



# From Dull To Glowing: Skin Formulas' Google Ads Transformation ✨



SKIN FORMULAS

Founded in 2019, Skin Formulas is an Irish brand created by Geraldine Jones, a skin therapist with over 20 years of experience, who wanted to simplify skincare and make it accessible for everyone. The team at Skin Formulas are all passionate about their brand. Head of Digital Operations Emma Lynam says: *"We know that once our customer starts using our products, they're going to fall in love with them."*

*"Without Louise, we wouldn't have achieved the reach or return we've seen. The return on Google has been absolutely phenomenal."*

*Emma Lynam  
- Skin Formulas*

**Spotlight  
on Stats**

**ROAS: 13.28 (1,328%)**

**CTR: 2.41%**

**Conversion Rate: 8.72%**

# The Challenge: No Google Ads Presence and a Need to Grow B2C



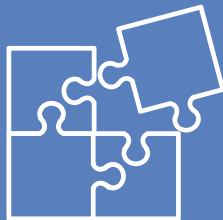
With the incredible results produced by their products, Skin Formulas quickly built up a devoted customer base, particularly with the B2B market - stocking products in salons and clinics. But by late 2022, it became clear that Skin Formulas' B2C sales needed a boost. Emma knew the next step was to run Google Ads. But there was a challenge.

“  
"Google Ads is **very technical** and always changing. We wanted an **expert** who could keep up with the constant changes that were required."

The lack of in-house expertise in Google Ads meant that without the right solution, the company's growth in the B2C market would be stunted.



# The Solution:



## A Tailored Google Ads Strategy from Scratch

Louise Beasley came highly recommended to Skin Formulas, and it was clear she was the perfect fit. Her approach was collaborative, and she took over the Google Ads strategy, allowing Skin Formulas to focus on other areas of the business.

*"We knew Google Ads were important, but having Louise manage them meant we could focus on other areas. She's so knowledgeable and explains everything so clearly."*

Starting from scratch in November 2022, Louise implemented a Google Ads campaign, focusing on promoting the brand's USPs - vegan, cruelty-free products, with effective and simplified skincare routines. Emma recalls the immediate impact:

*"The results were pretty instant. We launched in November 2022, which was perfect timing with Black Friday, and from there, it just grew!"*

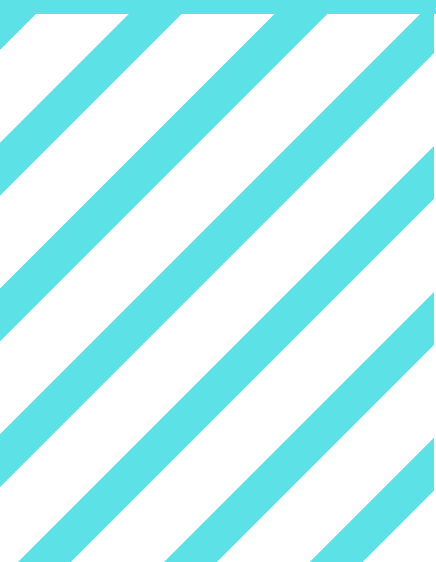




One of the standout features of working with Louise has been her quick communication, clear answers, and honest advice.

“

*"Louise is very efficient, always responds promptly, and provides us with detailed reports that really add value."*



This reliability has been a key factor in building trust and for the long-term success of the team.

# The Results:



## Impressive Growth in B2C Sales & A Trusted Partner for the Future

Within six months, the impact of Louise's work was undeniable. *"From November 2022 to May 2023, we doubled our spend, but we quadrupled our return."*

Thanks to Louise's strategic approach, Skin Formulas saw significant growth in its B2C segment. The company's B2B-to-B2C ratio, which had been 80:20, began to shift to a healthier balance, with B2C making up a larger share of sales. Emma says: *"That was a huge change for us. Louise has been instrumental in getting us there."*

Louise also helped the business transition to a new website. Emma reflects on how important this was. *"Louise was a superb support during our transition to Shopify and promptly reacted to the changes that were required."*

With winter approaching, Louise's role is more crucial than ever.

“

*"As we head into the Christmas season, we are confident that Louise has our Google Ads optimised to give us the best return."*

For Skin Formulas, having Louise at the helm of their Google Ads strategy means they can confidently continue growing their B2C presence, supported by a digital advertising expert they can trust.

Geraldine, CEO and Founder of Skin Formulas, reflects on the impact Louise has had on the business, and her role.

***"Louise is an extension of our team: available when needed and always providing the best advice for our business based on her in-depth knowledge and the best practices required to scale a successful Google Ad account. We love working with Louise and can highly recommend her to anyone wishing to explore Google Ads."***

**Does your business need a tailored Google Ads strategy?**

**Contact Louise Beasley for proactive, reliable support—  
with phenomenal results.**



**[louise@louisebeasleysocial.com](mailto:louise@louisebeasleysocial.com)**

**+44 (0)7867 787283**

**LinkedIn: <https://www.linkedin.com/in/louisebeasley>**

**[www.louisebeasleysocial.com](http://www.louisebeasleysocial.com)**

