

## BARE NECESSITIES

Studio Brand created a digital marketing strategy for Bare Necessities' brand that helped establish the brand in a competitive marketplace by utilizing campaigns optimized to increase sales and site traffic.

### GOALS

- Generate brand awareness for a refreshed brand
- Establish positive relationship with local press
- Position the business for rapid expansion
- Increase overall customer reviews

### APPROACH

- Design a striking, user-friendly, mobile-responsive website
- Conduct local influencer outreach
- Attract customer traffic with direct marketing campaigns
- Create effective and consistent messaging with P.R., email, and social media campaigns

### RESULTS

- New location launched within a two-year timeframe from initial start
- 320% increase in website visits from previous year
- 1,000+ PPC advertising clicks
- 212% increase in Facebook followers
- 21% increase in Instagram followers
- 176% increase in Instagram engagement
- 75% increase in Twitter followers
- 100% increase in newsletter click-through rate over list average
- 2015–2016 Houston Press Best of Houston—Best Spa winner
- 250+ five-star Yelp reviews

### THE CURRENT SITUATION

Bare Necessities' goal is to provide customers with flawless skincare experience. The spa tasked Studio Brand with boosting local brand awareness. To accomplish this, SB created a full-suite service package that would supply BN with a strong brand identity, social media presence, press profile, and inbound marketing plan. Each element of the campaign was tailored to reflect Bare Necessities' style. The campaign kicked off in May 2017.

INDUSTRY: HEALTH AND BEAUTY

YEAR: 2017

SERVICE SCOPE: SEARCH ENGINE MARKETING

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

### THE SOLUTION

In order to attract new customers who would return again and again to Bare Necessities, SB utilized marketing techniques old and new. We ran detailed, targeted Facebook ads to Bare Necessities' target demographic and tracked redeemed promotions in order to A/B test ads. We provided P.R. and outreach to local beauty writers and bloggers to promote press coverage and provided high-quality photos. We developed a mobile-responsive website to capitalize on geo-targeted apps and advertising. Finally, we ran four direct mailers to nearby neighborhoods to test the most effective content.

### PROJECT GOALS AND OBJECTIVES

Bare Necessities approved SB's proposal of a campaign-based landing page targeting specific user interest within their three core services: waxing, tanning, and facials. The new campaigns were designed to deliver an easy, frustration-free user experience highlighting BN's specific services, while also providing more information to customers about the service. Site visitors were able to view frequently asked questions, meet the CEO, and read customer reviews. Photography-focused social media and email marketing campaigns drew target consumers to the landing page. SB further spread the word with a social media influencers campaign and traditional media outreach.

### MEASURE OF SUCCESS

The brand development and awareness work supplied by Studio Brand increased Bare Necessities' marketing reach considerably and even garnered positive online engagement from customers. Through consistent outreach, SB helped build the brand's social and email contact lists, setting up Bare Necessities for an even larger campaigns the following year.



Capturing consumer attention in such a crowded marketplace was a challenge that required real creativity on SB's part.

— Kathryn Durkin, DCM, Studio Brand



