

# GRAND OPENING CASE STUDY

## *Challenge:*

A Great Clips franchisee in Missouri recently opened a new location in his territory and needed an effective way to attract and grow new customers, while being able maintain his existing customers in the market.

## **SOLUTION:**

- Developed a 3 month Grand Opening marketing plan utilizing the Impact Postcard to reach 15,000 HHs around the store monthly.
- Store trade area was profiled on industry variables to select zip codes with best customer opportunity
- The Impact Card is being mailed during the first two mailings using a \$5.99 haircut offer to generate new customers and store awareness.

## **RESULTS:**

- 567 coupons were redeemed during the first month's promotion for an overall redemption of 3.8%\*.
- Of those 567 coupons, 392 coupons were redeemed by new customers in the first month!
- Franchisee was very pleased with the first month's results and believes the promotion is already a great investment for his Grand Opening.

## **KEY TAKEAWAY:**

The use of the Impact Postcard is a proven method to promote awareness and grow your new store's customer base.

*"The key for me is to hit hard with Mspark for my Grand Openings while following up with offers to entice new customers while also keeping existing customers from moving to the competition."*

*—Satisfied Great Clips Franchisee*



\* Second & third month promotions results are not yet available.