



Comfy Meets Creative

We help salons get seen, trusted and booked.

Attract clients who truly value your work

We help you bring in dream clients who love your vibe and will happily pay for your expertise.

Build a brand online that feels as polished as your salon

From your socials to your website, we'll make you shine online and become the salon everyone's talking about.

Take the stress out of marketing

We'll handle the strategy and creative so you can focus on what you do best, making clients feel amazing.



Digital Marketing
Specialist

Charlotte MacKinnon

- 8+ years in digital marketing
- Helps salons attract loyal, high-value clients
- Builds email campaigns that keep clients coming back
- Uses SEO to help dream clients find your salon on Google easier
- Grows salon brands through creative, story-driven marketing

What We Do for Salons

Here's how we help salons get more bookings



Website Design

Build a premium site that turns visitors into bookings



SEO Growth

Show up first when dream clients are searching



Email Marketing

Stay connected and keep clients coming back



Social Media

Attract new clients and grow your salon community

Our experience spans across beauty, lifestyle, and eCommerce brands with results that show what's possible when strategy and creativity work hand-in-hand.



327%

Increase in Google search



\$20-\$100K

Monthly Email Revenue



72%

More website clicks



1700+

Campaigns sent

Marketing that turns into bookings

Smart marketing that brings more clients, month after month.

Let's say:

500 people

visited your website each month from our marketing and if only

20 new clients made a booking

That would mean your salon would earn an extra

\$3,600 per month

generated in new bookings (based on a \$180 average spend).
That's an additional

\$43,000+ per year

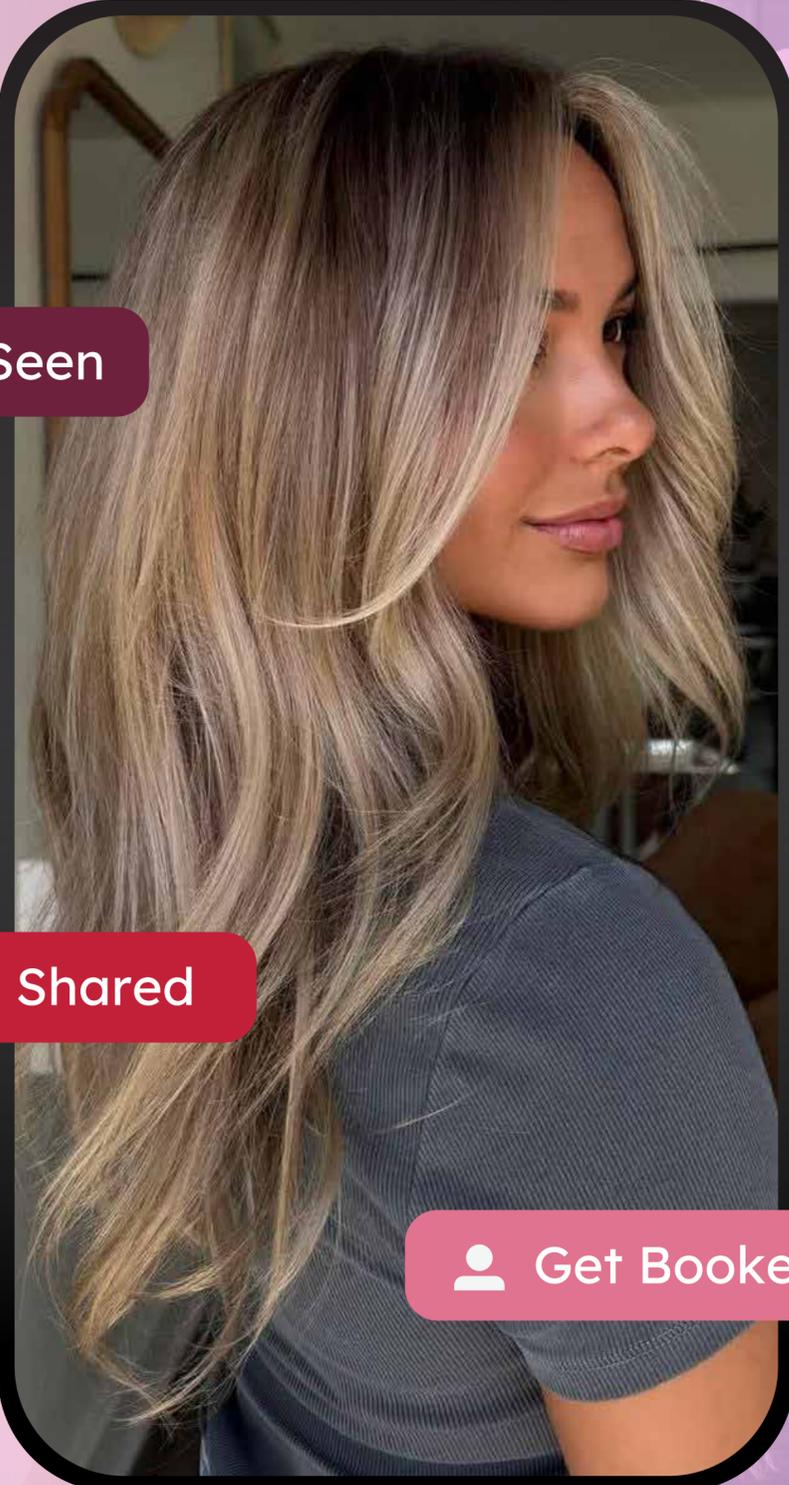
in revenue, all from marketing that works while you focus on what you do best.

Then, with Comfy Creative's email marketing, those clients don't just book once — they'll keep coming back, spending more each year, becoming regular customers.

♥ Be Seen

💬 Get Shared

👤 Get Booked



Website + SEO Services

Your digital shopfront, designed to inspire & drive bookings

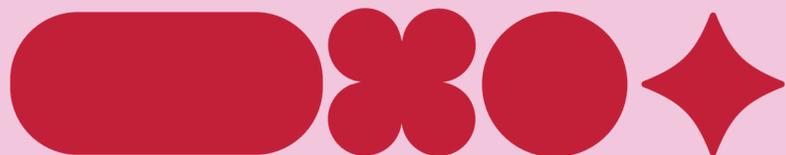
Your website is often the first impression clients have of your salon. It should look as polished as the experience you provide in salon.

We design high-performing, motion-led websites that look beautiful and turn visitors into bookings.



Why salons love this:

A stunning, high-converting website that reflects your brand
Optimised for Google, so new clients find you naturally

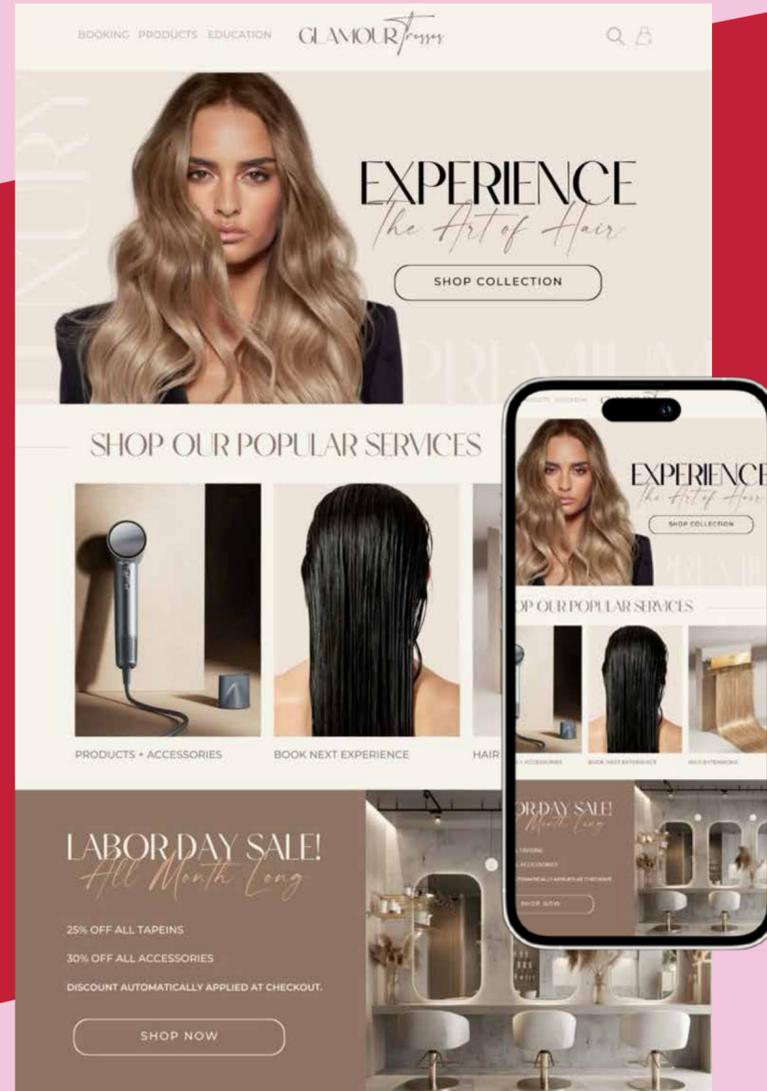


Email Marketing Services

Beautifully branded emails that build lasting relationships

Email is where relationships grow. We design thoughtful, on-brand campaigns that make your clients feel valued and keep them coming back.

From welcome flows to monthly newsletters, our emails connect, convert, and look as beautiful as your salon experience.



Why salons love this:
Nurtures loyal, long-term clients
Drives rebookings and retail sales
Looks on-brand and polished in every inbox

Did you know?
Salons using tailored email + automated flows saw 9% more appointments and up to 25% higher service revenue in a year.

Source: Kitomba 2025



Social Media Services

Inspiring your salon's next scroll-stopping moment

Social media doesn't have to be stressful.

We'll help your salon show up beautifully and consistently with content ideas, editing, and strategy tailored to your style, giving you the support you need.



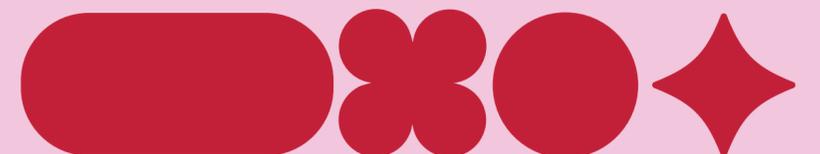
Why salons love this:

A content plan that removes the “what do I post?” stress

Takes it off your plate, so you can focus on what you do best

Scroll-stopping reels that feel natural, not forced

Flexible support, done with you or done for you.





Ready to take your
marketing to the
next level?

Absolutely

Let's do this

Let's get comfy and
create magic together.

✉ hello@comfycreative.com.au

