

Integrated Marketing Case Study



Online Marketing Strategy, Planning and Implementation

"As a new, local small business, I needed to start gaining new clientele immediately. With an integrated marketing plan from eContactLive, I booked my first appointment within 72 hours of my advertising starting!" - Kristine Worthley, Owner

Introduction

Understanding the need to market her new business, and knowing that word-of-mouth referrals would not be enough, owner Kristine Worthley approached eContactLive in 2010 to come up with an online marketing strategy for her business - Mélange Hair Salon. Upon learning that more than 5,000 internet users were searching Google for the term "Walnut Creek hair salons," Kristine knew her prospects were online, and that she needed an internet marketing strategy to effectively capture her share of these clients.



Challenges

As a new business, Mélange's biggest challenge was going to be competing against established independent hair salons and retail chains, with a fraction of their marketing budget. To meet these demands eContactLive formulated a comprehensive search marketing campaign customized to generate quality results within a moderately established budget.

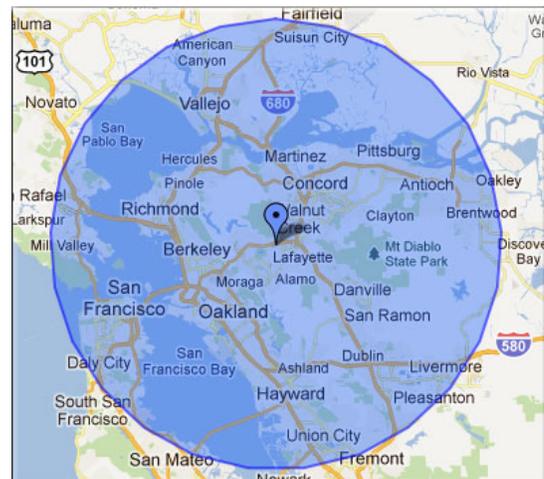
Initial Research and Planning

In order to formulate the proper strategy, we needed to first understand the competitive landscape, and the online demand for Melange Salon's service offerings. We started by performing an extensive keyword analysis of local, organically high ranking, keywords that were showing an upward search trend with relatively low competition on Google. This gave us a preliminary demand estimate of more than 10,000 active local internet users searching each month for Melange Salon's services.

We then prioritized Melange's marketing objectives within their pre-defined budget: a high quality website, a small Pay-Per-Click campaign to capture immediate website visitors, and a longer term SEO strategy to steadily increase Melange Salon's organic search rankings over time.

Localized Targeting

During our initial conversations with Kristine, she let us know that she had a very targeted area where she wanted to drive business. Based on the list of cities she gave us, we decided to focus our advertising efforts on a 25 mile radius from the salon location.



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Website Design & SEO

In working with Kristine, we knew that she wanted a website that not only explained the services she offered, showcased some of her work, and provided a pricing list, but also portrayed class and elegance. With that initial concept direction, we developed a website that was easy to navigate, simple to read, and keyword rich. Our copywriting team and web developers worked closely together to ensure that there was an optimal mix of content and keywords.

We then installed custom lead-tracking and analytics tools to monitor site performance and help gauge return on investment. To capture site visitors on the go, we developed the website to be optimized for all mobile devices including smartphones and table devices. This ensured that Melange Salon would be visible to all available prospects.

PPC

In developing Mélange's keyword list, we started with the keywords "hair salon" and "beauty salon" and then developed a list of similar long-tailed, exact and phrase matched keywords that we knew would drive quality, high-converting traffic to the website. We analyzed all available keywords and identified the most lucrative terms to ensure we were able to maximize Melange Salon's return on investment.

Additionally, we built out an extensive negative keyword list to prevent low quality traffic from taking away from the Pay-Per-Click marketing budget.

Results

Once the website was online, and live, it did not take long to start seeing results. Within 24 hours, Melange Salon was starting to see traffic, and within 72 hours Melange had booked their first client from our online advertising efforts. After a few short months Melange Salon has ads showing in the #1 position on Google for some of their most profitable keyword terms. Internet users who engaged Melange Salon's ads were driven to an informative, deal-specific page on their website, and upon taking desired actions like calling to book an appointment, these opportunities were categorized as qualified leads using site analytics.

Since launching the website and online marketing initiatives, Kristine's online marketing investment has generated a substantial return. In the first month alone, Melange Salon received a 204% ROI for every dollar spent on their search engine marketing campaign. When factoring in the annual value of each new client gained, Melange Salon has realized an annual ROI of over 26,900%.

