

# THE SLYFOX SPOTLIGHT

Shining a Light on Local Digital Marketing Success Stories



**How does a small business, rooted firmly in the community, make a successful move online? Marketing trends and tools** are coming and going at an almost breakneck pace, and how businesses promote themselves is no longer just about doing good work. This is even true for a type of business that requires face-to-face interaction and the highest rates of customer satisfaction: the beauty salon.

Nadina and Alaina, the team running the London institution Scizzorhands Salon & Spa, took this challenge to heart. The salon has been in business since 1993, and Nadina and Alaina have learned the finer points of being ahead of the curve from Glynis, the founder of Scizzorhands (who still works as a stylist and guru to the next generation!). The changes over the years have included widening their array of beauty services, offering hands-on learning opportunities to interested clients, and using social media and online marketing tools to stand above the crowd.

It's necessary, too, because the crowd has only become bigger since Glynis opened the doors to Scizzorhands more than 25 years ago. The connections she's made as she worked to establish her business helped grow her stellar reputation, and Glynis and her team have tried to stay on the cutting edge of beauty trends. The internet has accelerated the information movement, and now, reputations can be made or broken online, undoing years of community building. If you're not on social media, you may as well be invisible!

Luckily, Scizzorhands has continued their progressive outlook on just about every part of the business, allowing them to keep up with trends even before they become popular. The team not only offers a wide range of services like microblading, makeup application, and eyelash tinting - they teach them, too! Co-owner Alaina is their certified trainer and technician, and she has been teaching people the relatively new skill of microblading since 2015. It's a passion she loves to share with others, and her hands-on approach has been a hit.

Teaching a skill to others is a newer trend in the salon world, but Scizzorhands added it early enough to get ahead of the game. It's just one of their many successes, and if you scroll through their Facebook and Instagram profiles, you'll see a lot more. Their team is not shy about sharing the results from happy customers, and the photos give just taste of the passion and skill that has made Scizzorhands a local favourite for so long.

It's Nadina and Alaina's hope that, by using a marketing secret weapon, their salon will become the absolute favourite for people in the area. This secret weapon? Search engine optimization! SlyFox has helped Scizzorhands make the constantly-changing tactics of SEO



Alaina And Nadina,  
Scizzorhands Salon & Spa  
Photo Credit: MEZ Photography

work for their business, and the strategies have earned them top organic results for Londoners searching for words relevant to Scizzorhands' line of work - microblading, wedding hairstyles, colours and foils, etc.

Successful SEO means designing both a marketing plan and a website with search engines in mind. While SEO is critical for standing out on the Internet, once a business has the audience's attention, it's important to keep them. The Scizzorhands website is designed to encourage clients

to leave reviews, helping their ratings on two of Google's most prominent features: My Business and Maps.

The Scizzorhands team has rarely, if ever, said no to adapting with the changing trends in hairstyles and beauty. SlyFox fits perfectly with the small business philosophy Glynis has stuck by since 1993: promoting and developing the skills necessary to serve all the needs of her clients. Since first opening the doors, the needs of the salon's clients have changed, and so has their business strategy. As the entire world moves online, Scizzorhands is getting ahead of the game through expanding their online reach, letting the Forest City know all about their incredible business.



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