

National Children's Haircare Franchise

A children's haircare concept sees new life, increases local performance and return on ad spend from digital marketing campaigns

The Business Challenge:

Being a well-established brand in a competitive market, the hair care brand faced stagnant growth over the last decade and were looking for a new approach to local marketing and growth at the local level. A change in their marketing management and dwindling results from previous agencies made them skeptical to the process of digital/traditional 1:1 marketing.

OneTouchPoint Solutions:

Digital Marketing Program

OneTouchPoint revamped their digital marketing efforts and built out a strong digital campaign structure that focused on getting people in store with haircut coupon offers. Tactics included social advertising, microsite offers and retargeting campaigns that showed digital ads with the coupon offer to customers who visited the brand's website but did not immediately call a salon or make an appointment.

Brand Management Platform

The OneTouchPoint U.Connect platform lets corporate and franchisees access and "order" digital marketing programs for their particular location(s) making it simple and easy for local franchise owners to execute on brand marketing program and drive traffic and revenue.

Analyze & Report

OneTouchPoint developed reporting that provided Return on Ad Spend (ROAS) for the campaigns. This helped location owners decide how to direct advertising dollars to the marketing channels that were driving the most revenue.

Campaign Results

- **20% growth** in revenue
- **Return on Ad Spend** of \$1.70 returned for every dollar spent in marketing
- **271% increase** in promotion coupon code redemption (119% increase from previous provider)
- Remarketing channel captured **over 3,000 appointments and 2,000 coupon downloads** over an 8-month period

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