

National Children's Haircare Franchise Achieves Growth

Franchise

Overview.

Facing stagnant growth and disappointment with previous marketing efforts, a national children's haircare franchise partnered with OneTouchPoint (OTP) to revamp its digital marketing strategy. By leveraging the OTP One platform and advanced marketing services, the franchise achieved measurable success, including a 20% revenue growth, significant coupon redemption increases, and a \$1.70 return on ad spend.

About the Organization.

The client, a well-established national children's haircare franchise, serves parents seeking reliable and kid-friendly grooming services for their children. Operating in a competitive retail environment, they were known for their trusted reputation but had begun to see diminishing returns in growth and marketing impact over the last decade.

Keen on driving foot traffic and improving revenue while maintaining a family-oriented brand image, the franchise sought a fresh approach to local marketing at scale.

Business Challenges.

Despite their strong standing in the industry, the franchise was increasingly grappling with growth challenges. These included:

Over **3,000 appointments booked** from remarketing campaign.



Current Results.

- ✓ **20% growth** in revenue
- ✓ **271% increase** in promotion coupon code redemption (119% increase from previous vendor)
- ✓ **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

Key Pain Points:

- ✓ **Market saturation** in an already crowded haircare retail sector.
- ✓ **Ineffective marketing investments**, as past campaigns lacked measurable impact and ROI accountability.
- ✓ A **decline in customer engagement**, with fewer patrons responding to traditional advertising methods.
- ✓ **Skepticism towards digital marketing** due to multiple unsatisfactory experiences with previous agencies, which left franchise owners questioning its potential benefits.
- ✓ A **need to empower franchisees locally**, while maintaining centralized brand consistency, which was crucial for a trusted national reputation.

Faced with these obstacles, the franchise required a solution that would drive customer engagement, provide measurable results, and streamline the marketing processes for both corporate and franchisees.

Strategy & Solutions.

To address these pain points, the franchise turned to the OTP One platform in combination with tailored marketing services. The collaborative approach focused on leveraging OTP's technology and expertise to streamline franchisee-level marketing while optimizing results.

- ✓ **Revamped Digital Marketing Program:** OTP implemented a comprehensive digital marketing strategy targeting local customers and driving foot traffic to salons. Key elements included:
 - **Social Advertising** tailored to reach families and local communities.
 - **Microsite Offers** hosting haircut coupons to incentivize visits.
 - **Remarketing Campaigns** designed to reach potential customers who visited but did not engage with the brand's website, offering relevant ads that encouraged booking appointments or redeeming offers.
- ✓ **OTP One Platform:** The OTP One platform empowered franchise owners with access to a centralized hub for managing their local marketing efforts while adhering to brand guidelines.
 - Franchisees could easily "order" pre-approved, localized digital campaigns directly through the platform, streamlining execution.



Key Pain Points.

- ✓ Brand inconsistency across locations
- ✓ Poor past marketing campaign performance
- ✓ Stagnant growth



Solutions Implemented.

- ✓ OTP One Platform
 - Brand Module
 - Create Module
 - Engage Module
 - Intelligence Module-

- OTP One ensured **brand consistency nationwide**, making it simple for franchisees to maintain the corporate identity while catering to local preferences.
- ✓ **Analyze & Report Functionality:** OTP introduced advanced analytics to measure marketing efforts and ROI. These reports provided critical insights into campaign performance, allowing corporate leaders and franchisees to allocate marketing spend to the most effective channels.

Results to Date.

OTP's partnership produced exceptional results that addressed the franchise's core challenges:

- ✓ **\$1.70 return on ad spend (ROAS)**, ensuring tangible value for every marketing dollar spent.
- ✓ **20% growth in revenue**, demonstrating the effectiveness of the revamped strategy.
- ✓ **271% increase in coupon code redemptions** (119% more than results under the previous agency).
- ✓ The **remarketing channel yielded over 3,000 appointments** and **2,000 coupon downloads** during an 8-month period.

These measurable achievements revitalized the franchise's trust in digital marketing and empowered franchise owners across locations to confidently execute their local strategies.

Positive Business Impact.

The partnership between the national children's haircare franchise and OneTouchPoint demonstrates the power of an integrated approach to marketing technology and strategy. The franchise not only overcame stagnation but also achieved growth, brand consistency, and better-connected relationships between corporate teams and franchisees.

Moving forward, OneTouchPoint remains a reliable partner, continually supporting the brand's success with new innovations and tailored solutions.

Visit 1touchpoint.com or email info@1touchpoint.com.

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