

Simply Beautiful MedSpa



Medical Spa
PELHAM, NEW YORK



Simply Beautiful MedSpa is a hidden oasis for serenity and beautification. Nestled near the end of 5th Avenue in the heart of Pelham, New York, awaits a clean, quiet, upscale, relaxed environment to have all your skincare and wellness needs met. Loveleen is the Founder and Director of Simply Beautiful Medspa.

Our first offer with FetchRev was a home run! Advertising is really expensive—FetchRev gives us an all-in-one packet for our social networking plus advertising. In terms of cost, we've really benefitted from having FetchRev added on to our marketing strategy.

Loveleen, Owner
SIMPLY BEAUTIFUL MEDSPA

THE CHALLENGE

Loveleen had gone through a number of advertisers and daily deal sites to gain a larger client base. While they had worked well in the beginning, the success of these solutions tapered off. Loveleen not only wanted to reach new customers, but also stay connected with the ones that had already enjoyed her services.

Advertising is expensive and not as effective when Loveleen and her staff have to find time to both address the issue and run their business. As a result, the staff at Simply Beautiful was looking for ways to:

- Increase their client base
- Successfully reach their existing customers and keep them coming back
- Save time and money on advertising and focus on running their business

THE SOLUTION

FetchRev worked with Loveleen and her staff on a multi-channel approach including claimable offers, newsletters, and social media posting.

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THE SOLUTION, CONTINUED

FetchRev worked with Loveleen and her staff to run an **end-of-summer campaign** allowed existing clients to purchase this special directly through the email that was sent to their inbox.



Newsletters were sent out to keep customers up to date on the latest news and events taking place at Simply Beautiful, utilizing eye-catching images and descriptions that aligned well to the image and brand Loveleen and her staff were trying to project.

On **social media**, we enabled Loveleen's team to send out a campaign requesting existing clients to follow Simply Beautiful on Facebook. This has allowed for greater frequency of communication regarding both upcoming events and news at the office.



Additionally, special offers were posted right on their Facebook page with a **direct link** to claim the offer, which eliminated the need for clients to come to the office and spend time with staff on the details of the offer.



RESULTS

In their first campaign, Loveleen and Simply Beautiful saw an impressive **12x return** on their investment. Loveleen was impressed with how well they did, especially for it coming in a time of year like the end of August.

Many of their clients had **positive feedback** about text message offers which generated a lot of new business.

Their Facebook page remains **engaging** and **interactive**, keeping clients interested in Simply Beautiful throughout the week.

Loveleen and her staff are now able to **reach** more clients, drive more **purchases** and focus more of their attention on running their business smoothly without spending all their **time** on marketing.

QUESTIONS, COMMENTS?

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



emailus@fetchrev.com



855-979-7833