GOOGLE ADS STRATEGY 30-DAY LOCAL CUSTOMER ACQUISITION PLAN

Capture nearby beauty-service searches. Turn high-intent Google traffic into calls, WhatsApp enquiries, and booked salon appointments.

■30,000–■50,000	30 Days	Local Search First
Monthly media budget	Initial campaign sprint	Google Search priority

Primary objective: generate qualified local enquiries and appointments for basic beauty services, facials, hair services, and bridal/party makeup.

Planning note: This is a proposed strategy adapted from the supplied TravelWithMe Google Ads strategy. It is not a live campaign report; all budgets and performance figures are planning assumptions until actual data is collected.

Business inputs

Business category	Beauty salon / beauty services
Budget range	■30,000–■50,000 monthly media spend
Basic services	Eyebrow threading, waxing, cleanup — ■100–■1,000
Facial & skin care	Regular facial, cleanup, premium facial — ■800–■3,000
Hair services	Haircut, styling, hair spa — ■500–■3,000
Bridal makeup	Party makeup and bridal packages — ■3,000–■25,000+
Primary conversion actions	Calls, appointment forms, WhatsApp clicks, direction requests where relevant
Location	Salon address/catchment not supplied; radius and localities must be finalized before launch

1. Analysis of the Reference Strategy

The supplied TravelWithMe strategy uses a useful performance-marketing structure: define commercial intent, segment audiences, allocate budget by campaign role, create relevant landing pages, exclude wasteful searches, track conversions, and optimize through a 30-day rollout. For a beauty salon, the same framework should be adapted to local service intent rather than destination/package intent.

What to retain

• Build campaigns around services people actively search for, with ads and landing pages that match the query.

• Prioritize measurable outcomes—calls, completed booking forms, WhatsApp enquiries, and confirmed appointments—not clicks alone.

• Use negative keywords and weekly search-term reviews to reduce irrelevant spend.

• Set up conversion tracking before launch and report actual data separately from estimates.

What to change for a salon

• Use a tight local catchment around the salon instead of targeting all of India. Start with a practical radius based on the salon's address and customer travel patterns.

• Do not split a modest budget into too many campaigns on day one. Start with Search campaigns for high-intent services; add Performance Max or remarketing only when assets and tracking are ready.

• Low-ticket services such as threading can have limited room for paid acquisition costs. Use them as add-on/retention services, while prioritizing higher-value facial, hair, party makeup, and bridal bookings where commercially appropriate.

• Avoid unverified claims such as 'best salon', guaranteed results, medical skin outcomes, or discounts that the business cannot honour.

Strategic recommendation: Search-first, local-intent campaigns, with a separate bridal/party makeup focus and clear appointment tracking.

2. Business Model & Search Intent

Service group	Example search intent	Commercial role
Basic beauty	eyebrow threading near me; waxing salon near me; cleanup price	Local visits, add-ons, repeat customers
Facial & skin care	facial near me; premium facial price; salon cleanup	Mid-value appointments; package upsell where genuine
Hair services	haircut near me; hair spa price; hair styling salon	Mid-value bookings and repeat visits
Bridal / party makeup	bridal makeup artist near me; engagement makeup; party makeup price	Higher-value, consultation-led leads

Recommended customer journey

Google Search → service-matched ad → relevant service page or booking section → call/WhatsApp/form → salon confirms service, date, price and availability → appointment completed → outcome recorded in a lead sheet or CRM.

Primary KPI: cost per qualified appointment enquiry. Business KPI: confirmed appointments and revenue by service. Track bridal consultations and basic-service bookings separately so low-ticket volume does not hide high-value performance.

3. Customer Personas & Search Themes

Persona	Likely searches	Ad / page angle
Routine-care customer	eyebrow threading near me; waxing salon near me; cleanup salon price	Clear service menu, current prices, location, easy booking
Skin-care customer	facial near me; premium facial salon; facial price	Facial options, duration, inclusions, consultation if offered

Persona	Likely searches	Ad / page angle
Hair refresh customer	women's haircut near me; hair spa near me; hair styling salon	Haircut/styling options, portfolio photos, price transparency
Bridal / occasion customer	bridal makeup artist near me; engagement makeup; party makeup artist	Real portfolio, package inclusions, trial/consultation details, availability

Use only service types the salon actually offers. If the salon serves a defined customer segment (for example, women-only services, unisex, or bridal-only), reflect that accurately in keywords, ads and landing pages.

4. Budget Architecture

Budget figures below refer to Google Ads media spend, not agency fees, creative production, website work, or applicable taxes. Confirm billing treatment before launch.

Option A — ■30,000/month (approximately ■1,000/day)

Campaign	Share	Monthly	Daily approx.	Role
Core service Search	50%	■15,000	■500	Basic, facial and hair intent grouped into tightly themed ad groups
Bridal / party makeup Search	25%	■7,500	■250	Higher-value occasion and bridal enquiries
Local brand Search	5%	■1,500	■50	Capture searches for the salon's own name, if search volume exists
Remarketing / PMax test*	10%	■3,000	■100	Use one test only if conversion tracking and sufficient assets/audience exist
Optimization reserve	10%	■3,000	■100	Move to the best-performing service after initial data
TOTAL	100%	■30,000	■1,000	Initial planning split

*If the budget is constrained or tracking/audience is not ready, allocate this test amount to Search instead. Do not launch both PMax and Display remarketing just to fill a channel mix.

Option B — ■50,000/month (approximately ■1,667/day)

Campaign	Share	Monthly	Daily approx.	Role
Core service Search	45%	■22,500	■750	Basic, facial and hair services
Bridal / party makeup Search	25%	■12,500	■417	Higher-value occasion leads
Local brand Search	5%	■2,500	■83	Protect brand demand where relevant
Performance Max or remarketing*	10%	■5,000	■167	Choose one after assets and tracking are validated
Scaling reserve	15%	■7,500	■250	Scale proven ad groups or peak-date bridal demand
TOTAL	100%	■50,000	■1,667	Initial planning split

Budget rule: evaluate by qualified enquiries and confirmed appointments. Shift budget toward services that can afford their cost per booking; do not scale based only on CTR or low-cost clicks.

5. Recommended Campaign Structure

Campaign name	Type	Ad groups / focus	Priority
SALON_SEARCH_CORE	Search	Threading & waxing; facial & cleanup; haircut & hair spa	High
SALON_SEARCH_BRIDAL	Search	Bridal makeup; engagement makeup; party makeup	High
SALON_SEARCH_BRAND	Search	Salon name and common brand-name variants	Conditional

Campaign name	Type	Ad groups / focus	Priority
SALON_PMAX_LOCAL	Performance Max	Local service assets; calls, directions, booking leads	Test after tracking readiness
SALON_REMARKETING	Display / other eligible remarketing	Past site visitors, if audience size and consent requirements permit	Optional

Start with the two core Search campaigns. If search volume is low, consolidate related services rather than creating thin campaigns with insufficient data. Use location assets only when the Business Profile is eligible and correctly linked.

Suggested settings

• Networks: start with Google Search; review Search Partners separately before keeping them enabled.

• Location option: target people in or regularly in the selected service area, rather than people merely interested in the area.

• Ad schedule: align call assets with hours when staff can answer. Web/WhatsApp leads may run outside those hours only if follow-up is reliable.

• Device and location adjustments: use actual conversion quality data before making major bid adjustments.

6. Geographic Targeting

• Begin with the salon's immediate catchment—often a 2–5 km radius in dense urban areas, adjusted for traffic, parking, public transport and local competition.

• Test nearby residential or commercial localities only when customers realistically travel from there.

• For bridal makeup, test a wider area or separate location-specific ad groups if clients commonly travel farther for consultations and events.

• Exclude areas that consistently produce irrelevant or unserviceable leads.

The exact pin, radius and locality list cannot be finalized until the salon's address or target neighbourhood is supplied. Do not treat Mumbai as confirmed merely because it is the estimated user location.

7. Keyword Plan & Match Types

Use exact and phrase match initially to keep search intent controlled. Review search terms frequently; expand only when lead quality supports it.

Theme	Example keywords (illustrative)
Basic services	[eyebrow threading near me]; "waxing salon near me"; "cleanup salon near me"; "waxing price salon"
Facial	[facial near me]; "premium facial near me"; "facial salon price"; "cleanup facial salon"
Hair	[haircut near me]; "hair spa near me"; "hair styling salon near me"; "hair spa price"
Bridal / party	[bridal makeup artist near me]; "bridal makeup packages"; "engagement makeup artist"; "party makeup artist near me"
Brand	[salon name]; "salon name booking"; common misspellings if evidenced

Important: keyword availability and cost vary by city, competition, match type and season. Validate actual local search volume and forecasts inside Google Ads before finalizing bids.

8. Negative Keyword Strategy

Negative theme	Examples	Caution
Jobs / training	jobs, vacancy, career, course, training, certificate	Use when not offering jobs or training
DIY / education	how to do at home, tutorial, steps, meaning	Review context; some searches may still have commercial intent

Negative theme	Examples	Caution
Free / irrelevant	free, sample, school project	Do not blindly exclude 'discount' or 'offer' if the salon genuinely runs promotions
Wrong service	men's barber (if not offered), tattoo, dental, spa hotel	Only exclude services the business does not provide
Product-only intent	wholesale, supplier, manufacturing, salon equipment	Use where searches are clearly not for salon appointments

Review Search Terms at least twice weekly during the first month. Add negatives carefully so relevant phrases such as 'affordable facial' or 'bridal makeup price' are not blocked.

9. Ad Copy & Responsive Search Ad Examples

Example A — Facial & Skin Care

Headlines: Facial Services Near You | Regular & Premium Facials | Check Facial Options & Prices | Book Your Salon Appointment

Description: Explore facial and cleanup services with clear options and pricing. Contact the salon to check availability and book your appointment.

Example B — Hair Services

Headlines: Haircut & Hair Spa Near You | Hair Styling Appointments | Check Services & Pricing | Book a Salon Visit

Description: Find haircut, styling and hair spa options in one place. View service details and contact us to confirm a convenient slot.

Example C — Bridal / Party Makeup

Headlines: Bridal Makeup Packages | Party & Engagement Makeup | View Makeup Portfolio | Enquire About Your Event Date

Description: Explore bridal and party makeup services, portfolio images and package inclusions. Enquire with your event date to discuss availability.

Example D — Basic Services

Headlines: Threading & Waxing Near You | Salon Cleanup Services | Check Service Prices | Book a Quick Appointment

Description: Check available threading, waxing and cleanup services. Contact the salon for current prices, timings and appointment availability.

Use the real salon name, verified location, truthful prices and actual offers. Google responsive search ads have asset-length limits; check each headline/description in the ad builder before publishing.

10. Google Ads Assets

• **Sitelinks:** Facial Services; Hair Services; Bridal Makeup; Service Menu & Prices; Book Appointment; Contact & Directions.

• **Callouts:** Appointment Booking; Transparent Service Menu; Bridal Consultations (if offered); Multiple Service Options; Convenient Location (only if accurate).

• **Structured snippets:** Services: Threading, Waxing, Facials, Haircut, Hair Spa, Bridal Makeup—only those offered.

• **Call asset:** salon phone number, scheduled during staffed hours.

• **Location asset:** link the verified Google Business Profile if eligible.

• **Image assets:** authentic salon interior, service setup and portfolio images with permissions; avoid misleading before/after claims.

• **Promotion asset:** use only a real, time-bound offer with clear terms.

11. Landing Page & Booking Experience

Avoid sending every ad to a generic homepage if service-specific pages or sections can be created. Each click should land on the most relevant service information.

Page element	Recommended content
Above the fold	Service-specific heading, salon name/location, booking CTA, tap-to-call and WhatsApp if supported
Service menu	Current price or price range, duration where known, inclusions and any consultation requirements
Portfolio	Authentic hair/bridal work and salon photos; obtain permission for client images
Trust	Real reviews, business hours, address, policies and accessible contact details
Booking form	Name, phone, service, preferred date/time; keep fields minimal
Mobile usability	Fast loading, click-to-call buttons, easy form completion, map/directions link
FAQs	Availability, deposits, cancellation/rescheduling, bridal trial and package inclusions where applicable

Do not publish sample ratings, review counts, awards, guarantees or prices as facts unless the salon can substantiate them.

12. Conversion Tracking & Measurement

Set up measurement before spend begins. Treat primary conversions as actions that show meaningful appointment intent; keep weaker engagement actions secondary so bidding is not trained toward accidental clicks.

Event	Role	Implementation note
appointment_form_submit	Primary	Fire only after successful form submission / confirmation
phone_call_lead	Primary where trackable	Use call reporting or call tracking; define a qualified duration
whatsapp_click	Secondary or primary after validation	A click is not proof of a conversation or booking; assess lead quality
directions_click	Secondary	Useful for local intent; not a confirmed appointment
bridal_enquiry_submit	Primary	Capture event date and enquiry type where appropriate
appointment_confirmed	Offline / CRM outcome	Record source, service, date, booking status and revenue where practical

Implementation checklist

• Link Google Ads and GA4; implement Google tag / Google Tag Manager where appropriate.

• Test each conversion with Tag Assistant and a real test submission before launch.

• Prevent duplicate form conversion events on reloads or repeated thank-you page views.

• Use enhanced conversions only when configured appropriately and with required notices/consent.

• Maintain a lead log: date, campaign, service, contact outcome, qualified/not qualified, appointment booked, show-up and revenue.

• Do not upload personal data outside approved platform workflows; restrict access to lead information.

13. Lead Handling & Appointment Pipeline

Stage	Recommended action
New enquiry	Send acknowledgement; assign to a named staff member
First response	Aim to respond quickly during operating hours; set a realistic SLA the salon can maintain
Qualify	Confirm service, preferred date/time, budget/package fit and availability
Booking	Confirm price/inclusions, slot, deposit policy if any, and rescheduling terms
Appointment outcome	Mark booked, attended, cancelled or no-show in a lead sheet/CRM
Follow-up	Use consent-based reminders and follow-ups; do not spam leads

For bridal enquiries, capture event date, venue/area, number of people and requested services only where needed to prepare a quote.

14. 30-Day Execution Roadmap

Phase	Days	Actions
Foundation	1–3	Confirm address, radius, service menu, prices, opening hours, website/booking route, phone, Google Business Profile and tracking.
Launch	4–7	Launch core Search and bridal Search; use controlled match types; check policy, locations, assets and conversion firing.
Search-term mining	8–15	Review actual search terms, add negatives, assess calls/forms/WhatsApp quality, fix weak landing pages and missed calls.
Optimization	16–23	Shift spend toward services with qualified enquiries; test ad copy and landing-page CTA; check lead follow-up.
Scale / review	24–30	Increase budget gradually only for proven service groups; compare confirmed appointments and revenue, not just clicks.

Bidding: use a controlled strategy appropriate to account history and conversion volume. Do not switch automatically to Target CPA on a fixed day; move to conversion-based bidding when reliable conversion tracking and sufficient meaningful conversion data support it.

15. KPI Dashboard & Reporting

Use the first 30 days to establish a baseline. The reference travel document includes example targets, but those numbers should not be copied to a local salon without local auction data and actual performance.

Metric	What it tells you	Review action
Spend / impression share	Budget delivery and visibility	Check eligibility, budget limits and local competition
CTR	Ad/query relevance	Improve keyword-to-ad alignment if weak
Avg. CPC	Click cost	Review query intent, location and auction competition
Qualified enquiry rate	Lead quality	Review search terms, ad promise and service fit
Cost per qualified enquiry	Acquisition efficiency	Compare against service margin and appointment value
Enquiry-to-booking rate	Sales handling effectiveness	Audit response speed, availability and booking process
Cost per confirmed appointment	True acquisition cost	Use booked appointments rather than raw leads
Revenue / ad spend	Return from tracked bookings	Attribute revenue carefully; distinguish estimates from confirmed sales

Reporting cadence: check delivery and tracking daily during launch; review search terms and lead quality twice weekly; produce a weekly service-level summary; conduct a 30-day review before major budget changes.

16. Optimization Rules & Risk Controls

• Pause or refine keywords that repeatedly attract irrelevant searches, after checking whether the issue is the keyword, ad copy or landing page.

• Do not judge a keyword on a single click. Use a consistent review window and enough evidence for the local budget.

• If calls are missed, fix call coverage before increasing traffic.

• If enquiries arrive but bookings do not, inspect pricing clarity, slot availability, staff follow-up and lead qualification.

• If bridal leads are high value but slower to close, track consultations and booked events separately from same-day salon services.

• Only use PMax when the business has suitable image/video assets, verified location details and robust conversion tracking; otherwise keep the budget in Search.

• Keep discount, affordable and price-related searches eligible when commercially relevant; do not block value-seeking customers by default.

Launch readiness checklist

• Salon address, service area and opening hours confirmed.

• Current service menu and prices approved.

• Phone/WhatsApp/booking route tested.

• Google Business Profile verified and linked if applicable.

• Primary conversions tested end-to-end.

• Negative keyword list reviewed.

• Real photos, logo and service pages ready.

• Lead owner and response process assigned.

Executive Google Ads Blueprint

The local beauty-salon acquisition engine

Planning area	Recommendation
Monthly media budget	■30,000–■50,000
Core channel	Google Search focused on local, high-intent service searches
Priority campaigns	Core beauty services + separate bridal/party makeup Search
Geo targeting	Start with the salon's realistic local catchment; exact radius pending address
Primary conversion	Qualified appointment enquiry / call
Business outcome	Confirmed appointments, attendance and revenue by service
Tracking	Google Ads + GA4/GTM where appropriate + lead sheet/CRM outcomes
Expansion	Test PMax or remarketing only after tracking, assets and audience readiness

Information needed to finalize the plan

- Salon name and exact neighbourhood/address.
- Website or booking URL, if available.
- Phone/WhatsApp contact and opening hours.
- Which services are most profitable and which days/times have spare capacity.
- Whether bridal trials, deposits, packages or promotional offers are available.

This strategy is a proposed planning document, not a guarantee of leads, cost per lead or revenue. Actual results depend on location, search demand, competition, website experience, offer, staff response and conversion tracking.