



CLIENT:

Lash Lounge at Bethany Village

A.wordsmith partnered with Lash Lounge for a three-month public relations project that focused on social media and influencer relations.

Client Description

Lash Lounge at Bethany Village is a beauty salon in Portland, Oregon offering eyelash and brow services, including extensions and tints for women of all ages. Lash Lounge at Bethany Village opened its doors in December 2018.

Project Description

With over 90 Lash Lounge locations across the U.S., Lash Lounge at Bethany Village wanted to stand out amongst the other franchisees, raise awareness of its grand opening and bolster a reputation of being a premiere salon that caters to women of all ages. To achieve this goal, A.wordsmith partnered with Lash Lounge for a three-month public relations project that focused on social media and influencer relations.

Key Results

A.wordsmith secured a total of 30 Instagram story cards, eight Instagram feed posts and six blog posts from well-known beauty and lifestyle bloggers in the Portland area. The resulting posts all promoted Lash Lounge and its services as an inclusive, high-quality and life-enhancing experience. Due to the success of the initial three-month project, Lash Lounge at Bethany Village extended its partnership with A.wordsmith for a total of six months. During this time period, A.wordsmith also facilitated ongoing partnerships between the salon and target influencers.

Top blog posts:

- The Urban Darling: [Getting Lash Extensions at the Lash Lounge](#)
- Dazzling Daily Deals: [Lash Extensions – Not Just For Millennials](#)
- Seasonal Memories: [I Just Tried Lash Extensions at Lash Lounge!](#)
- Seasonal Memories: [Pros and Cons of Getting Eyelash Extensions](#)
- Love, Laura: [Eyelash Extensions at Lash Lounge](#)

Top Instagram posts:

- [@theurbandarling](#)
- [@whiskeynsunshine](#)
- [@dazzlingdeal](#)
- [@seasonalmemories](#) and [follow-up post](#)
- [@xoxolovelaura](#) and [follow-up post](#)
- [@xoangierich](#)