

THE SHAMAA LUXE

Meta Ads & Google Ads Case Study

Client: The Shamaa Luxe

Industry: Beauty, Makeup & Bridal

Project Type: Paid Advertising & Digital Marketing

Agency: Solven Media

Services: Meta Ads, Google Ads, Campaign Strategy, Audience Targeting, Ad Creative Strategy, Campaign Optimization, Lead Generation

PROJECT OVERVIEW

The Shamaa Luxe is a premium beauty and makeup brand focused on creating elevated makeup experiences for clients looking for professional beauty services.

With beauty and bridal services, digital advertising plays an important role in reaching potential clients at the exact moment they are searching for a makeup artist or considering booking a beauty service.

Solven Media worked with The Shamaa Luxe to develop and manage targeted **Meta and Google advertising campaigns** designed to increase the brand's visibility, reach relevant audiences, and generate new business opportunities.

The focus was not simply on getting more impressions.

It was about putting The Shamaa Luxe in front of the **right potential customers** and encouraging them to take meaningful action.

THE CHALLENGE

The beauty industry is highly competitive.

Potential clients have countless makeup artists and beauty businesses to choose from, especially when searching for bridal and special-event services.

The Shamaa Luxe needed a paid advertising strategy that could help the brand:

- Reach potential clients in relevant locations
- Promote its makeup and beauty services
- Increase brand visibility
- Reach people actively interested in beauty services
- Generate inquiries and potential bookings
- Make better use of advertising spend
- Build awareness around the brand
- Support seasonal and bridal campaigns

The challenge was to move beyond generic advertising and create campaigns built around **audience intent and customer needs.**

OUR OBJECTIVE

Our primary objective was to use paid advertising to create a consistent flow of relevant traffic and potential customers for The Shamaa Luxe.

We focused on:

Brand Awareness

Audience Reach

Service Promotion

Lead Generation

Customer Inquiries

Campaign Efficiency

The overall goal was simple:

Get The Shamaa Luxe in front of people who are most likely to become customers.

OUR STRATEGY

01. META ADVERTISING

Meta provided an opportunity to reach potential customers while they were actively consuming beauty, fashion, bridal, and lifestyle content.

We developed campaigns across platforms within the Meta ecosystem, using creative and messaging designed to capture attention quickly.

Our approach focused on:

- Audience targeting
- Creative selection
- Campaign structure
- Service-focused messaging
- Promotional campaigns
- Bridal-focused campaigns
- Retargeting opportunities
- Continuous campaign optimization

The objective was to make the advertising feel visually aligned with the premium nature of The Shamaa Luxe.

02. GOOGLE ADS

While Meta helped us reach customers based on their interests and online behavior, Google allowed us to target another important type of audience:

People actively searching for a service.

Someone searching for a makeup artist or bridal makeup service already has a potential need.

Google Ads allowed The Shamaa Luxe to compete for visibility during those high-intent moments.

The strategy focused on connecting relevant searches with appropriate services and compelling advertising messages.

03. AUDIENCE TARGETING

Not every person interested in beauty is a potential customer.

We focused on reaching audiences that were more relevant to The Shamaa Luxe's services.

Depending on the campaign, targeting could be built around factors such as:

- Location
- Beauty interests
- Bridal interests
- Event-related interests
- Fashion interests
- Makeup interests
- Search intent
- Previous interactions with the brand

This allowed the advertising strategy to become more focused instead of simply showing ads to a broad audience.

04. CREATIVE STRATEGY

Beauty advertising is highly visual.

A potential customer can make a decision about whether a makeup artist matches their style within seconds of seeing their work.

For The Shamaa Luxe, creative became an important part of the advertising strategy.

We focused on showcasing:

- Makeup transformations
- Bridal looks
- Client results
- Professional beauty imagery
- Before-and-after content
- Service-focused creatives
- Promotional campaigns
- Brand identity

The goal was to let the actual work communicate the quality of the service.

05. BRIDAL CAMPAIGNS

Bridal makeup represents a particularly valuable opportunity for a beauty business.

A bride isn't simply purchasing makeup.

She is purchasing confidence for one of the most important days of her life.

Our advertising strategy therefore positioned bridal services around:

Experience + Trust + Results + Professionalism

Creative messaging was designed to connect emotionally with potential brides while giving them a clear reason to inquire.

06. CAMPAIGN OPTIMIZATION

Launching an advertisement is only the beginning.

We continuously looked at campaign performance to understand what was working and what needed improvement.

This included evaluating:

- Audience performance
- Creative performance
- Click-through rates
- Engagement
- Cost efficiency
- Lead activity
- Campaign-level performance

Underperforming elements could be adjusted while stronger campaigns received more attention.

The objective was to continuously improve the efficiency of the advertising system.

THE CUSTOMER JOURNEY

We structured the advertising experience around a simple journey:

DISCOVER

A potential customer sees The Shamaa Luxe through Meta or Google.



EXPLORE

They become interested in the makeup artist and explore the brand.



BUILD TRUST

They see the quality of the work, transformations, bridal looks, and overall brand presentation.



INQUIRE

They contact The Shamaa Luxe to ask about availability, pricing, or services.



BOOK

The inquiry moves into a potential appointment or booking.

This journey is particularly important for beauty businesses because customers often need to develop trust before making a booking.

WHAT WE DELIVERED

META ADS

- Campaign strategy
- Audience targeting

- Ad campaign setup
- Creative direction
- Service-focused campaigns
- Bridal campaigns
- Campaign optimization
- Performance monitoring

GOOGLE ADS

- Search advertising strategy
- Keyword-focused campaigns
- Search intent targeting
- Ad copy direction
- Campaign optimization
- Performance monitoring

CREATIVE STRATEGY

- Ad creative concepts
- Makeup-focused creatives
- Bridal-focused creatives
- Promotional creatives
- Transformation-based content
- Brand-focused advertising

DIGITAL MARKETING

- Audience strategy
 - Customer journey planning
 - Lead generation strategy
 - Campaign optimization
 - Conversion-focused messaging
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THE RESULTS

TURNING AD SPEND INTO OPPORTUNITIES

The campaigns were designed to help The Shamaa Luxe reach more relevant potential customers and create opportunities for new inquiries and bookings.

The primary success indicators included:

Greater visibility

The brand was able to reach new audiences beyond its existing followers.

Relevant audience exposure

Advertising allowed the brand to appear in front of people with potential interest in its services.

Increased service awareness

Campaigns helped showcase The Shamaa Luxe's makeup and bridal offerings.

Lead and inquiry opportunities

The advertising strategy was designed to move interested users toward contacting the business.

Scalable advertising foundation

The campaigns created a foundation that can be expanded around future bridal seasons, promotions, and services.

THE REAL VALUE

Paid advertising is not simply about spending money to show an advertisement.

The real value comes from understanding:

Who should see the ad?

What should they see?

What should the message say?

Why should they care?

What should they do next?

For The Shamaa Luxe, we brought these elements together into a structured advertising strategy.

META + GOOGLE

TWO PLATFORMS. TWO DIFFERENT OPPORTUNITIES.

One of the biggest advantages of using both platforms is that they can reach customers at different stages of the buying journey.

META

Creates demand.

People discover the brand while browsing social media, seeing makeup transformations, bridal content, and beauty inspiration.

GOOGLE

Captures demand.

People actively search for makeup artists and beauty services when they already have a potential need.

Together:

Meta creates attention.

Google captures intent.

The Shamaa Luxe converts that interest into conversations and bookings.

THE SOLVEN MEDIA APPROACH

We don't believe every business needs to simply "run ads."

Advertising needs to be connected to the business.

For The Shamaa Luxe, we built the strategy around:

Brand → Audience → Creative → Advertising → Inquiry → Booking

This allowed paid advertising to become part of the wider customer acquisition journey rather than an isolated marketing activity.

PROJECT SNAPSHOT

Category	Details
Client	The Shamaa Luxe
Industry	Beauty, Makeup & Bridal
Project	Meta Ads & Google Ads
Agency	Solven Media
Primary Goal	Generate relevant audience reach and customer opportunities
Platforms	Meta & Google
Strategy	Paid Advertising & Audience Targeting
Creative Focus	Makeup, Bridal, Transformations & Services
Primary KPIs	Reach, Engagement, Traffic, Leads & Inquiries
Key Outcome	Stronger paid digital acquisition foundation

THE BIGGER PICTURE

The Shamaa Luxe already had something extremely valuable:

The ability to create beautiful results for its clients.

Our job was to help those results reach more of the right people.

Through targeted advertising, we connected the brand's creative work with potential customers actively interested in beauty and bridal services.

The result is a paid marketing foundation that can continue to evolve with:

Bridal Seasons

Special Offers

New Services

Beauty Campaigns

Retargeting

Audience Expansion

Future Growth

THE SHAMAA LUXE × SOLVEN MEDIA

Turning Beauty Expertise Into Digital Demand.

We combined targeted advertising, creative strategy, audience research, and campaign optimization to help The Shamaa Luxe reach potential customers where they were already spending their time and searching for services.

Because great work deserves to be seen by the **right audience**.

YOUR BRAND DESERVES BETTER.