



Huetiful

Marketing Method: Social + Digital Activations

PROJECT GOAL

Activated three marketing campaigns to build awareness of the new salon in Chicago, increased conversation and visibility through a PR campaign, and rounded out efforts with a cause-related campaign that amplified Huetiful's commitment to healthy living as a natural hair salon. The L3 Agency also provided supplemental event experience promotion and video content generation.

PROJECT ACHIEVEMENTS

- Huetiful was featured in Crain's Chicago Business newspaper
- Produced and directed custom videos for each stylist and the founder, resulting in 2K+ local views in 90 days.
- The L3 Agency's marketing efforts aided in +80% increase in client base, yielding store expansion.

Contact Us!

Website | LinkedIn | Instagram

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