



CASE STUDY

Perfect Pout Hair & Makeup

Melbourne, Victoria | Est 2001
[WeddingHair/Melbourne/PerfectPoutHairandMakeup/](#)

Perfect Pout Hair & Makeup delivers quality beauty treatments, make-up and hair styling that make brides feel confident and beautiful on their wedding day. With 20+ years of experience, Helen presents a high standard of service and experience.

<p>14,600</p> <p>Annual listing views</p>	<p>3.5X</p> <p>Estimated 12-month Return on Investment</p>	<p>45%</p> <p>Storefront enquiry conversion rate</p>	<p>40</p> <p>Reviews, 5-star rating</p>
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Getting Value From Easy Weddings

The WedCRM tool is such a good time-saver! It helps me respond to enquiries as they come in. I can send off a response through the phone app and even track the correspondence. I've also got solid bookings coming through for the year ahead - March is already fully-booked. And I get so much out of the education and workshops.

Client Summary

Perfect Pout Hair & Makeup has been advertising with Easy Weddings for almost 10 years. We have helped Helen secure consistent bookings allowing her to work for herself full-time. Aside from her listing, Helen is finding added value in our wedCRM tool to quickly respond to enquiries and keep track of her bookings

Benefits of Easy Weddings

- ✓ Solid enquiries for the year ahead
- ✓ WedCRM client management tool
- ✓ Business Advisors who support me to achieve my business goals
- ✓ Industry education
- ✓ Webinars and workshops
- ✓ Wedding trends insights

Testimonial

"Professionalism and responsiveness. Chelsea at Easy Weddings is very helpful and knowledgeable when it comes to her job. Very pleasant to deal with and I have enjoyed a successful business relationship with Easy Weddings."

Helen
Owner

Top Tips

1. Respond to enquiries straight away.
2. Listen to your client. Find out their wedding style, colour themes and their plan for photos on their day, and work with those factors in mind.
3. Always put the client first. Because once you get the client on your side in terms of care, they will trust you with whatever advice you give them - which is very important to help you achieve the best result for them.

CONNECT WITH MORE COUPLES, BOOK MORE WEDDINGS

See what Easy Weddings can do for your business by joining our network of industry leaders. Reach more couples today, by partnering with Australia's largest and most trusted wedding destination.

