



Salon Recovers 280 Guests and Significantly Increases Revenue with Smart Marketing

The Problem

Do the Bang Thing Salon had noticed that a number of their guests had not visited them for more than 120 days. As a small business, they do not have the resources to dedicate team members to conduct time-consuming manual outreach to encourage these customers to return. The Salon also recognized the value in staying in touch with and nurturing customers who had recently visited, in order to keep the brand top of mind when guests are ready for their next cut.

Do the Bang Thing sought a solution that would allow them to build regular and targeted engagement with lost and recent guests to increase their retention and overall revenue.

The Solution

Zenoti Smart Marketing enabled Do the Bang Thing to automate their outreach and retention efforts. Smart Marketing fills your appointment book and segments emails based on appointment availability as well as content, audience demographics and service history to offer specific messaging and promotions to the right customers at the right time.

Smart Segmentation

- Do the Bang Thing segmented their audience members into eleven campaigns depending on visit frequency.
- Email content was specifically targeted to the guest's unique needs, recognizing that the needs of a customer who only visited recently will be different to those who had an appointment months before.
- Do the Bang Thing can now target guests based on their upcoming appointment to upsell specific packages and generate additional revenue.

Volume

- Over the course of the six-month campaign 66,700 emails were sent.
- The emails achieved a strong average open rate of 24% and equally amazing click rate of 4%.
- Not only did the salon increase revenue by encouraging a lost guest to come in for an appointment, but they actually found that these guests spent on average 7% more than others.




Results

*Aug. 2020 – Jan. 2021

 **280** guests recovered

 **16%** revenue uplift

 **15%** of recovered guests booked follow-up visits

"We are thrilled with the fantastic results our Smart Marketing campaigns achieved in the last six months and the strong progress made. We've welcomed back hundreds of lost guests that have generated us thousands of dollars in revenue and we can now continue to send them regular automated emails that nurture them into long-term, loyal customers. Zenoti automatically factors in appointment availability so we never have to worry about campaigns going out then being unable to fulfil that demand, disappointing the very customers we're trying to win back."

-Ben Waugh

Operations Manager

About the Brand

Do the Bang Thing Salon is passionate about being Denver's best hair salon service and the customers are always the number one focus in their intimate, private salon-suite. The team loves delivering creative, high-quality hair designs that show guests their true beauty and make them feel wowed. The salon is proud to have over 600 5-star reviews.