

renew.

THE BEAUTY *Space*
REDEFINING BEAUTY EST. 2020

CHELMSFORD & WICKFORD
@thebeautyspace Essex thebeauty-space.com info@thebeauty-

CLIENT *case study*

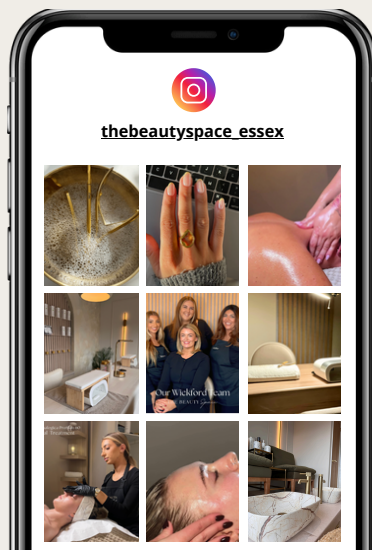
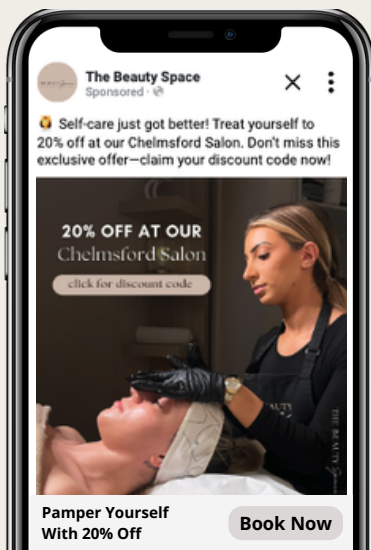
The Beauty Space

From A Vision To Vitality...

615% Booking Boost & Two Thriving Salons

Key Results

- **615%** Increase in Bookings
- Grew from **2 to 13** Fully-Booked Staff across 2 Locations
- Expanded to a **Second Salon** Location within 3 years
- Consistent stream of new clients via "always-on" **Google Ads campaigns**



TBS Search > TBS Search Campaign

The Beauty Space Essex | Salon In Wickford & Chelmsford | Book Now
www.thebeauty-space.com

The Beauty Space Is The Best Beauty Spot In Essex. Two Locations: Chelmsford & Wickford. The Beauty Space, A Holistic Salon Which Offers Services In Well Being & Beauty Treatments.

[Lashes & Brows](#)

[Waxing Services](#)

[Massage](#)

[PMU](#)

Ad	Status	Impressions	Clicks	CTR
Enabled	Eligible	147,709	5,745	3.89%



Testimonial

"Renue Digital elevated our business with a sleek, user-friendly website, tailored social media content, and strategic ad campaigns. Their targeted efforts not only keep our salon's diaries near full capacity but have also boosted our brand visibility and strengthened customer engagement. Their expertise and dedication truly set them apart!"

Keris Ratford, Founder The Beauty Space



Client Overview

- **Background:** The Beauty Space, founded by Keris in 2020, is a wellness-first salon dedicated to internal and external beauty. Starting with a vision to create a space where wellbeing is at the core of all treatments, Keris opened the first location with just two staff members.
- **Challenge:** When we began working with The Beauty Space, it was just an idea. Keris needed full branding, a digital presence, and localised strategies to build her client base and bring her vision to life.

Our Services

- **Brand Design & Logo Creation:** We built the entire brand identity from scratch, crafting a logo and visual style reflective of their wellbeing-driven ethos.
- **Website Design:** Designed a sleek, user-friendly website to showcase treatments and facilitate bookings.
- **Salon Signage:** From the first salon to the second location, we designed and installed custom signage to bring their physical spaces to life.
- **Organic Social Media & Content Creation:** Quarterly content shoots captured authentic imagery and videos, which were used to drive engagement and visually tell The Beauty Space's story across social platforms.
- **Google Ads:** Launched "always-on" local Google Ads in 2023 to capture search intent, driving consistent bookings for both salon locations.
- **Meta Ads:** Ran seasonal Meta ad campaigns to attract new visitors and promote special events.
- **Event Support:** Coordinated pop-up events with a local gym, capturing content to use for further marketing efforts.

The Strategy

- **2020-2022:** We established The Beauty Space's brand foundation (logo, website, signage), and used organic social media combined with professional content creation to grow their presence from day one.
- **2023-2024:** Introduced performance-driven ads (Google and Meta), helping The Beauty Space maximise bookings and scale operations.
- **2025:** Introduced creative partnerships & collaborated with a local gym to align the salon's wellness ethos with aligned audiences, using this partnership to further drive social content creation and awareness.





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Want Results Like These..?

Let's Work Together!

Inspired by the growth we achieved with The Beauty Space? At Reneu, we specialise in turning big ideas into measurable success. Whether you're looking to build your brand, drive bookings, or take your business to the next level, we're here to help.

Get In Touch

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www.reneudigital.com