Jean Louis David

bluerank

success story

How to encourage the user to make an on-line booking in our hair salon?

Jean Louis David

Reach:
Poland

Sector:
health
and beauty

Launch of operation:
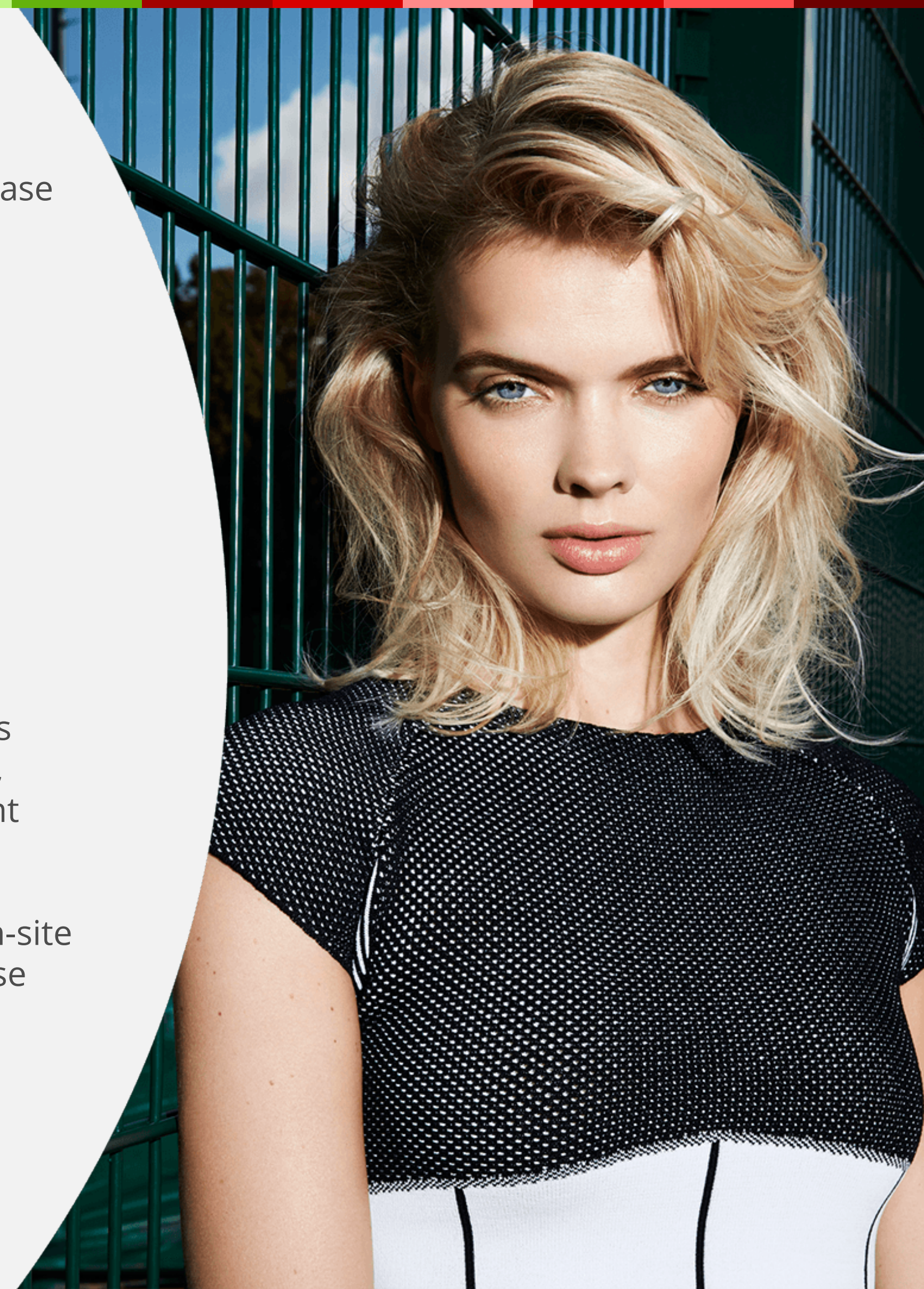2013

Duration:
2 years

success story

Challenges:

- increase in non-branded traffic through unpaid search results and increase in the percentage of new users visiting the service;

- optimization of the conversion cost;

- increase in the number of bookings in the service, both among the customers with the loyalty card and new users;

- brand promotion and activating fans on Facebook.

Implementation:

For Jean Louis David we carry out a comprehensive strategy of the brand's presence on the Internet, which comprises SEO, Paid Search, DoubleClick, Digital Analytics and Facebook Ads activities. In these materials we present the 2015 results summary.

The SEO strategy for Jean Louis David in 2015 comprised i.a. the use of on-site content marketing in order to obtain additional organic traffic and increase the percentage of new visitors. The content marketing strategy prepared involved regular preparation of manual content for the service, which addressed popular questions of the users regarding body care as well as hair care and styling.

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As a result of these actions, SEO visibility of the service increased on additional keywords related to the manuals created, which translated also into a growth of organic traffic in the service and an increase in the percentage of new incoming sessions from this channel.

> *The incoming organic traffic on the manuals prepared constitutes currently 18% of the whole organic traffic in the service. Also the quality assumptions are met: over 90% of this traffic is represented by new sessions (the average for the whole service is 66%).*

The prepared contents achieve high visibility in the search results. For example, the article "How to choose a hair colour that matches your eyes?" brings a few thousand organic visits to the service every month. These visits are generated by over 800 various keywords, for which this single subpage achieves the sixth place on average. CTR (click-through-rate) in unpaid Google results for this subpage is almost 14%.
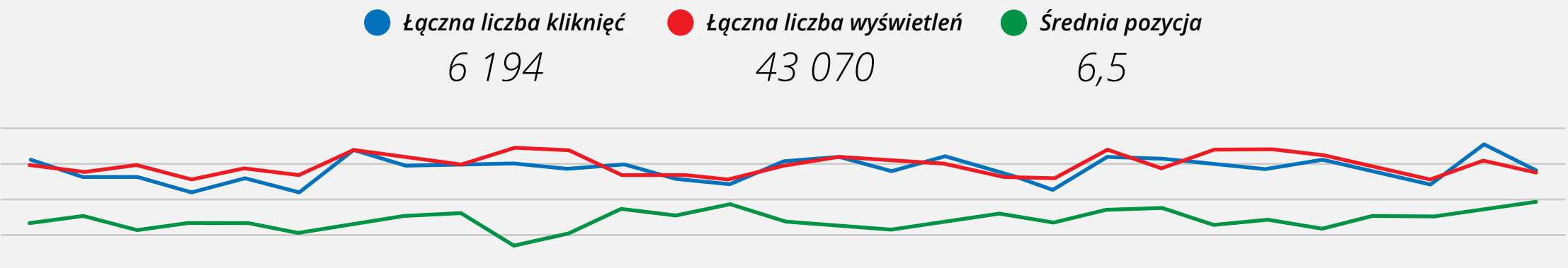
Reach:
Poland

Sector:
health and beauty

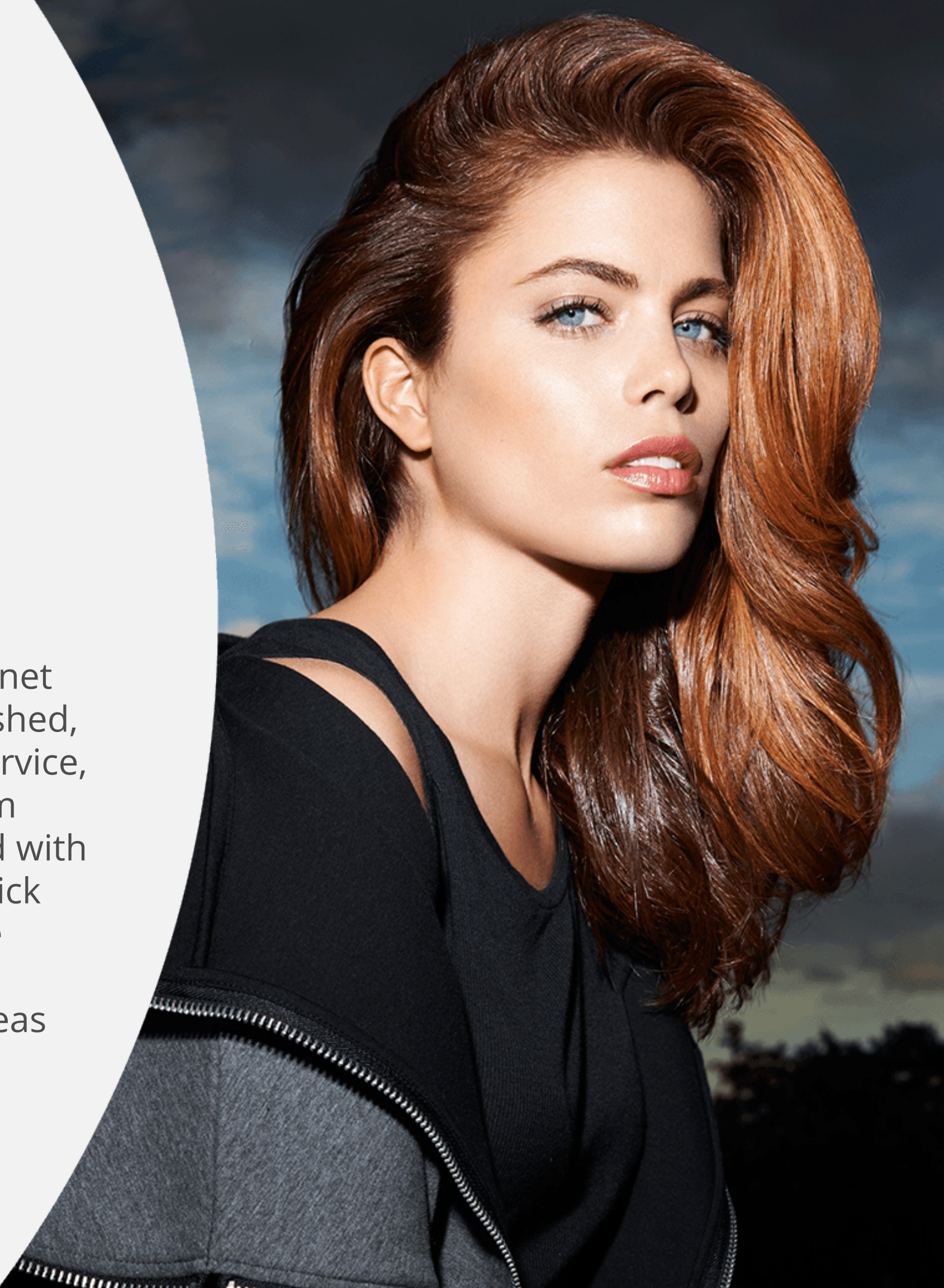**Launch of operation:**
2013

Duration:
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success *story*

● Łączna liczba kliknięć   ● Łączna liczba wyświetleń   ● Średnia pozycja
6 194   43 070   6,5

	ZAPYTANIA	KLIKNIĘCIA	WYŚWIETLENIA	POZYCJA
1.	jak dobrać kolor włosów	498	2 398	2,7
2.	jaki kolor włosów do zielonych oczu	219	813	2,6
3.	jaki kolor włosów do brązowych oczu	155	483	2,2
4.	jaki kolor włosów do piwnych oczu	153	602	2,4
5.	jaki kolor włosów do niebieskich oczu	153	547	2,5
6.	kolor włosów do zielonych oczu	88	480	2,5
7.	jaki kolor włosów pasuje do zielonych oczu	88	358	2,6
8.	zielone oczy jaki kolor włosów	70	393	3,4
9.	jaki kolor włosów pasuje do niebieskich oczu	62	280	2,3
10.	jaki kolor włosów wybrać	61	316	3,4

We checked the effectiveness of content marketing activities through Internet analytics. Despite the definitely manual-like character of the content published, we decided to check which articles have influence on conversions in the service, i.e. on booking a visit in the salons. On average, c. 3.8% of movements from the pages with our articles to the booking form were successful, i. e. ended with booking a visit. Moreover, we observed that whereas the number of last-click conversions is high for the sessions where the landing page was the article page, the assisted conversions surprised us positively with the statistics. As many as 17 assisted conversions fall for one last-click conversion, whereas the average for the whole service is 2 assisted conversions. Therefore, the assumption that the manual content may be a perfect stimulus supporting other sources in finalizing conversion is confirmed.

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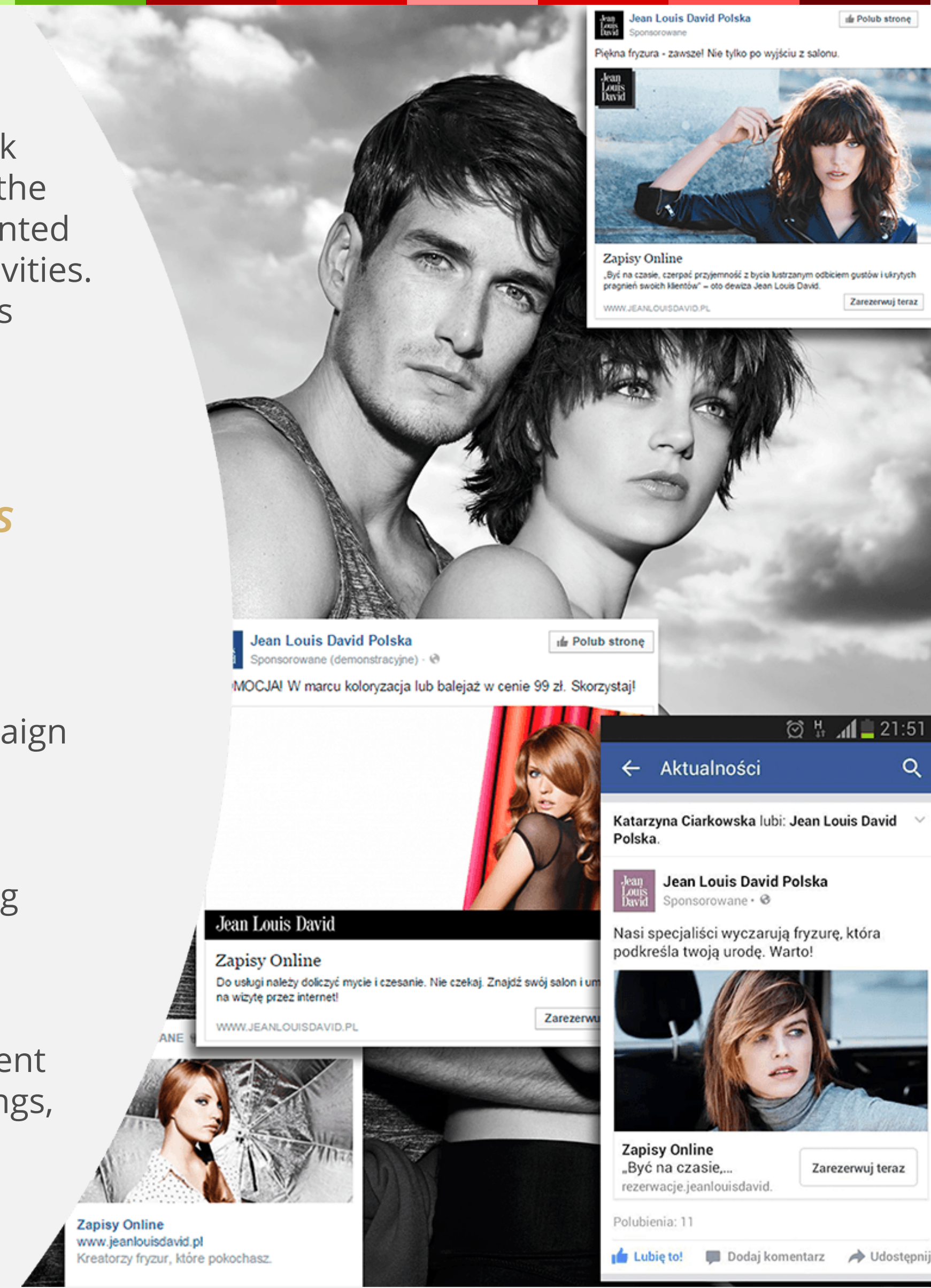**Duration:**
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Apart from the activities mentioned above, we simultaneously carried out paid advertising campaigns in search engines, the advertising network and on Facebook. At the beginning, we dealt mainly with optimization of the conversion cost in AdWords campaign and in February 2015 we implemented DoubleClick Search, which allowed us to conduct even more effective activities. We tried to reach only users from the cities where Jean Louis David salons are located or places within c. 30 km of such cities.

" *One of the positive effects of our activity was an increase in the number of conversions defined as a booking at the hairdresser's by over 227%.*

We reached potential users also with Facebook ads. The aim of our campaign was not only to increase online bookings, but also to promote the brand, activate the existing fans and win new ones. In the advertisements we promoted the current offer of the salons as well as special actions, such as discounts on colouring. To achieve this aim we used various advertising creations aimed both at men and women.

Directing the advertisements to the users who have already interacted with the brand and fans of the brand proved the most effective. Adjustment of the page to the users' needs also deserves a mention. The most bookings, as many as 53%, were made on mobile devices.
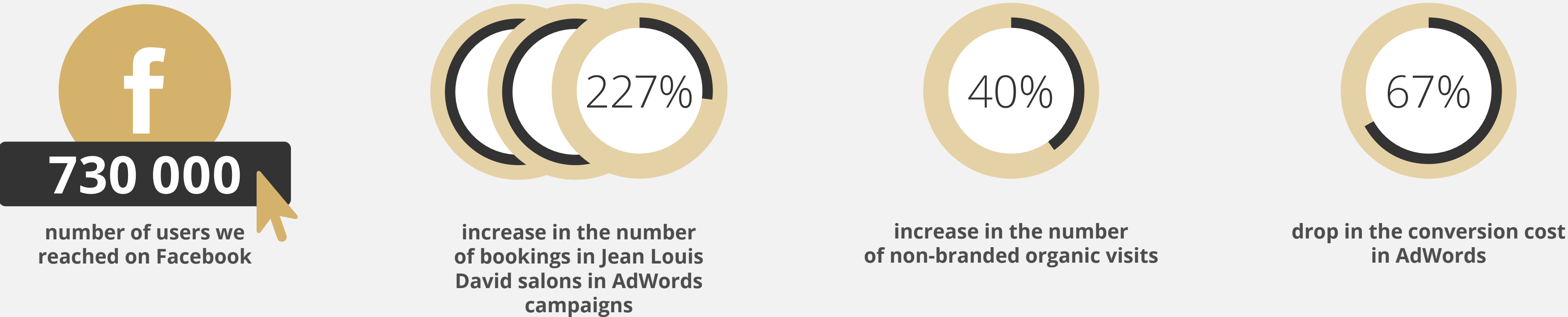
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> As a result, in 2015 we managed to reach almost 730,000 Facebook users with the campaign. The advertisements themselves were shared over 155 times, collected nearly 2,330 likes and 421 comments.

Efekty:

730 000
number of users we reached on Facebook

227%
increase in the number of bookings in Jean Louis David salons in AdWords campaigns

40%
increase in the number of non-branded organic visits

67%
drop in the conversion cost in AdWords

[1] Comparison of data from Q4 2015 against Q4 2014

[1] Conversion understood as completing the booking in the service, the data concerns Q4 2015 against Q4 2014