

DEMAND CAPTURE · CALGARY, AB

733 trips to the chair. ~\$9 to win each client.

How we took one Calgary barbershop from hard-to-find to the top of Google — and turned ad clicks into real people walking through the door.

THE RESULTS

Six months. Real numbers.

Every figure below is tracked in Google Ads, Google Analytics, Search Console, and the shop's Squire booking platform — verifiable, not estimated marketing fluff.

VISITS TO THE SHOP (FROM ADS)

733

Google-estimated store visits — about 4 a day walking in

COST PER NEW CLIENT

~\$9

vs. a ~\$700 lifetime value per client

NEW CLIENTS

535

First-time customers in 6 months

GOOGLE RANKING

#1-2

For "calgary barber" & the searches that matter

★ THE HEADLINE

Our ads alone drove an estimated **733 visits to the shop** — and the campaign hit its **single best revenue month on record in January**, the slowest month of the year for barbers. This isn't a fluke. It's a system.

THE BEFORE

Sound familiar?

This is where most barbershops start — and where this one started, too. If any of this is you, keep reading.

- ✂ A website that's outdated, slow, or barely there — and doesn't turn visitors into bookings.
- ✂ A booking page buried in long, messy descriptions that's a pain to navigate.
- ✂ A Google profile that's neglected — so you're invisible when someone searches "barber near me."
- ✂ Booking links that don't work, and zero follow-up once someone's in the system.
- ✂ No automation bringing past clients back or asking happy ones for reviews.
- ✂ Relying on walk-ins and word-of-mouth — and hoping it's enough this month.

THE REAL PROBLEM

It's not that barbers aren't good at cutting hair — they're great at it. The problem is **the demand never reaches the chair**. People are searching for a barber every day; a broken online presence means they find someone else.

The Demand Capture method

We don't just "run ads." We build an engine — in a deliberate order — so every dollar of demand actually lands in your chair.

1

Fix the Foundation

Before spending a dollar on ads, we fix what converts: the website, the booking flow, and your Google profile. Stop the leaks first — otherwise you're paying to send people to a broken funnel.

2

Capture the Demand

Then we turn on Google Search ads — search-only, hyper-targeted keywords, refined to your best neighbourhoods. We intercept high-intent locals exactly when they're looking for a cut today.

3

Dial It In

We tune relentlessly — cutting wasted spend and "window-shopper" clicks — until you've got a steady stream of new clients a day at a cost that makes the math work.

4

Retain & Compound

Once revenue's flowing, we add automation: bring existing clients back before they drift, and generate a steady stream of reviews that push your ranking even higher.

THE MATH THAT MATTERS

Why a \$9 client is worth a fortune

A first haircut is just the start. Barbershop clients are some of the most loyal repeat customers in any business — and that's where the real money is.

COST TO ACQUIRE

~\$9

Per new client, via Google Ads

LIFETIME VALUE

~\$700

~\$35 ticket × ~10 visits/yr × ~2 yrs

THE LEVERAGE

Spend ~\$9 to win a client who comes back for years. That's not marketing spend — **it's financial leverage.** One upfront cost becomes hundreds of dollars of predictable, recurring revenue per client. That's the engine.

Figures from our flagship Calgary client. Cost-per-client improves as the system matures — new campaigns typically start higher and dial toward target over the first 1–3 months. We target ~\$15 or less; our flagship now runs around \$9.

We sell chairs filled — not clicks

We're not like the agency that sends a monthly report full of likes and impressions. We engineer one thing: paying clients in your chair.

- ✂ **No vanity metrics.** We don't sell followers or impressions. If they don't sit in your chair, we don't count it.
- ✂ **Surgical targeting.** No generic "barber near me" waste — we intercept high-intent traffic in your most profitable postal codes.
- ✂ **Frictionless funnels.** No slow homepage. Dedicated, fast pages that close the booking instantly through your system.
- ✂ **Skin in the game.** You pay for the build; our management fee kicks in once the bookings are actually flowing.

Claim your city before your competitor does.

We deploy this engine for **one barbershop per city** — so we're never bidding against our own clients. If your market's open, we'll build you a custom blueprint. Book a free 15-minute strategy call.