

# Case Study: Scaling Harald Risinger's Client Acquisition & Studio Launch

## Client Overview

**Client:** [Harald Risinger](#)

**Industry:** Luxury Tattoo & Black & Grey Realism

**Agency:** [Target Avenue](#)

**Partnership Duration:** 2 Years

For over two years, Target Avenue partnered with Harald Risinger to transform his tattoo business from a respected independent artist into a fully booked premium brand, ultimately supporting Harald's transition from independent premium tattoo artist to founder of [The Flame Tattoo Studio](#), helping establish immediate local authority and brand recognition across Marbella ahead of launch.

Through highly targeted paid advertising campaigns, conversion-focused client acquisition systems, and strategic brand positioning, we helped Harald consistently attract qualified high-ticket tattoo enquiries while increasing local and international visibility for his work.

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## The Challenge

Harald had exceptional artistic talent and strong word-of-mouth reputation, but his digital growth lacked structure.

Key challenges included:

- Inconsistent inbound client enquiries
- Limited paid advertising infrastructure
- No predictable booking system for premium tattoo sessions
- Low local market awareness ahead of opening his studio
- Missed opportunities to convert international leads visiting Marbella

The objective was clear:

Build a scalable acquisition engine that could consistently generate premium bookings while elevating Harald's brand authority enough to support a successful studio launch.

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## Our Solution

Target Avenue implemented a full-funnel paid acquisition and conversion strategy designed specifically for premium creative service businesses.



## **Paid Social Advertising Campaigns**

We launched highly segmented Meta campaigns targeting:

- High-intent local Marbella clients
- Affluent expats & international visitors
- Luxury lifestyle interest groups aligned with Harald's aesthetic

This allowed Harald to reach ideal-fit clients actively seeking premium black & grey realism tattoo work.

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## **Conversion Funnel Optimisation**

We rebuilt the lead journey to improve enquiry-to-booking conversion through:

- Optimised booking flows
  - Strategic landing page improvements
  - Lead qualification messaging
  - Retargeting campaigns for warm prospects
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## **Studio Launch Brand Exposure**

When Harald launched **The Flame Tattoo Studio**, we shifted strategy to focus on:

- Local awareness campaigns
- Studio credibility positioning
- Geo-targeted exposure across Marbella & Costa del Sol
- Authority-building creative assets to establish immediate trust

This accelerated awareness during launch and positioned the studio as a premium destination from day one.

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## **Results (24 Months)**

### **+480% Increase in Qualified Client Enquiries**

Paid campaigns consistently generated a strong flow of premium tattoo consultations, allowing Harald to select higher-value projects aligned with his artistic specialisation.

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## **+540% Return on Ad Spend (ROAS)**

Advertising spend became a predictable revenue engine, producing measurable profitability while scaling brand visibility.

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## **+310% Increase in Local Brand Visibility Across Marbella**

Strategic awareness campaigns positioned Harald as one of Marbella's leading realism tattoo artists while generating the exposure needed to successfully launch [The Flame Tattoo Studio](#) as an established premium studio brand from day one.

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## **Client Testimonial**

*"Working with Target Avenue completely changed how I attract clients. Before, bookings were inconsistent and mostly referrals. Now I have predictable enquiries coming in every month, stronger local recognition in Marbella, and the confidence to successfully open my own studio. They've been a huge part of this journey."*

- **Harald Risinger, Co-Founder of The Flame Tattoo Studio**

