

Case Study: Looking Beautiful

Mudpak

Mudpak is a boutique beauty salon based near St. Paul's Cathedral in the City of London. Their customers are hectic professionals aged about 25-40 requiring high quality treatments, delivered on time.

Mudpak's beauty services include: colouring, hairdressing, blow dries, waxing, manicures and pedicures – for men and women.

Mudpak's manager, Hannah Foggo, says "The competition is intense. Many of our local competitors have large marketing budgets, recognised brand names and discount like crazy.

It's a difficult business environment. We were slowly becoming more reliant on special offers and on other companies taking our bookings for us. But these were eroding our margins."

Business Review

"We recognised we needed to change tack. Paramarq had been recommended to us and decided to contact them. They started by conducting a thorough review of our marketing.

Their view was we were a hidden gem. Customers absolutely loved the quality of our services and Paramarq believed we could leverage this.

Their approach was to focus relentlessly on our core strengths. We were a little sceptical - but we decided to trust their expertise.

Campaign Analysis

Hannah continued "We're not digital marketing experts, we wanted to keep things simple and analyse the monthly effectiveness of the campaign using just two simple key performance indicators:

- The number of new customers per month
- The monthly sales revenue

As it's a seasonal business we compare results on a year on year basis."

The Mudpak logo consists of the word "MUDPAK" in white, uppercase, sans-serif font, centered within a dark blue rectangular box. This box is set against a light beige background.

Hannah: Mudpak's Manager

A New Approach

“We started by implementing a new mudpak.co.uk website.

It is more usable, easier to navigate and with a tight focus on our strengths and our customers’ needs. It’s promoted via search engine marketing and was launched just before the summer peak season.

The phone started to ring noticeably more often – and far more bookings took place using our on-line booking system. One competitor even complained to us - a back handed compliment if ever there was!”

Results

“After the first month the number of new customers and sales revenues increased. Within three months the marketing campaign (including the website and all other costs) had paid for itself.

After four months sales were up over 30%.

When we’re busy we stop marketing lower margin services – and concentrate on higher margin treatments.

When it’s quiet we switch the tap back on – but very much with the aim of selling higher margin products to customers next time they visit.

That’s why new customer wins are so important to us. It’s all about building trust, keeping the customer happy and demonstrating the quality of our services.

Come to think of it, that’s been Paramarq’s approach with us.”

Analysis

“They’ve also provided a highly insightful analysis of our customer experience. It was very compelling and a result we’ve added new services to reduce customer churn and increase spend.

Confidence

“Within six months we took on new staff to meet demand, and have just recruited another member of staff.

We’ll always have bigger competitors – but Paramarq are helping us better market our core competencies – online and off line. It’s a powerful partnership and we’re winning market share.

Pop in if you’re near St. Paul’s and want to look your best!”



Ben – Mudpak’s Hairdresser



Paramarq's services provided:

Marketing analysis / Market Segmentation / Directional Policy Matrix / Customer Journey / Benefits Analysis / Customer Need Analysis / Usability Analysis/ Branding / Website Development / Project management / Google AdWords /SEO

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