Happy Head Massage

Massage Therapy
SAN DIEGO, CALIFORNIA

Happy Head Massage provides relaxing reflexology and massage services at four locations in San Diego, California. They offer the best of both Eastern and Western Massage and believe in providing a great massage at an affordable price. Their marketing is fresh and edgy, and if you discover their reviews and followers on Yelp and Facebook, you'll quickly understand the value they create the reasons behind their success.

We are very pleased to with FetchRev's work on our Facebook page and the revenue they have generated for us by advertising our posts through targeted advertising. We will definitely be using this method for future promotions.

Michael, GM
Happy Head Massage

THE CHALLENGE

Happy Head has built a strong marketing foundation across different campaigns and channels that work well together to drive new and repeat business.

Happy Head also takes the time to invest in future growth by building important business assets - namely a strong reputation, a robust email database, and thousands of Facebook fans which allow the business to communicate with their happy clients and keep them coming back.

As Happy Head was looking to continue growing, there were three main areas of focus for marketing:

- Increase marketing growth with San Diego area customers.
- Drive online and in-store sales.
- Build customer loyalty and brand awareness.

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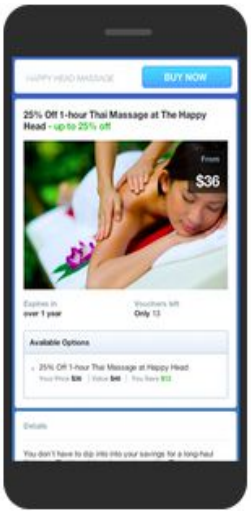
THE SOLUTION

One of the first marketing channels we focused on for Happy Head was Facebook through both their fan page as well as by advertising. Boasting thousand of fans is like a having a ton of customer emails - it opens up a channel to communicate with those we know and like your business. **Facebook also stand as a lucrative platform to drive awareness, revenue and store traffic**.

In addition to posting updates about the spa and engaging with customer comments, Happy Head was able to create attractive photo posts linked to a FetchRev-powered landing page where new and existing customers could directly purchase an offer.

With FetchRev, it was a simple process to create Facebook Ads from page posts that appeared in the news feed of prospective customers. There, they could reach new customers in their targeted demographic of 25-47 year old females in the San Diego areas. Each Ad click went to a unique Happy Head branded landing page that provided the terms of the offer with credit card processing capabilities.

In addition to Facebook marketing, Happy Head also used FetchRev to run Limited Time Offers to their email list offering a discount that could be purchased online. They also offered Gift Certificates on their website through FetchRev.



To supplement their marketing efforts, **Happy Head used FetchRev to collect client email addresses to which they sent special deals the week of their birthday** - always a welcome surprise to clients who are ready to pamper themselves around their special day.

RESULTS

Facebook was so impressed with Happy Head's **Facebook advertising results** that they spotlighted their success in a case study published on Facebook entitled:

FetchRev helps Happy Head Drive Sales and Increase Customers

But Happy Head was not just successful on Facebook. With FetchRev, Happy Head generated a **Return on Investment** (on their spend with FetchRev) across Facebook, Email, Gift Certificate, and Birthday Campaigns of **over 66%**.

With FetchRev, because we enable credit card processing for Happy Head's campaigns we deposit the revenue directly back to Happy Head so the ROI is measured in dollars - and we do this without taking a commission.

QUESTIONS, COMMENTS?

That's what we're here for. Contact us today via email or phone.

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