

DIMENSIONS IN HAIR

Once upon a time in a land far, far away, Facebook was the marketing channel to be on for small businesses because exposure came at little to no cost. Unfortunately, that is not today's reality. As a result, small businesses and brands have to craft successful advertising campaigns if they want to continue reaching their target audience on social media. With a team of digital marketing strategists at the helm, Moving Targets is equipped with the expertise and know-how to design captivating ads, create and target the ideal audience, measure analytical success and adjust ads accordingly.

CHALLENGE

Dimensions in Hair came to Moving Targets with a desire to reach out to a specific demographic on Facebook that would convert into new salon clients. They had a consistent customer base of loyal clients but they brought on a new stylist who was ready and willing to take on more work.

The business had a good handle on producing engaging and interesting content in-house. However, what they didn't have was a consistent advertising

strategy. The Moving Targets team needed to create a strategy that retained their loyal customer base while using advertising to boost daily salon sales.

SOLUTION

Dimensions was the model candidate for Moving Targets' Your Face social media program. This quarterly package includes \$150 per month in Facebook advertising with unlimited branded designs and one 15-second motion graphics video.

This program capitalizes on the growing prevalence of mobile devices and popularity of video placement in the Newsfeed. Video has become an integral component of successful social advertising campaigns, outperforming photo, text and link post formats.

By combining video and custom-designed offer, page like, website click and local awareness ads, the strategist assigned to Dimensions helped the business owner see new butts in salon chairs.

RESULTS

For Dimensions, the proof of success was in the analytics. The Moving Targets team took a five-pronged approach to their advertising success to increase brand awareness and sales. Building relevant Facebook page likes is the first step for every social media campaign to increase brand awareness. Dimensions added over 100 new likes, increasing their fan base by 36 percent. Moving Targets continued to build brand awareness with website click ads resulting in over 370 unique visitors to www.dimensionsinhairbykathymiller.com.

The objective for their motion-graphics video was to grab the attention of people in the area who are looking for a new hair salon or hot new style. The call-to-action was clear, "Call for an appointment!" The Dimensions video was viewed 5,000 times by Facebook users. In addition to video views, the Moving Targets team ran local ads to reach users in the

area who are looking for a new salon resulting in 107,167 impressions and 34,775 people reached, increasing their average monthly total reach by 6,012 percent.

While it is important to gain new customers, small businesses shouldn't forget about their current customer base. To help keep customers loyal, Dimensions ran offer ads that could be claimed by current fans or users who had purchasing behaviors related to hair products or interests in hair salons. Over a three-month span, the total number of redemptions reached 30 hair services.

The Your Face social media program provided Dimensions with a solid sales funnel foundation to build future campaigns on. The city of Springdale now knows – without a doubt – that Dimensions is the best one-stop salon for beauty services in the area.



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