

Case Study

National Children's Haircare Franchise

 Franchise Retailer

Business Challenges and Strategy

Being a well-established brand in a competitive market, the haircare 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.

Strategy, Goals and Results

Digital Marketing Program

OneTouchPoint revamped the brand's 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



271% increase in promotion coupon code redemption (119% increase from previous provider)



Return on Ad Spend of \$1.70 returned for every dollar spent in marketing



Remarketing channel captured **over 3,000 appointments and 2,000 coupon downloads** over an 8-month period



Technology Solutions Implemented

- U.Connect TCMA Platform capabilities leveraged:
 - Local marketing campaigns
 - Co-op dollars / MDF
 - Rights management / user access controls
- Marketing Services
 - Campaign management services
 - Digital advertising
 - Social media advertising
 - Microsite development
 - Custom reporting