



DIGITAL CASE STUDY

## **GLAMINATOR BEAUTY**

How we impacted business over  
12 months in store and online.





## THE SITUATION

When Glaminator Beauty (GB) first approached SocialJack Media in November 2018, the brand had a new storefront location and was new to e-commerce. Solopreneur and founder, Carol Hanashy, knew her brand and establishment had the power to help women and men feel confident and beautiful at any age. But at the time she did not have the time or resources to market the brand and products on her own. She then sought to partner with an agency that could help her scale the business and set the pace for ongoing growth.





# STRATEGY

## The Plan of Attack

SocialJack Media's (SJM) strategy team built a comprehensive plan, beginning with paid search, social media and email marketing, to increase brand awareness and drive customer calls and online storefront visits.

Our experts immediately repositioned GB as an all-inclusive brand by expanding the target age demographic, proving to customers of all ages that GB's products and services weren't just for older women. With constant collaboration and inspiration from the GB team, SJM's multi-channel approach helped achieve a substantial boost in revenue across GB's service offerings and product line while exceeding CPA expectations.

GB was so pleased with the success, it trusted SJM to test new marketing methods by expanding paid search and social each quarter and allocating a budget for additional video production to enhance social media content.



## SOLUTION

### We'll Take It From Here

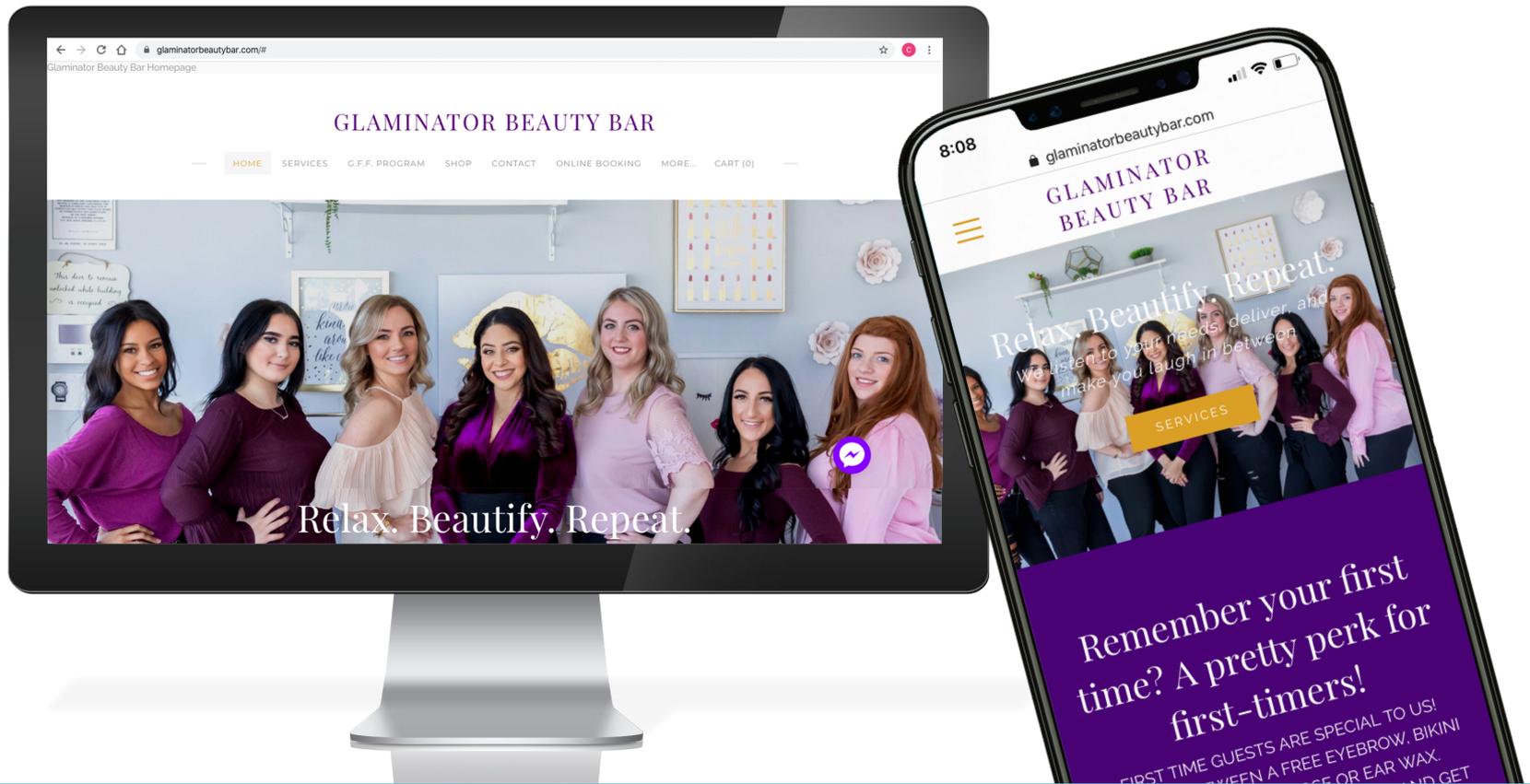
- Developed new product strategies and build campaigns around sentiment, services and the feeling behind the skincare products.
- Revamped paid media strategy (Facebook/Instagram advertising, Google display and search advertising).
- Secured online listings for storefront.
- Improved review management.
- Redesigned copywriting and look of the website with enhanced opportunities for call to action.
- Added top- and bottom-funnel channels to bolster marketing mix.
- Revamped social posting strategy.
- Implemented an email marketing strategy that focused on needs and desires of the target audience.



# RESULTS

## Website

With a new mobile friendly design and relevant content updated regularly, over the course of the year GB showed an organic growth of +253% in unique website visits, +164% product and service page views, an average user visit of 2.314 minutes (a +7% increase from previous the year) and a bounce rate of 0.03% (significantly down from 4.21% a year prior).





# RESULTS

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## Google Adwords

SJM planned SEM campaigns to account for seasonality, taking advantage of first time guest offers, holiday seasons, free shipping perks, and lower spend during slow sales seasons. Additionally, we implemented variations of high performing ads and full rounds of negative keywords while creating top-of-funnel campaigns. Results for the year led to 1,396,483 impressions, 13,809 forms of engagement, and 4,682 phone calls/direction request to the physical storefront.

## Social Media Management

SJM helped GB reposition its social media goals to not only include brand awareness and follower growth but also website traffic, user engagement and conversions. SJM also re-strategized the type of content GB was pushing out to make it more engaging to the consumer with unique messaging and direct calls to action, as well as implementing shoppable posts on Instagram/Facebook.

These strategies earned a 54% increase in IG/FB followers and a 3,100% increase in IG/FB engagement, while doubling website sessions, transactions and revenue.



Google Ads



# RESULTS

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## Facebook/Instagram Advertising

After identifying high-performing audiences through the use of a display campaign for one month, SJM constantly tested new local audiences to find additional targeting opportunities. SJM also saw success from its retargeting campaigns with digital product ads. Holiday promotions also drove consistent results. Our quarterly campaigns averaged a total of 153,205 impressions and 1,883 clicks to the desired call to action. These actions led to a 46% increase in revenue growth to storefront locations and 88% growth in online sales.

## Email Campaigns

SJM's objective with email was to build brand recognition and revenue share, while also growing its contact list. By building out the library of automations, creating a segmentation strategy to remove disengaged users, and through AB testing of email and pop-up content, SJM was able to improve engagement, increase revenue by 15% and grow the contact list by 1,238% in less than one year.

## Creative

GB was beginning to implement a more authentic and current design aesthetic when SJM started to help with email design. We wanted to execute their vision of an updated modern design in order to connect with all age groups and genders. Using graphics, branded purple and bright colors, and GB's in house lifestyle assets, we created more visually appealing monthly email campaigns that led to an average 49% open rate and an average 16.6% click rate.



# CONCLUSION

## And The Growth Continues...

After one year of digital marketing service, SJM was able to increase GB's visibility online, enhance the brand and product positioning, increased online conversions, and drive new customers to its storefront. A strategy that implemented a marketing mix of web design, social media management, SEO, content strategy, email, digital ads, and also assessed and pivoted its approach as needed throughout the process yielded unprecedented results for a start up business in a highly competitive marketplace: beauty.

