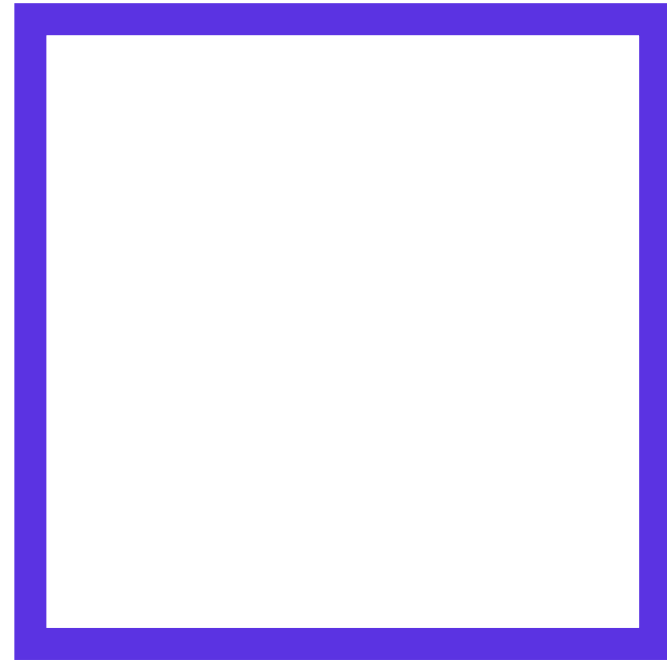


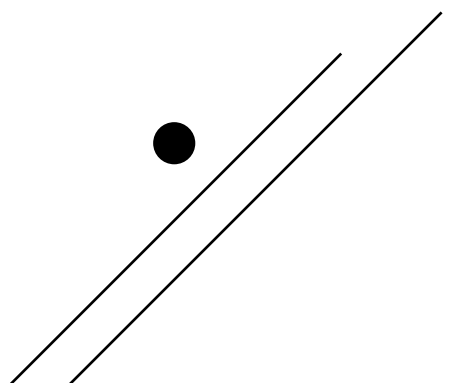
HOME

SPLASH CASE STUDY



“The best part about working with Kissdoodles is that they put their heart and soul in it! I always wanted someone who would go an extra mile and not a team where i have to follow up all the time. Splash has definately grown to a great extent in terms of footfall and revenue generation. The entire team of KissDoodles is easy to communicate with, full of fresh ideas and are totally committed to the work they take up! Totally happy and satisfied.”

- VAISHAKHI HARIA, DIRECTOR





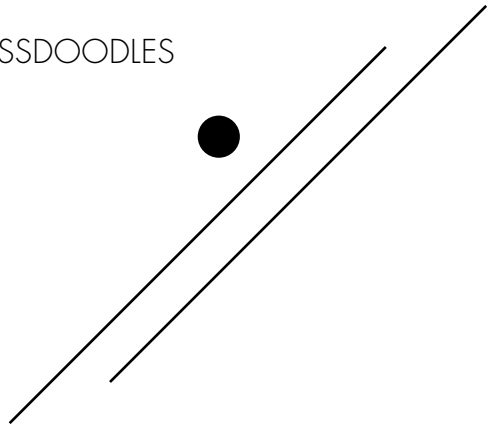
WHERE THEY WERE

Every company comes to us with some 'current' situation, representing their initial state of business at that point. Splash Salon was no different, they had their own demons to deal with. Following are the brief problems they were facing:

- They were active since October 2014 on social media and yet, their follower count was a mere 2032.
- Social media engagement had almost come to a standstill and there was a slow growth rate.
- There were very few conversions and leads coming from social media, despite continued efforts.

Once we understood the root cause of the problem, devising a solution was not a mammoth task, given our team of experienced professionals and experts. Thereby began Kiss Doodles' process of re-building the brand.

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WHAT THEY WANTED

Having identified their pain points and taking our expert guidance, they were able to identify the results they wanted to gun for, giving us a precise lowdown of the objectives they aimed to achieve with our help:

- An increase in the conversions and fast-growing online traffic to store.
 - Higher social media engagement, bringing about better customer engagement via the same.
- Thus, the company now had a clear idea of where they were lacking and what they should work on to overcome the same. This clarity in judgement made it easy for us to come up with our own goals that we intended to achieve.



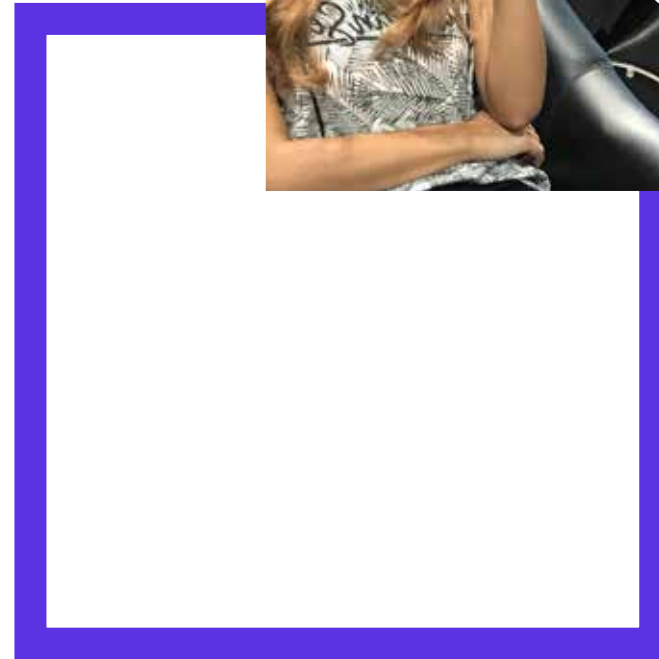
S T U D I O

WHAT WE AIMED TO DELIVER?

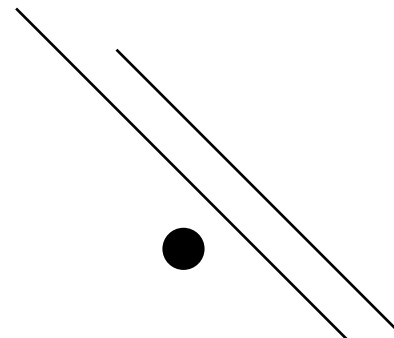
Having carefully studied the company's pain points and objectives, we finally came up with a concrete action plan that broadly revolved around delivering the following results:

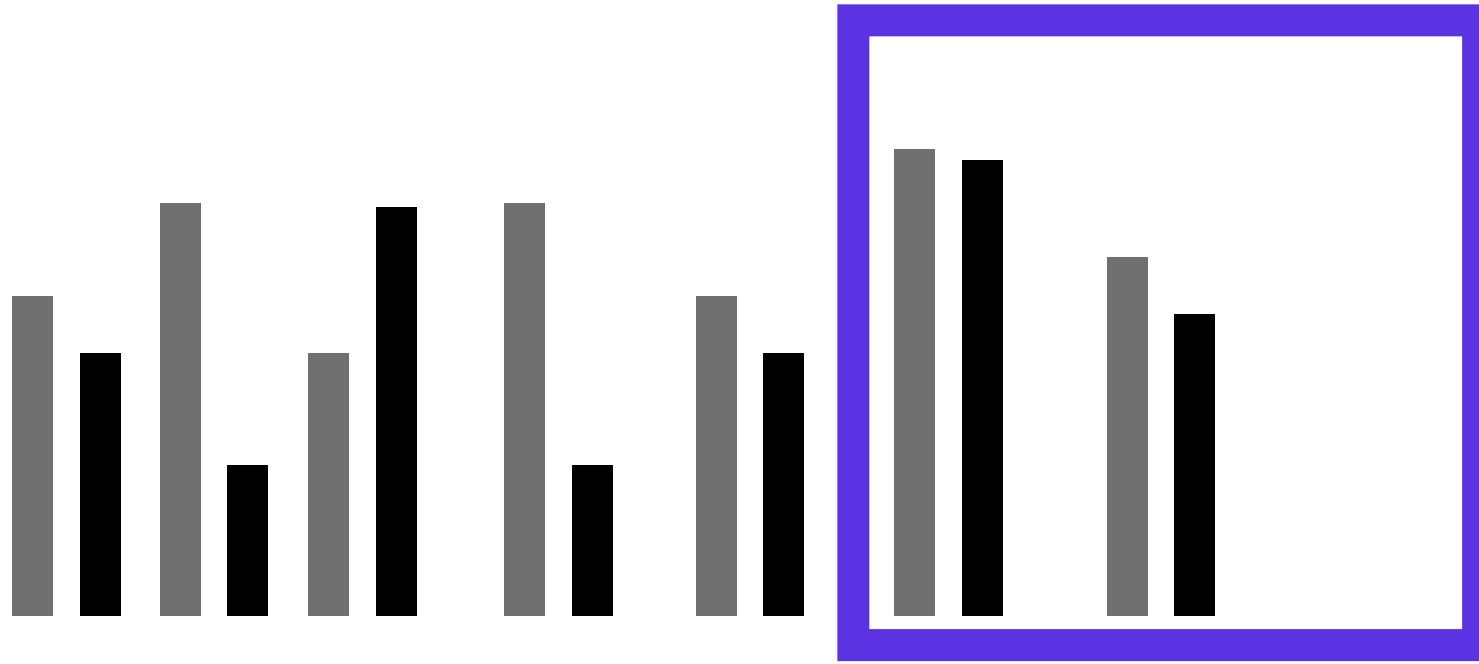
- Increased brand awareness and outreach across social media platforms.
- Higher conversions as a cumulative result of the campaigns.
- Better customer engagement through client-oriented digital marketing strategies.

This was going to be our bible throughout the course of this case. Now that we have had a look at both the objectives, the company's and Kiss Doodles', let's delve into the intricacies of this case and see what exactly did we address and how.



AIM



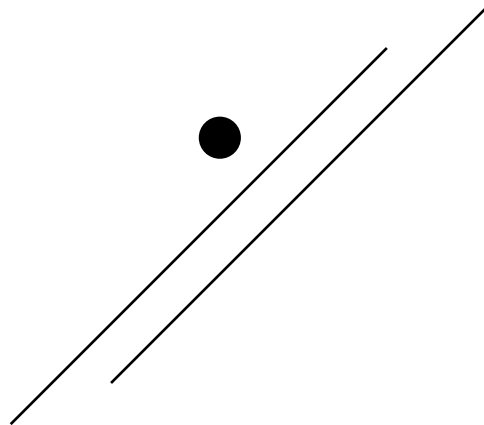


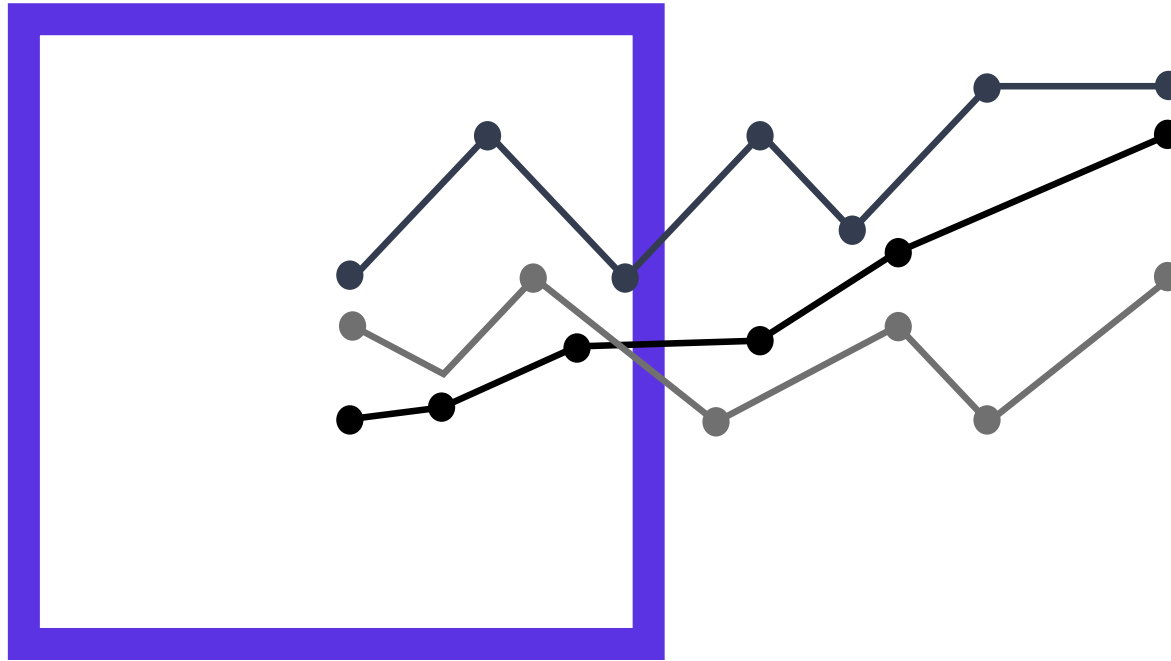
DELIVER

HOW WE AIMED TO DELIVER ?

Now that we have beaten enough around it, let's actually know the bush:

- A custom-made 3 day proposal:
- We researched the brand's current social media profiles and its standing
- We found the positives and negatives, what worked for them and against them
- We also ran our competitor analysis: Find out what other brands are doing right and what can be learnt from their profiles.
- We created a design and content strategy based on research





DELIVER

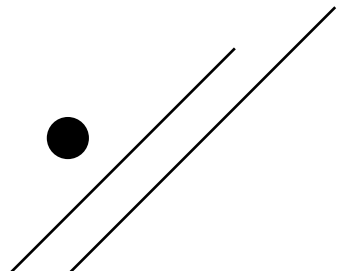
HOW WE AIMED TO DELIVER ?

A subsequent design strategy:

- We decided on our business goals as per the objectives set by the client
- A holistic plan on the demographics (Age, Gender, Interests, Location, etc.) was made

A complementing content strategy:

- From the research, we realized that hair services was the most requested service
- We intended to showcase these services like haircut, hair color, nail services, etc. through images and video posts
- We also brought about tie ups with influencers to spread the word. Offer services in exchange for shout outs were suggested. We planned to reach out to a higher audience through this.
- We created short hair tutorials to keep people engaged. This created value for the audience to stay engaged with the brand since they get to learn something new.





HOW WE AIMED TO DELIVER ?

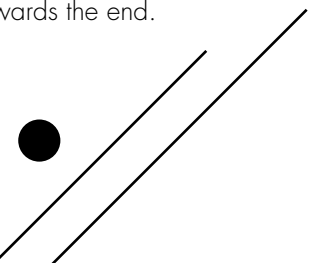


- Our specially designed campaigns:
- Free makeover giveaway Campaign: We planned such a campaign where followers had to comment and show their interest in that particular activity. 10 lucky winners were chosen at random for free hair color service. This campaign helped in creating a buzz around the salon and increased engagement for the brand.
- Free nail paint and gift voucher campaign: This was another of our decisive engagement campaigns for the brand. This campaign led to increase in followers and higher engagement rate. Again 10 winners were chosen at random for the giveaway

This is the breakdown of the plan we came up with to achieve the company's objectives and our personal goals for them. As you may have noticed, each plan is minutely customized to suit the company's needs and target audience. Herein lied the greatest strength of Kiss Doodles, changing suitability according to changing needs. Therefore, the results had to be convincing, as we will see towards the end.

WHERE WHAT AIM DELIVER NOW

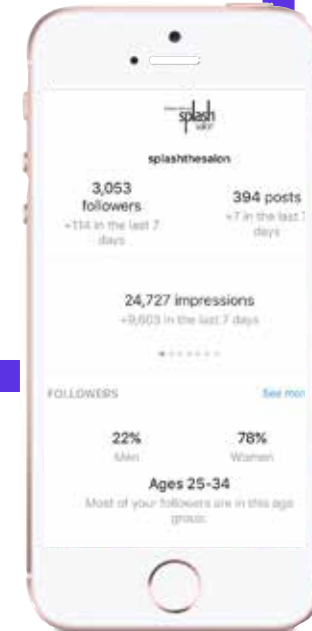
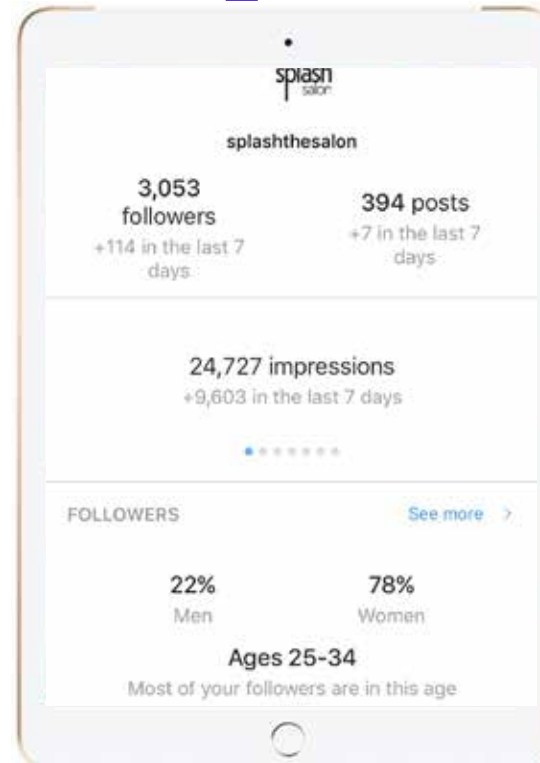
DELIVER



WHERE THEY ARE NOW ?

Our meticulously designed set of strategies yielded the precise results that we had aimed for. The company's growth trajectory was set in an upward motion and all the digital pain points were more or less eliminated. The clarity of objectives and actions made it possible to build the brand as it wanted to be built. Splash Salon is at a happy place now, having achieved the following:

- Higher action on CTAs.
- In a span of one month, the follower count increased by **14% → 80%** increase in traffic to store through social media.
- **60%** increase in video views and **250%** increase in video replays. Engagement rate increased by **10%** Another happy ending!



WOW