



3 Ads to Scale Your Beauty Business on Autopilot

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LET'S GET STARTED

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Hey, I'm Deirdre!

After 20 years in the game, a family business, a corporate agency job, and launching my own business, I've got a thing or two to share.

If you're committed to making this the year you finally scale your beauty business, I can't wait to help you get there with **paid ads**!

I'm a digital strategist with a degree in business marketing and a graduate certificate in advertising. Throughout my career, I've managed paid ads for big brands like Microsoft, Adobe, Porsche, and Hard Rock!

But my true passion is teaching local business owners how to get new clients and make more money with paid ads.

I know advertising can seem overwhelming and spending your hard-earned money on something as "risky" as paid ads can be really scary.

But paid ads CAN and DO work for small businesses like yours. Let me show you how!



THE PROBLEM

You're amazing at what you do but your growth has hit a ceiling

You didn't start your beauty business by accident.

Whether you specialize in lash extensions, PMU, or skincare, you're passionate about what you do, and **damn good at it, too!** Clients love your work, you've built real momentum, and you've proven you have what it takes to succeed.

But now? You're ready to grow and starting to feel a bit... stuck. You've tried all the usual marketing tactics:

- ✓ Posting on Instagram (when you have time)
- ✓ Running promos and referral offers
- ✓ Asking happy clients for reviews
- ✓ Boosting your best-performing posts

But the results? **Meh.**

What got you this far isn't going to take you to the next level, and you're working way too hard just to keep new clients *trickling* in. Deep down, you're craving something more **predictable**. More **automated**. More **scalable**.

So, how do you go from hustling for growth to scaling your business with confidence?

THE SOLUTION

Grow your client base with ads that run in the background

Whenever someone asks me, *“Why am I stuck? How do I grow from here?”*

My answer is always the same. You need a system that brings in new clients without you having to chase them.

That system? Paid ads.

If you're serious about growing your beauty business without constantly posting on Instagram, chasing referrals, or running promos, learning how to use ads is a game-changer.

But it's not as simple as hitting “Boost Post” and hoping for the best (spoiler alert: boosted posts are not a strategy).

This is where most people get discouraged. They try ads, but...

- They waste money targeting the wrong people
- They see clicks, but no bookings
- They assume ads don't work for small businesses

That last one? False! Paid ads work exceptionally well when you use the right strategy to guide your potential clients from “just browsing” to booked!

THE ROADMAP

Show your potential clients the *right* ad at the *right* time

Paid ads only work when there's a strategy behind them. That means understanding how your dream clients find you, start to trust you, and decide to book. Then, running ads that meet them at every stage of that journey.

Most business owners skip this part.

They've heard ads can work, so they boost a post or try a Facebook ad. But when the ad spend creeps up with no return in sight, they shut everything down, feeling frustrated and burned.

Here's the truth: it's not that ads don't work, it's that most people don't know how to use them *properly*.

Your dream clients aren't all in the same place.

Some don't even know your service exists yet.

Some are searching for it *right now*.

Others just need a nudge to choose *you*.

One boosted post isn't going to cut it. To book more clients, your ads need to show up in front of the right people at the right time.

Let's take a look at how it's done!

THE ADS

Book new clients on autopilot with these 3 high-impact ads



CREATE AWARENESS WITH DISPLAY ADS

Your potential clients can't book you unless they're aware of who you are, what you do, and how you can help them. Display Ads will create awareness of your services and take your brand from best-kept secret to local awareness.



CAPTURE INTEREST WITH SEARCH ADS

Your potential clients are out there right now, on Google, searching for the exact thing you do. They're already interested in your services and they need your help right now! Search Ads will put your business right in front of them in real-time as they're searching.



INSPIRE ACTION WITH RETARGETING ADS

Most people won't book you the first time they meet you. They need time and usually multiple exposures to your brand before making a decision. Retargeting Ads will help you follow up with them and inspire them to take action.

AD #1

Google Display Ads

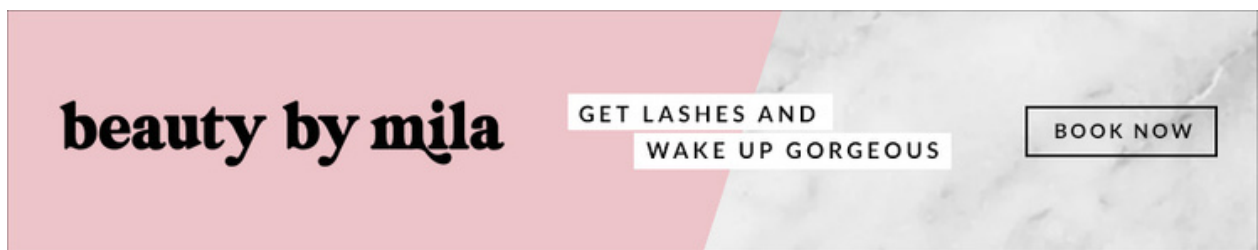
WHAT THEY ARE

A display ad is usually an image that shows up next to or within the content you're engaging with online, such as a banner at the top of an article you're reading or a video you're watching.

I love using Google Display Ads because the Display Network can reach 90% of internet users worldwide. These ads are highly visible, are great for showing off your brand and building awareness.

WHY THEY'RE GREAT

- ☐ Target by interests
- ☐ Really cheap to run
- ☐ Show off your logo
- ☐ Show off your service
- ☐ Build recognition
- ☐ Reach far and wide
- ☐ Boost conversions



AD #2

Google Search Ads

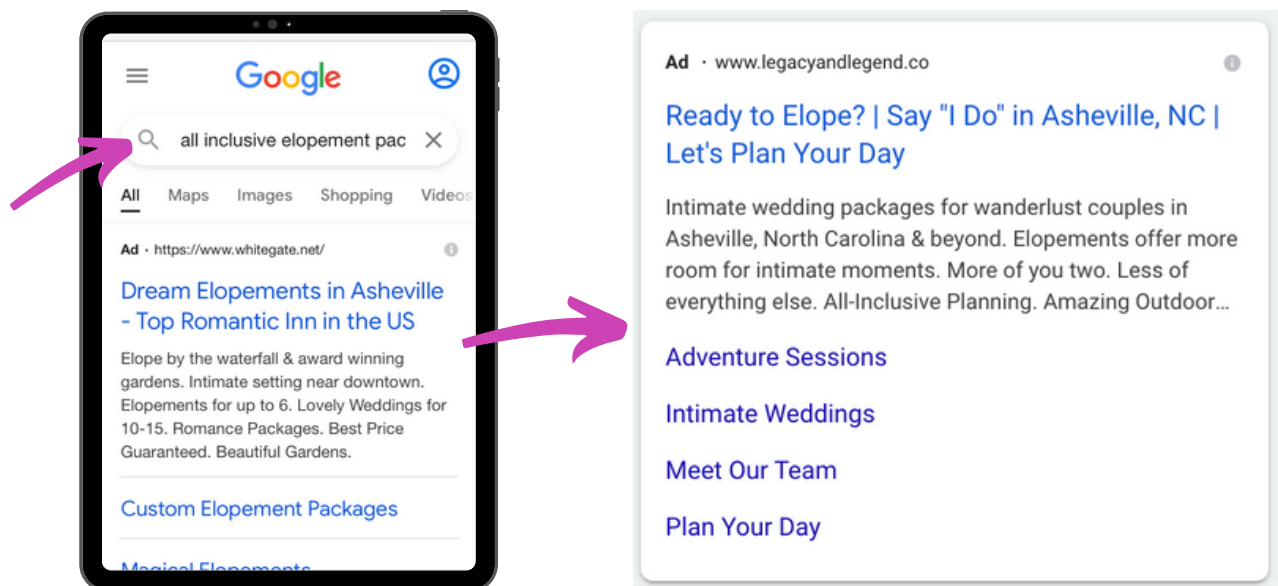
WHAT THEY ARE

Search Ads show up directly in your potential client's search results when they are looking for more info about what you do. They are usually text-based ads with clickable headlines.

I love Search Ads because they are only shown to people who want what you've got. And remember, these ads always show up first! Before the reviews, before the maps, and before the free listings.

WHY THEY'RE GREAT

- ☐ Target by keywords
- ☐ Extremely relevant
- ☐ Highly descriptive
- ☐ Show up in real-time
- ☐ Always show up first
- ☐ Include featured links
- ☐ High conversion rates



AD #3

Retargeting Ads

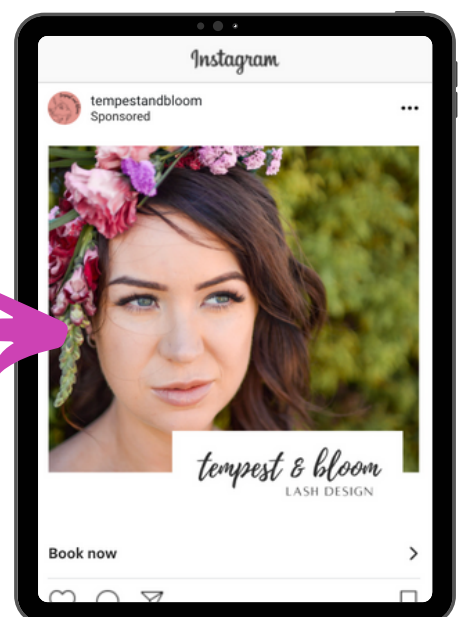
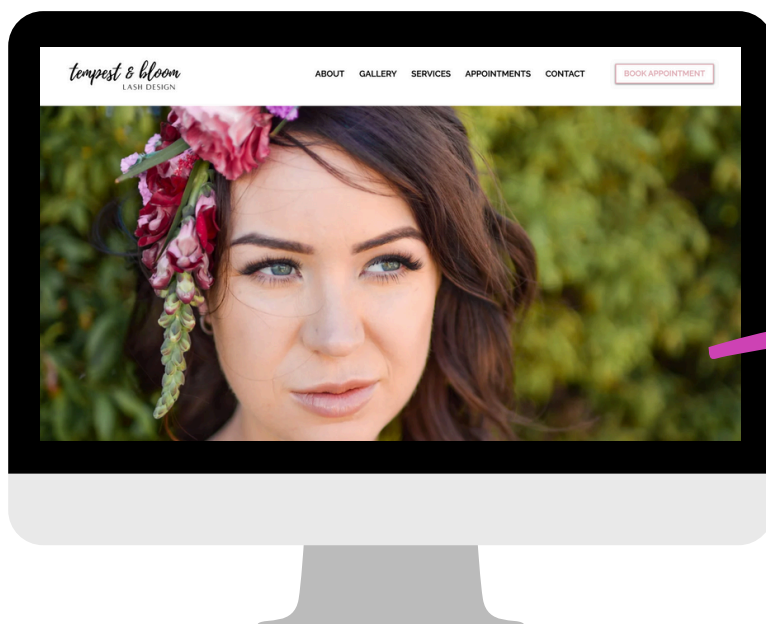
WHAT THEY ARE

Retargeting Ads are those semi-creepy ads that follow you around the internet after you've visited a website. You can use them to follow up with your website visitors as well. It's not that hard!

These ads can show up anywhere, but I love using them on Instagram. It's a highly visual platform that gives you a chance to show off your service in action and inspire people to book now!

WHY THEY'RE GREAT

- ☐ Target site visitors
- ☐ Target Insta followers
- ☐ Highly engaging
- ☐ Show off your service
- ☐ Create connection
- ☐ Bring visitors back
- ☐ Inspire action





CASE STUDY

Dreama-Destiny

Dreama-Destiny, a lash artist, booked **42 new clients** in 12 weeks and is now earning over \$180,000 / year.

Paid ads are the #1 way to get new eyes on your business and new bookings on your calendar! **Still skeptical?**

I get it. Let me introduce you to my client, Dreama-Destiny. She's a lash extension artist working in Maryland, USA.

When I met Dreama-Destiny she was a solo business owner struggling to pay herself. She was sick of working hard just to cover her expenses.

Together, we launched a paid ads campaign using this 3-step roadmap. And within 12 weeks, Dreama-Destiny booked **42 new clients** and completely changed her life.

She's now able to pay herself a consistent salary every month. She has also moved into a bigger studio spaced and hired 2 new staff members. This means her business is serving clients and making money, even when she's not there.

By the end of this year, she'll reach **\$180,000** in revenue!

STRATEGY CLASS

Ready to Scale?



Introducing The Booked Blueprint

Learn exactly how Dreama-Destiny booked 42 new clients in just 12 weeks with paid ads!

