE DEAL

Full Color Package

Expected bookings per month: **65**

2600 per month

- *Free website & Maintenance*
- *3 social media ads campaigns per month*
- *Jumping in trends, events and new services and artists*
- *Showcase multiple artists and/or services per month*
- *Social media management: 10 posts, 40 stories per month*
- *E-mail marketing setup to engage old clients.*
- *Automations to keep clients in your system and make them come back for the next tattoo.*
- *Online consent forms (GGD approved)*
- *7 days per week support*
- *Always personal contact*
- *Google ads on Pmax, Search and Youtube possible.*
- *Monthly statistics sheet in your email so you can keep track of the results*
- *Monthly live call so we can keep in touch and make quick adjustments when needed.*

Profit calculation per month:

Calculating with an average tattoo price of €350

Expected bookings: $65 \times 350 = 22.750$

Average ads budget: 1000

Average revenue per month: €21.750

Our service per month: €2600

Your profit per month:

€19.150

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