



## MUDLICK MAIL™

THE DIRECT MAIL EXPERTS

### Leading National Salon Franchise Case Study

#### PROBLEM / BUSINESS NEED

- The well-known hair salon is facing stiff competition from other salon chains such as 'Sports Clips' and 'Super Cuts.'
- The owner realized they were not reaching their goal of 100 new customers per week in all three locations (when using another direct mail company) therefore needed to increase response with an appealing offer and a direct mail company that would listen to his needs and give advice.
- The owner also needed more flexibility on where to send his mailers to reach the best potential long-term customer.

#### SOLUTION

**Direct Mail Type:** 6x11 Postcard, Full-Color, Heavy Paper Stock, High Gloss

**Target Audience** (for customer acquisition): It was determined that the best prospects to target are:

- men (60%)
- children in households
- neighborhoods with a 0-3 mile proximity of the salon

The **free market analysis** provided by Mudlick Mail helped determine the ideal customer surrounding their location to acquire market share.

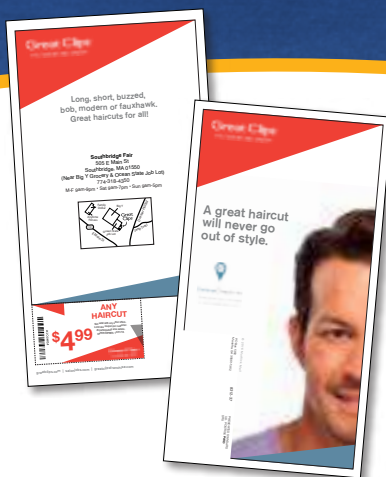
The salon franchisee partnered with Mudlick Mail to execute customer acquisition and retention marketing campaigns. The retention strategy involved:

- mailing to salon database customers that had not made a visit in the past 3 months

Consultation included giving the owner insights on the surrounding markets, compiling an eye catching broad offer, setting up a **call tracking number** for training purposes, and analyzing a post-mailing **database match** to help determine the **response rates**:

- areas for staff training,
- **the best neighborhoods to mail,**
- return on marketing investment, and
- number of new & returning customers.

The long term investment is the most profitable aspect of the whole campaign by retaining customers with a consistent customer life time value. Their goal is to continue to nurture their customers and keep them returning at least 9 times per year.



## 60 DAY RESULTS

Number of Pieces Mailed: 15,002

Overall Responses: 3,122

Overall Customer Acquisition Rate: 20.8%

% of Customers that Redeemed Offer: 40%

Overall ROI: 4 to 1

Campaign Investment: \$6,451.62

Dollars Made: \$34,634.94

#### COMPANY PROFILE

**Locations:** 3 (Leominster MA, Littleton MA, Westford MA)

**Franchise Salon:** Open 7 Days, Stylists On-Site, Highly Competitive Market.

**Marketing Mix:** Events, Pay-per-click, Website, Social Media, App, Direct Mail, Shared Mail, Newspaper (Corporate Marketing)

**Years In Business:** 5

**Salon Capability:** Weekday 7/8 Stylists, Weekends 15 Stylists

## OFFERS



\*Market Specific Offers

855-427-6299

MudlickMail.com/Franchise