

Ultracuts Gets 57,921 Visits to their Online Booking Page

Customer: Jeremie Rivard

Company: Ultracuts

Industry: Hair Salon

Company Size: 300+

Location: Manitoba, Saskatchewan, Alberta

AdEasy





Introduction

In 2018, Ultracuts joined the Elite Partner Program to help promote their 50+ hair salon locations online. At the time, Ultracuts was promoting their brand through traditional means, relying on billboards, in-store promotions and coupons to drive new business.

AdEasy developed a cross-channel digital marketing strategy using Google and Facebook ads to drive a record number of customers (nearly 58,000) to the online booking page of their website in 2021.

57,921

Booking landing page visits

from digital campaigns

\$0.77

Cost per visitor

to the booking page.

4.76

Million impressions

from digital ads.



About Ultracuts

Ultracuts is a family-run business with over 50 locations in cities across the prairie provinces. Their salons have been providing hair cuts, styling and colouring for more than 40 years. They're known for providing quality hair salon services at affordable prices.

Industry: Hair Salons

Company Size: +300 employees

Location: Manitoba, Alberta, Saskatchewan

Service: T2 Elite Partner

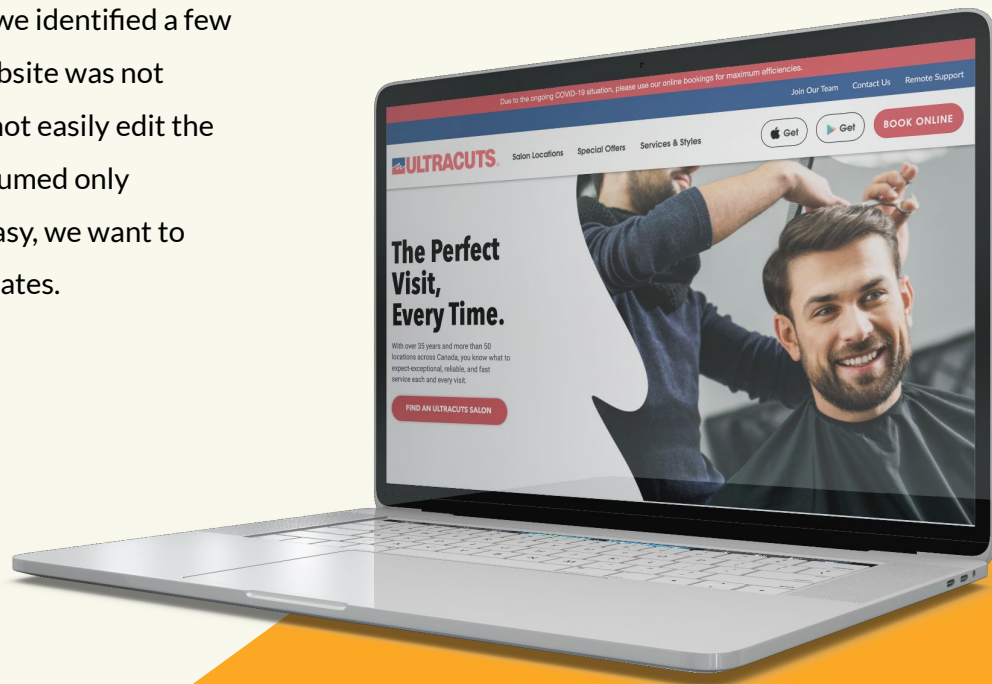


Updating Key Platforms

When AdEasy began a new client relationship with Ultracuts, we identified a few areas of concern. Our initial analysis determined that their website was not designed for ease of use, meaning Ultracuts employees could not easily edit the website. The previous agency had coded their website and assumed only developers would need to update content and images. At AdEasy, we want to empower our clients to be able to make their own website updates.

Easy-to-Edit WordPress Theme

We determined the best course of action would be to duplicate their WordPress site and load it into a new theme. Once the new website launched, our team trained Ultracuts management on how to update content on the backend of the site.



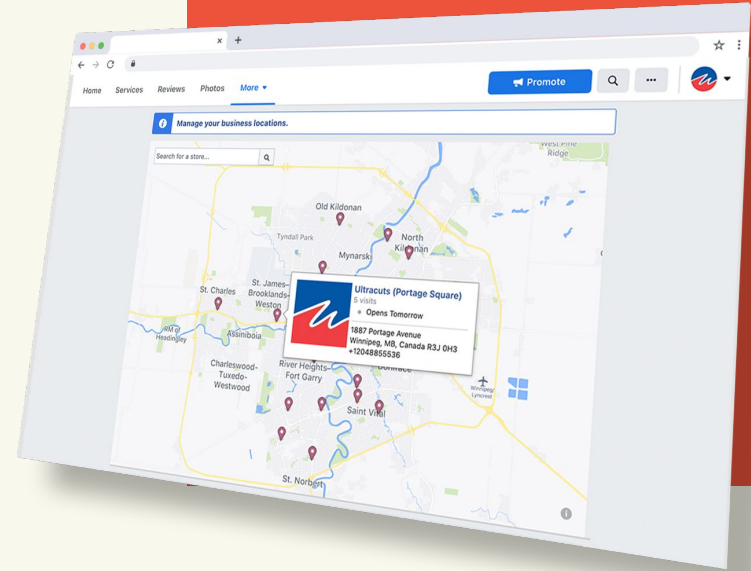
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Updating Key Platforms

Consolidating Ultracuts Facebook Page

Another discovery while auditing Ultracuts digital assets was that they had a lot of extraneous Facebook pages set up by previous employees. We consolidated all them into one main

Facebook page featuring all 50+ locations, making it much easier for Ultracuts management to oversee the account and for customers to find their nearest Ultracuts salon.



Monthly Promotions

Monthly Cross-Channel Promotions

Every month, Ultracuts launches a new promotion.

Depending on the time of year, they'll offer

Back-to-School specials, raise money for Breast

Cancer Awareness, and offer free product

giveaways for selected salon services.



Get the Ultra Look

Recieve a FREE 205 ml bottle of BC moisture shampoo when you get a precision cut, shampoo deep clean and style dry.



Breast Cancer Awareness Month

Wear pink to your appointment from Oct. 1 – 25th and \$1 will be donated to the Candian Breast Cancer Foundation.



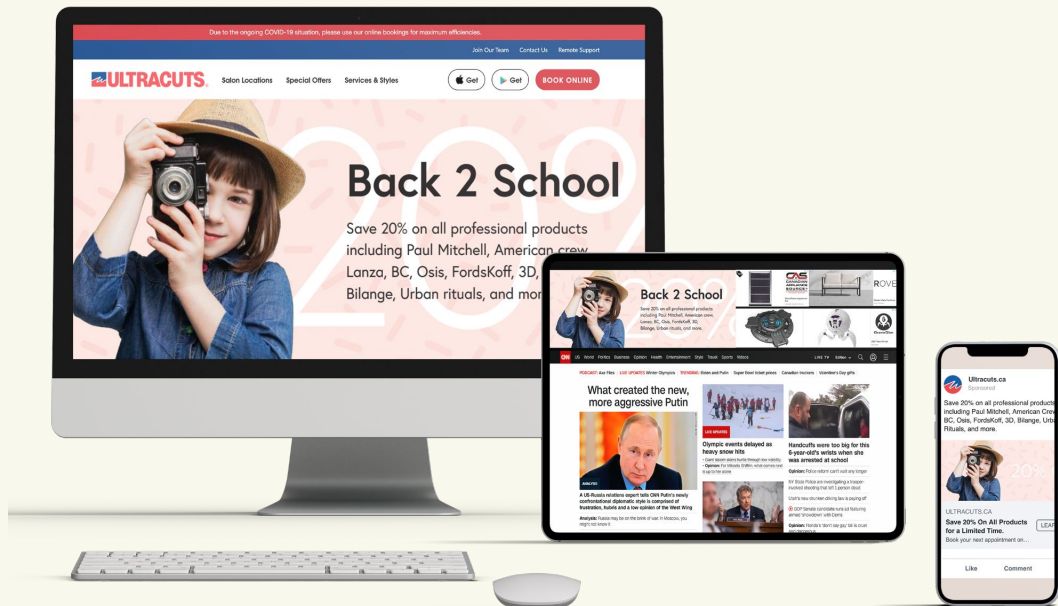
Back 2 School

Save 20% on all professional products including Paul Mitchell, American crew, Lanza, BC, Osis, FordsKoff, 3D, Bilange, Urban rituals, and more.

Monthly Promotions

To ensure Ultracuts customers were delivered the same promotional message on and offline, each monthly promotion was formatted in various sizes for different placements.

On the website, we change the monthly promotion just below the fold and lead visitors to the Booking page. We also run monthly ad placements on Facebook, Instagram and Google Display to reach their target.



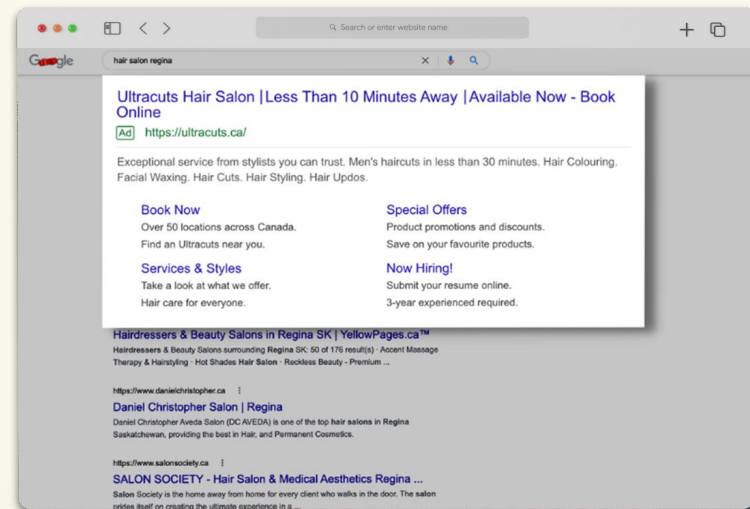
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Location-Based Ad Targeting

Google Search PPC

When consumers are in need of a haircut, they'll either go to who they know or visit the closest locations in their search results.

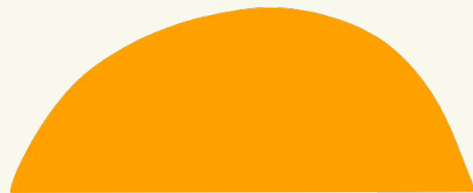
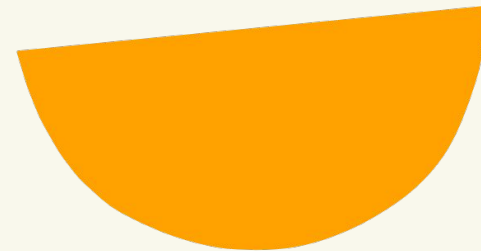
AdEasy used location-based targeting within a few miles radius of each salon location to ensure Ultracuts appeared at the top of common search queries.



Overall Results

Over the last four years, Ultracuts has solidified their digital brand by being an AdEasy Elite Partner. **In 2021, they recorded almost 58,000 website visitors to the online Booking page on their website, and their ads received over 4.6 million impressions (eyeballs).**

They survived a tough year of forced government lockdowns due to COVID-19 and came out stronger as a business. We've been excited to help Ultracuts along their digital journey and are looking forward to continuing to help them thrive for years to come.





Become An AdEasy Elite Partner

If you want to partner with AdEasy as an Elite Partner and see the kind of results we've produced for Ultracuts, book a call below. During this free strategy session, we'll discuss the current state of your business, goals for growth, and what we need to become your digital marketing partner.

Request a Proposal

