

Case Study

Revive Salon & Spa

Paid Media Advertising



Background

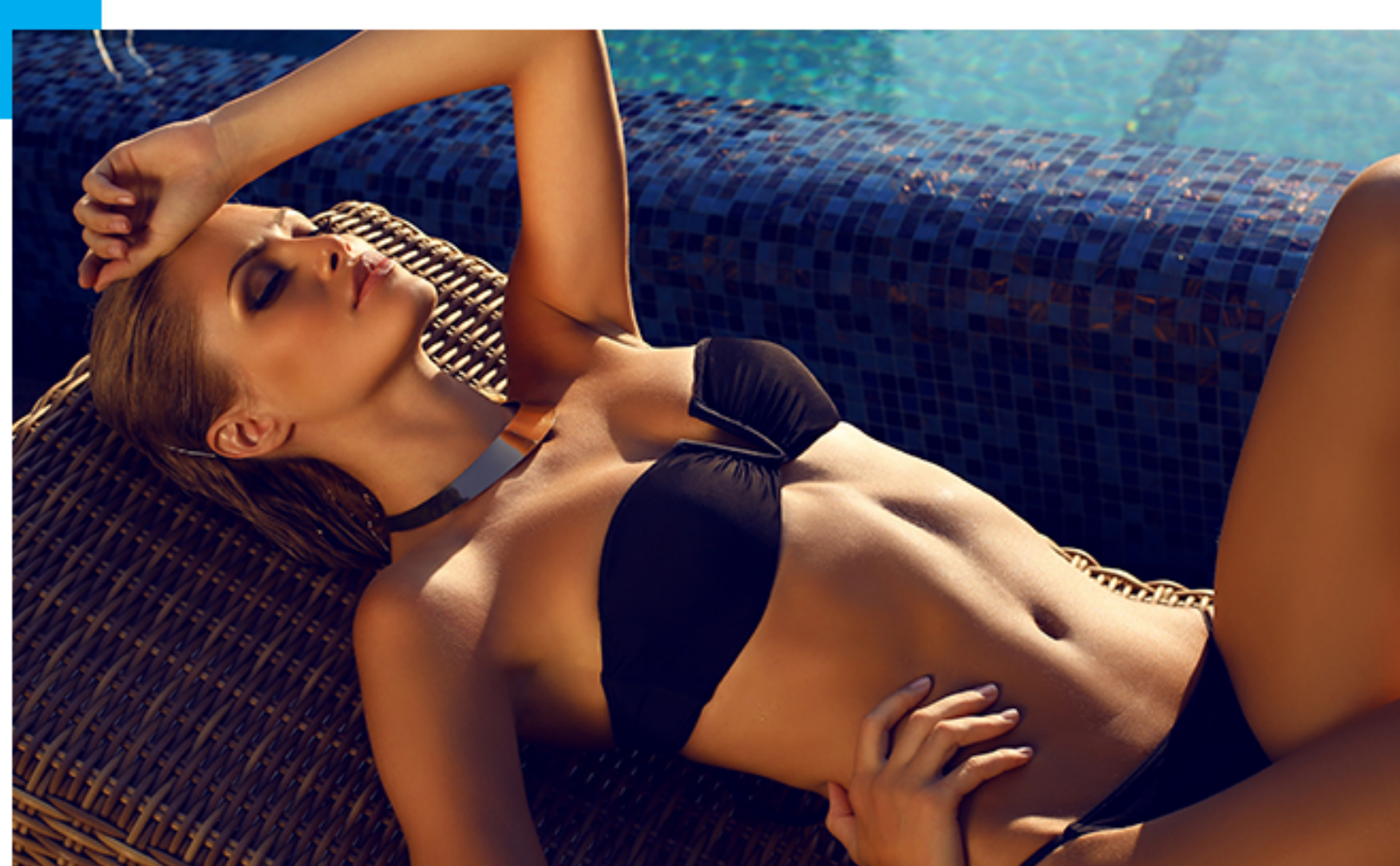
With two premier locations in San Diego, the elegantly modern Revive Salon & Spa has set itself apart since 2006.

Why IMI?

Revive Salon & Spa partnered with IMI to expand their marketing efforts to include paid media advertising. IMI was selected from other agencies because of their focus on a multi-channel digital marketing strategy.

Goals

To expand marketshare, maximize current customer revenue, and generate more leads.



Results



Increase in post comments



Increase in clicks



Increase in people taking action



Increase in post shares

Cost per click decreased by

32%

in 5.5 months

Strategies + Tactics



1. Paid Social Media

This channel was used to prospect and drive new audience use by placing messaging in front of users that have shown interest by creating or engaging with social content that aligns with the brand. Current customers were engaged via targeting with reminder CoolSculpting messages. [Geo-targeting](#) ensured that ads were only displayed to relevant audiences.

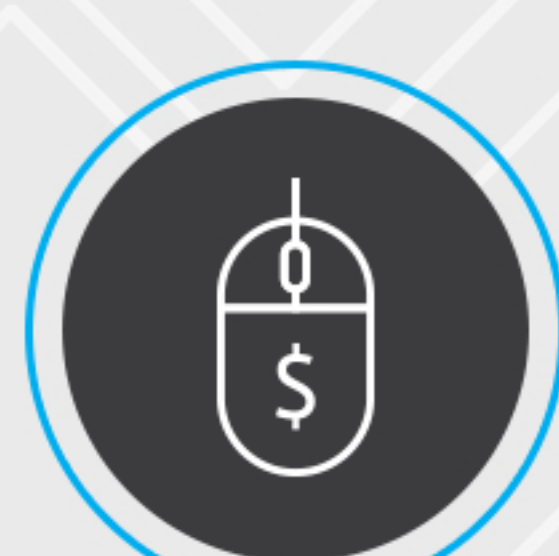
2. PPC + Retargeting

This channel captured and delivered messaging to the active user seeking information about CoolSculpting. [Retargeting](#) keeps brand messaging top of mind.

3. CRO, Content

The CRO and Content creation ensured prospective consumers got the information they needed on the website and have a [streamlined path](#) to purchase.

Services Used



PAID SEARCH



PAID SOCIAL



CREATIVE



DISPLAY

Creative from the Campaigns

