

C&S Beauty Supply Case Study, Marketing



From Local Favorite to Community Icon: Lawrenceville Beauty Supply Store Grew Its Brand

Overview

Country or Region: United States

Industry: Retail/Beauty Supply

Customer Profile

C&S Beauty Supply is a friendly, all-inclusive Korean-owned shop in downtown Lawrenceville, GA, known for its diverse selection of quality beauty products, including wigs, hair extensions, skincare, and accessories.

Challenges

Before working with PUREJOIN, C&S Beauty Supply faced low engagement, minimal Google reviews, declining Facebook followers, and reduced traffic both online and in-store—highlighting the need for a stronger marketing strategy.

Solutions

PUREJOIN helped C&S Beauty Supply achieve its marketing goals through a strategic mix of targeted social media campaigns, engaging video ads, active Google Business management, and a custom SEO-optimized website—driving both online visibility and in-store traffic.

Conclusion

C&S Beauty Supply's success shows how the right strategy can make a big impact, even with a small budget. By combining targeted marketing, consistent content, and a website that drives traffic, they've gained more visibility, stronger engagement, and increased in-store visits.

INTRODUCTION

C&S Beauty Supply is a Korean-owned beauty supply store located in the heart of downtown Lawrenceville, GA. Dedicated to serving the local community, their mission is to provide residents with easy access to high-quality beauty essentials in a welcoming and inclusive environment. C&S Beauty Supply offers a wide selection of products, including wigs, hair extensions and frontals, hair care, skincare, body care, accessories, and more. C&S Beauty partnered with PUREJOIN in March 2024 to kickstart their marketing efforts for both their products and business, hoping to attract new customers, build stronger brand awareness, and increase sales.

CHALLENGES

Before working with PUREJOIN, C&S Beauty Supply faced several challenges that limited their growth. Customer engagement was low, and their online presence—particularly on Google and Facebook—was not generating the visibility they needed. Between January 2025 to March 2025, Facebook followers declined, and Google reviews remained minimal, making it difficult to build trust with potential customers. These issues, combined with limited website traffic and reduced in-store visits, highlighted the need for a stronger, more consistent marketing strategy.



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SOLUTIONS

To help C&S Beauty Supply reach their goals of boosting brand awareness, attracting new customers, and growing their social media following, we implemented a comprehensive marketing strategy. This included targeted social media marketing with both paid ads and organic content creation, engaging video campaigns, active Google Business management, and the development of a responsive website with ongoing SEO optimization to drive traffic and improve online visibility. We allocated the budget strategically across these channels to maximize results and ensure every initiative delivered value.

Social Media Marketing

We focused on driving follower growth and improving customer retention by creating content that was both engaging and tailored to C&S Beauty Supply’s target audience. After analyzing how their audience interacts with the brand, products, and content, we discovered that customers were most responsive to posts featuring new items, sales, and promotions. These types of posts consistently generated higher engagement.

To maximize results, we maintained regular communication with the store owner, who provided product images, pricing, and promotion details. This helped us create timely and relevant content aligned with the store’s latest offerings. We also shared strategic marketing ideas and worked closely with him to decide on the most effective social media campaigns. By integrating the PUREJOIN POS system, the store owner is able to identify key products to promote, allowing us to coordinate with him to launch effective sales initiatives and supporting content.

Our creative direction was driven by seasonal and timely themes—such as summer, back-to-school, the Fourth of July, and other holidays—to keep content fresh and relatable. We prioritized clarity and visual appeal by using high-quality product photos, easy-to-read fonts, and well-organized layouts that highlighted each product effectively. We share content across Facebook, Instagram, and YouTube to maximize reach and engage with customers on the platforms they use most.

In addition, we made it a point to stay active in the comments and direct messages, engaging with customers to foster a welcoming and trustworthy brand experience. This two-way communication

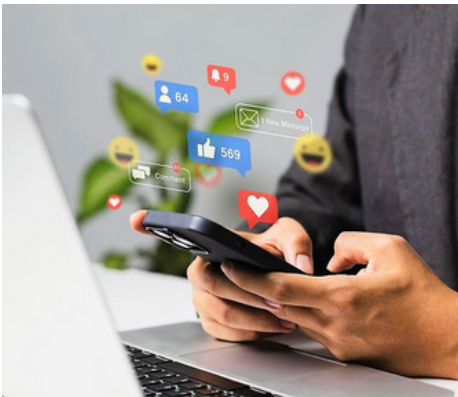
helped reinforce C&S Beauty Supply’s presence as a customer-friendly business that understands and responds to its community.

Digital Campaigns

To boost visibility and drive both online and in-store traffic, we launched a strategic combination of Google Ads and Facebook campaigns.

As part of a broader B2B and awareness strategy, we produced a short-form video ad campaign focused on both brand awareness and customer consideration. The 15–20 second videos highlighted what C&S Beauty Supply offers, showcased the exterior and interior of the store, and emphasized its convenient location. These video ads were hosted on YouTube and promoted through a well-targeted Google and Facebook Ads campaign.

We carefully selected relevant keywords, placements, and audience targeting to ensure maximum reach and relevance. To measure performance, we used both Facebook, Google Ads, and Google Analytics to track key metrics such as impressions, reach, views, engagement, and interactions. Additionally, we implemented Google Tags on their website to more accurately track traffic, gain deeper insights into visitor behavior, and refine our marketing efforts accordingly.



To better understand user behavior and optimize performance, we created separate ad groups with unique landing pages—one linking to C&S Beauty Supply's Facebook page, another to their website, and a third directing users to Google Maps for store directions. We set up conversion tracking for each to analyze which channel delivered the strongest results.

These efforts helped increase brand reach, website visits, and ultimately brought more foot traffic to C&S Beauty Supply's physical location.

Local SEO

As part of our marketing strategy, PUREJOIN focused on strengthening C&S Beauty Supply's local online presence so customers can easily find them when searching nearby. We optimized their Google Business Profile with accurate store details, engaging photos, and regular updates to boost visibility in local search results and Google Maps. We also created listings on community platforms like Yelp, MapQuest, and other local directories to expand their reach and improve local search rankings. To reinforce these efforts, we developed a clean, mobile-friendly website at cnsbeauty.com that not only showcases their products, promotions, and store details in a way that feels authentic to the brand, but is also optimized for search engines. By ensuring the site is keyword-rich, locally relevant, and regularly updated, it works hand-in-hand with their local listings to improve search performance and direct more traffic to the store.

OUR IMPACT

Within the first four months, C&S Beauty Supply surpassed 200 followers on Facebook, and our awareness and consideration goals were quickly achieved.

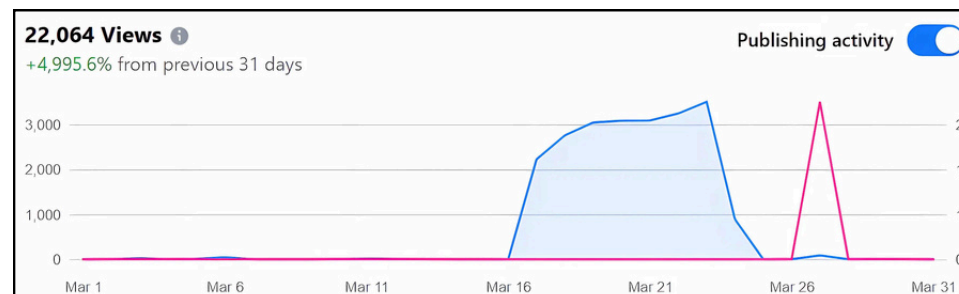
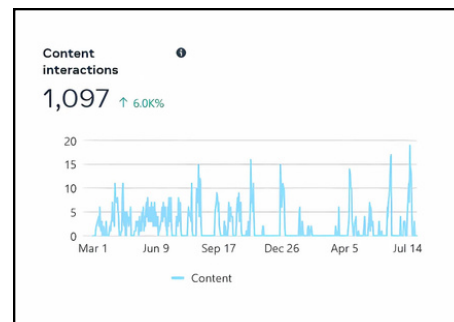
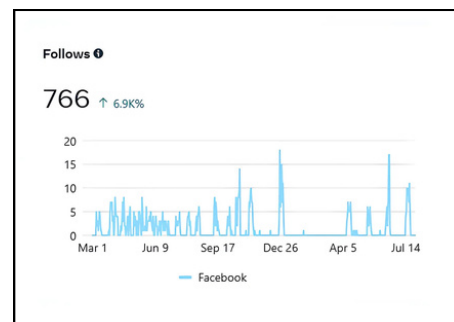
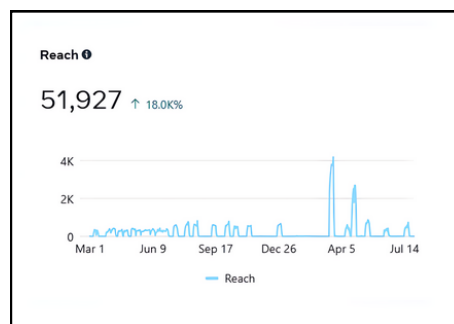
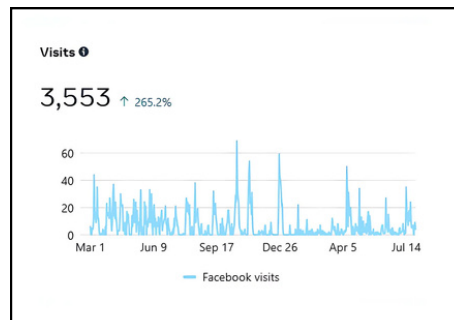
Our content reached over 7,000 users, marking a massive 3,600% increase in reach and a 1,900% boost in content interactions. These results were made possible through consistent, high-quality marketing content and strategic Facebook ads, all executed with a modest paid social budget of less than \$200.

After re-strategizing based on real customer insights, we gained a deeper understanding of what C&S Beauty's audience truly wanted, allowing us to overcome the dip in performance and drive stronger results. The outcome was extraordinary:

- 4,996% increase in content views
- 18,000% increase in reach

Most importantly, these numbers translated into real-life store traffic and loyal customers. From these efforts, C&S Beauty grew to 863 followers, and over 1,500 users showed high intent—either expressing interest or requesting directions to the store, all from online engagement alone.

Our YouTube and Google Ads campaigns remained focused on our primary goal: increasing awareness and consideration for C&S Beauty Supply. As a result, we achieved a 20.36% interaction rate, generated 23,700 impressions, and reached over 3,170 video views, effectively boosting the brand's visibility across digital platforms.



For More Information

To learn more about PUREJOIN Marketing and services, call us at 678-206-0500 or text at 678-860-3800.

To access information using the World Wide Web, visit at:

<https://merchant.purejoin.com>

For more information about C&S Beauty Supply, visit the website at:

www.cnsbeauty.com

CONCLUSION

C&S Beauty Supply's growth shows what a focused, well-executed strategy can do—even with a modest budget. Through a mix of paid and organic marketing, consistent content, and a strong online presence, we helped drive real results: more visibility, more engagement, and more foot traffic. Their website now plays a key role in that success—not just as an online brochure, but as a tool that actively attracts new customers and drives in-store sales. At PureJoin, our goal is to help local businesses grow with marketing that works and doesn't break the bank—and this project is a great example of that in action.

PUREJOIN MARKETING

At PUREJOIN, we bring creativity, dedication, and hands-on expertise to help businesses succeed in today's digital world. We don't just handle marketing—we become your growth partner, providing solutions tailored to your needs. Our services include website management, building clean, on-brand sites that engage customers and support all marketing efforts; local SEO, optimizing Google Business Profiles and community listings to make it easy for nearby customers to find you; social media marketing, running targeted campaigns to increase reach and engagement; and managed digital signage with Smart Share Content, sending fresh, custom-designed visuals directly to your in-store screens. What makes us different is that we combine innovative tools, data-driven decisions, and open communication, all with hands-on support every step of the way, helping businesses attract customers, build trust, and grow.



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