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FANTASTIC SAM'S[™]

CUT & COLOR[™]

2022 Case Study

OBJECTIVES AT A GLANCE

- Implement Long Term Strategy
- Deploy multi-touch attribution
- Utilize Paid Social + Search

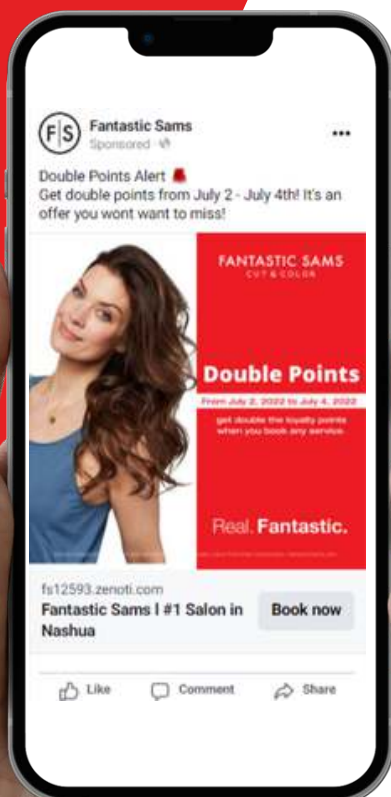
CHALLENGE

Fantastic Sams is a full service salon that provides diverse offerings at an affordable price. Fantastic Sams is one of the world's largest full-service hair care salons, with over hundreds of locations throughout North America.

Although Fantastic Sams had previously used traditional mass media tactics and some digital media campaigns, there wasn't a strategy in place and long term planning. The campaigns' performance was only monitored through soft metrics such as cost per click, click through rate, impressions, etc.

APPROACH + STRATEGY

Fantastic Sams needed a comprehensive campaign strategy like our Activation Bridge. We worked on deploying a multi-touch attribution solution that could be tracked at the store level, allowing us to apply campaign nuances, optimizations, and localized messaging and targeting for each salon location.





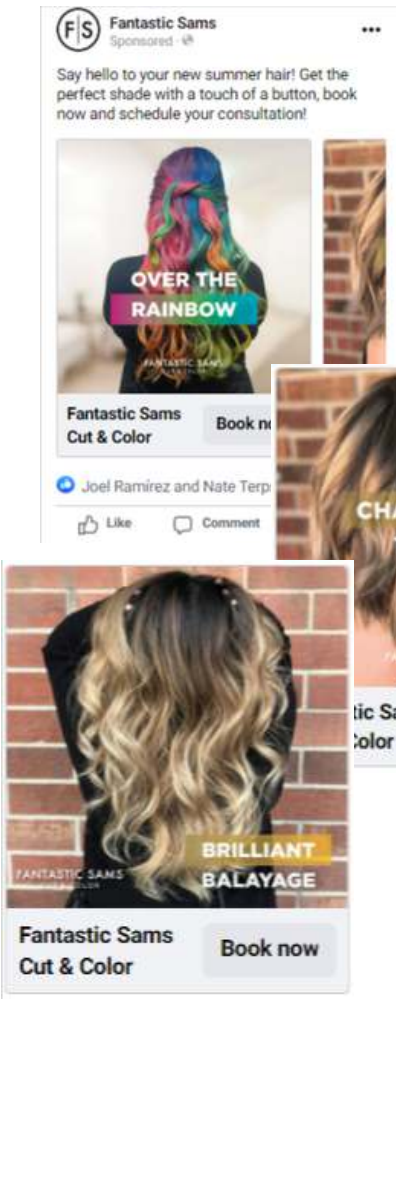
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EXECUTION

We worked on utilizing paid Facebook, Instagram and Search ads to drive traffic and conversions for the various Fantastic Sams salon locations. After testing, we were able to make optimizations based on creatives, messaging, peak times, and capacity levels at each salon.

“
The benefit that McKay gives is the constant attention to the client's needs.
- **Caroline Collier**
FS Brand Ambassador
”



RESULTS

Fantastic Sams is a great example of how understanding specific commercial objectives and tying strategic digital marketing to achieving them can be transformative for a business; the change from their previous model paid off— small improvements, big results!

