

The logo for Entity Salon Inc. features a large, bold, black L-shaped graphic on the left side of a white rectangular area. To the right of this graphic, the word "ENTITY" is written in a large, thin, black, sans-serif font. Below "ENTITY", the words "SALON INC." are written in a smaller, thin, black, sans-serif font, with wide letter spacing.

ENTITY
SALON INC.

**System
Migration**

Entity Salon

About Entity Salon

A relaxed luxury-hybrid salon that provides continuous education, innovative practices, and has a commitment to sustainability. They are driving positive change in the beauty world.

Join them on a journey of self-expression and empowerment, where luxury is for everyone.

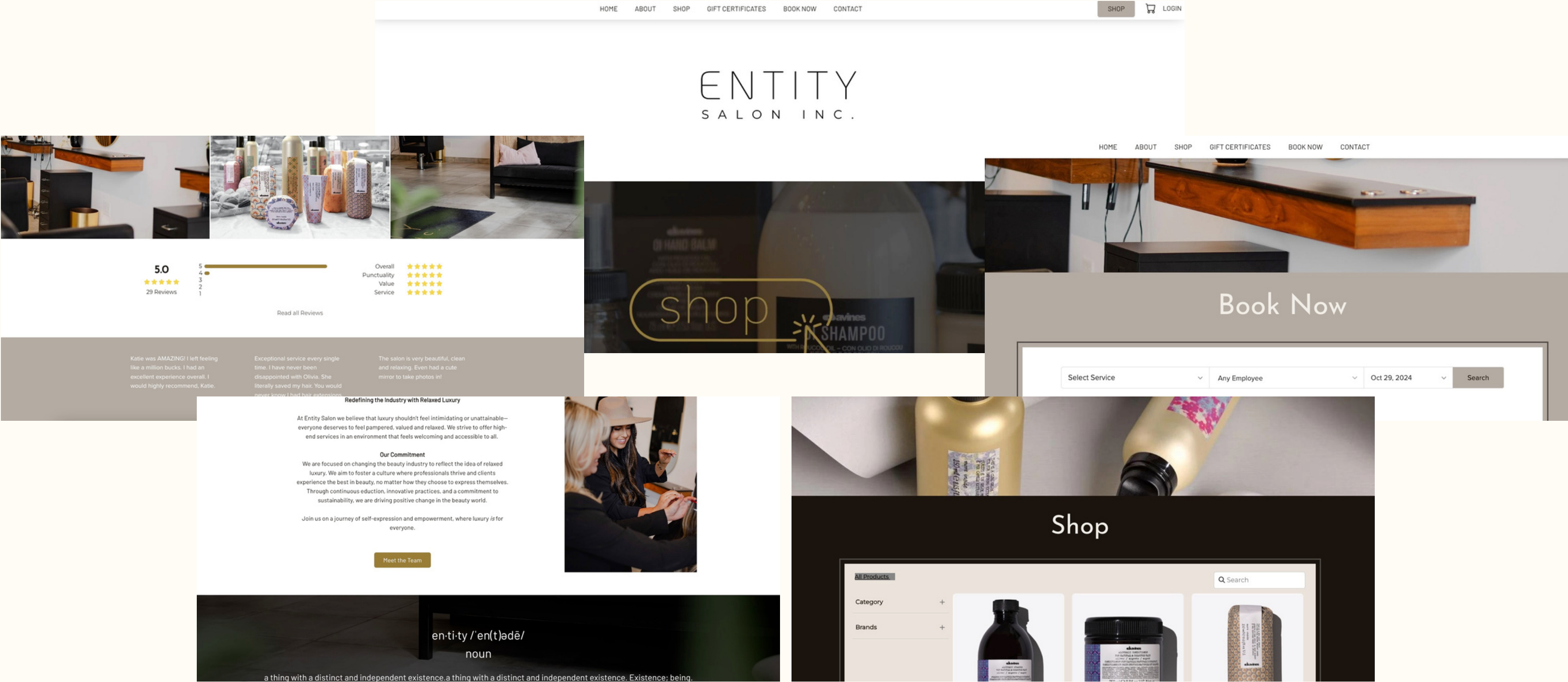


Backstory/Transformation

Co-owner, Olivia, came to us for a system migration. She had previously used a company overseas to set up a Shopify store. However, the set up was unable to be used by staff and the customer website wasn't aesthetically pleasing.

We migrated the system over to their current booking platform, Vagaro, to help make back-end management much easier for their staff. Not only did this create ease on the back-end, but allowed ease for customers shopping and booking all in one (aesthetic) place.

Website Design





CREATED A USER-FRIENDLY WEBSITE BOTH ON THE FRONT & BACK END



IMPROVED USER EXPERIENCE BY CREATING AN EASILY NAVIGATABLE LAYOUT



INTEGRATED THEIR BOOKING SYSTEM & SHOP AREA ALL INTO ONE STREAMLINED PLACE

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Thank you so much to the Amplified Team, for coaching us through the CDAP Grant Program and completing our request for website migration and starting design.

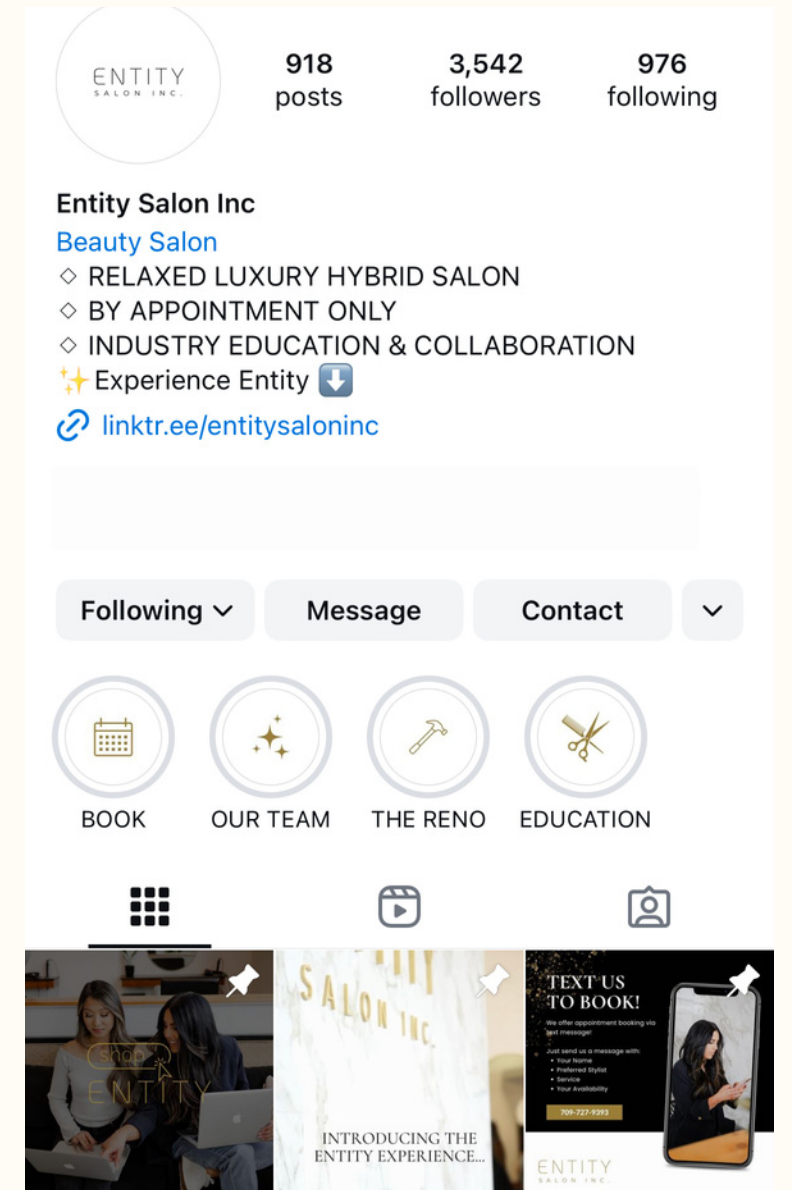
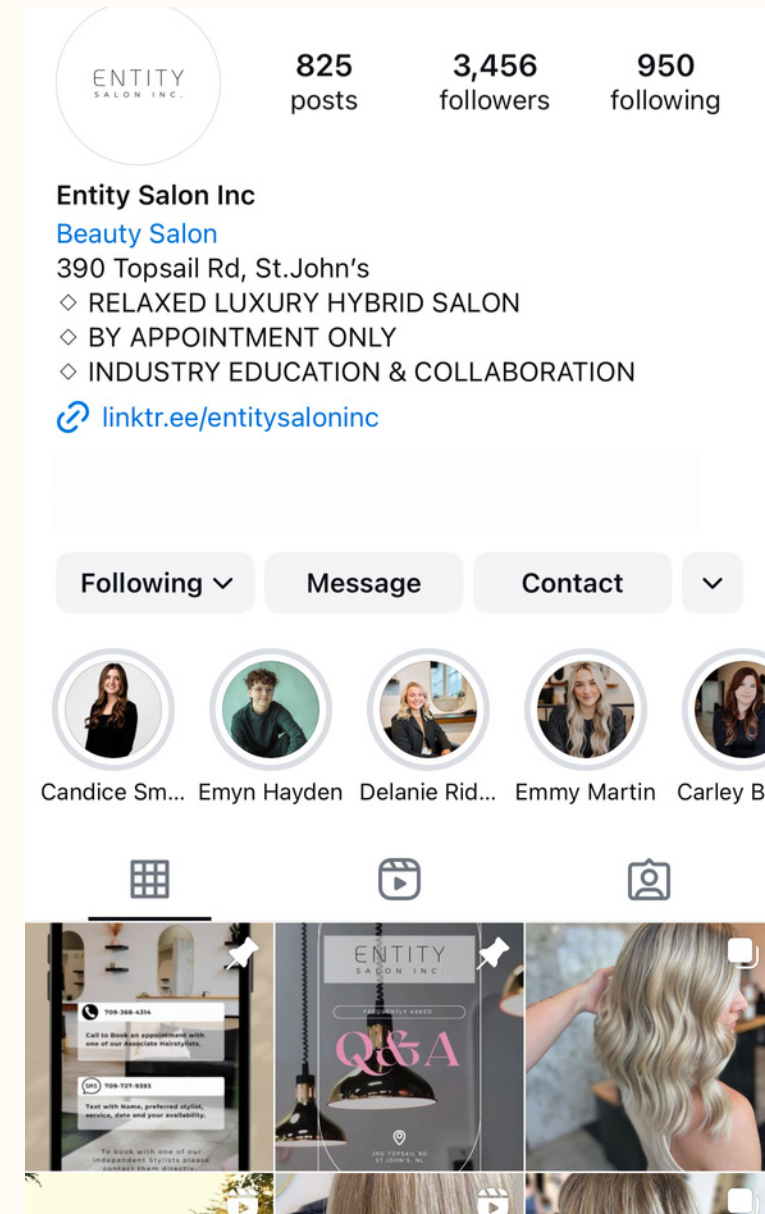
Since then we have been using them for social media content posts and it has taken one more task off my salon ownership to-do list. We have worked directly with Lydia for our projects and she has communicated promptly and effectively every time.

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Conclusion

We then helped successfully launch their new and improved website and created a social strategy to further enhance their brand identity. Our Social Media Management package helped:

- *Create a cohesive and impactful launch strategy*
- *Update their bio to include a CTA*
- *Refine their IG Highlight section for easier navigation*



**Refresh,
enhance,
& elevate
your website
now!**

Contact Us:

hello@amplifiedsocial.ca

Book a free intro call

