



Engage Online
MARKETING

**Case Study:
How Detail Smoother Skin Clinic
grew online bookings
by 500% with a specialist
Marketing Agency and HubSpot**

WEBSITE VISITS +1,100% | CONTACTS +383% | ONLINE BOOKINGS +500%

The Customer

Detail Smoother Skin is part of the successful Sydney hair salons – Detail Woman and Detail for Men.

Andrew Chim, CEO said, “We really wanted to expand on this success and become a dominant hair and beauty provider.”



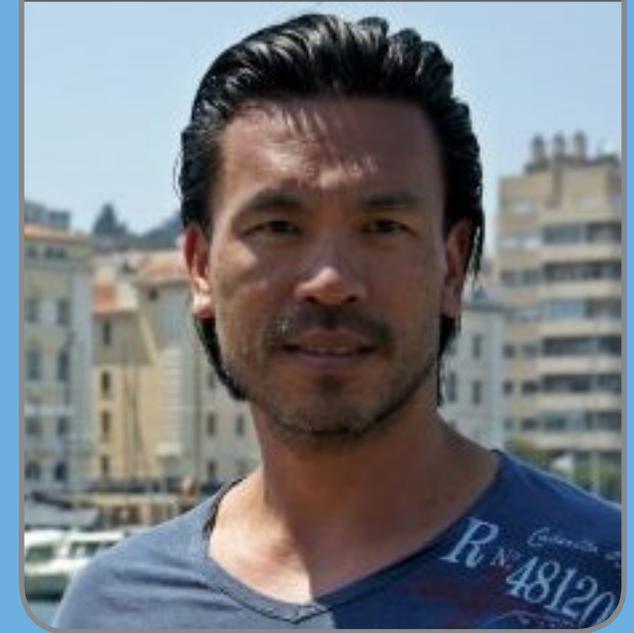
“ We didn’t want our beauty offering to be an add-on to two successful hair salons, we wanted Smoother Skin to be the best in the industry.”

The Challenge

Detail Smoother Skin had invested significantly in some of the most advanced devices on the market, including the PicoWay Resolve, eTwo, VelaShape and Candela GentleMax Pro. They had the potential to do well. Andrew Chim said,

“ But you can’t bank potential ”

“We were not getting enough website traffic or in-clinic consultations for many of the key treatments such as acne, acne scar, stretch marks, cellulite and laser hair removal.”



**Andrew Chim, CEO
Detail Smoother Skin, Sydney**

“Until Engage Online Marketing came along with HubSpot, I didn’t realise there were sophisticated options like this for small businesses. I thought this kind of solution was only available for very large businesses.”

“Using HubSpot was the key to making it all work. Until now no-one delivered on trackable marketing that you could actually quantify precisely.”

“Engage Online Marketing were the first agency that had it all in house, no-one had ever executed all areas well.”

The Journey

Andrew had worked with a lot of individual providers or marketing companies for Facebook advertising, Google Adwords, blogging, SEO etc, but no one had put all the pieces together and shown the link between, for example, a blog article and the number of enquiries, certainly not the number of customers from an action. Essentially they were spending a lot of money on paid advertising and not seeing the results promised or hoped for.

The Discovery

In September of 2015, Syneron Candela, the manufacturer of the devices purchased, introduced Andrew Chim to Engage Online Marketing as a specialist marketing agency in the beauty and aesthetic industry. After meeting with Jonathan Carroll their Marketing Director, Andrew was sceptical as it was an investment to set up his marketing correctly. Andrew said,

“ I had been waiting for a service that delivered on its promise. ”

“It was also refreshing to see that Jonathan knew as much about our devices, treatments and our target market as we did. We quickly realised that the major road-block to our business growing was our website, not the design of the website but the way we had set out our treatment pages and how we engaged visitors to the website.”



“With Engage Online Marketing I don’t need to get involved in the learning across multiple channels or the marketing mechanics.”

“Engage Online Marketing have improved our website based on fact and what works.”

“For a clinic who has not marketed a treatment before, they would learn a lot about how to market a particular device or treatment.”

The Solution



- **Email marketing**
- **Facebook advertising**
- **Instagram advertising**
- **Google Adwords**
- **SEO**
- **Regular blog articles**
- **Downloadable treatment guides**
- **Automated email sequences**
- **Website usability consulting**

All strategically tied together by Engage Online Marketing using HubSpot

Engage Online Marketing implemented their [Gold Marketing Package](#) utilising software called HubSpot. The strategy was designed to attract potential customers to the website, engage them depending on their stage in the buying process and convert them into an in-clinic consultation.

In the first year, Engage Online Marketing delivered five downloadable consumer guides that covered the major treatments Smoother Skin promoted. **The guide downloads increased the number of database contacts significantly** and allowed Engage Online Marketing to implement **marketing automation to convert many of these contacts into paying customers** through automated email marketing and Facebook custom audiences.

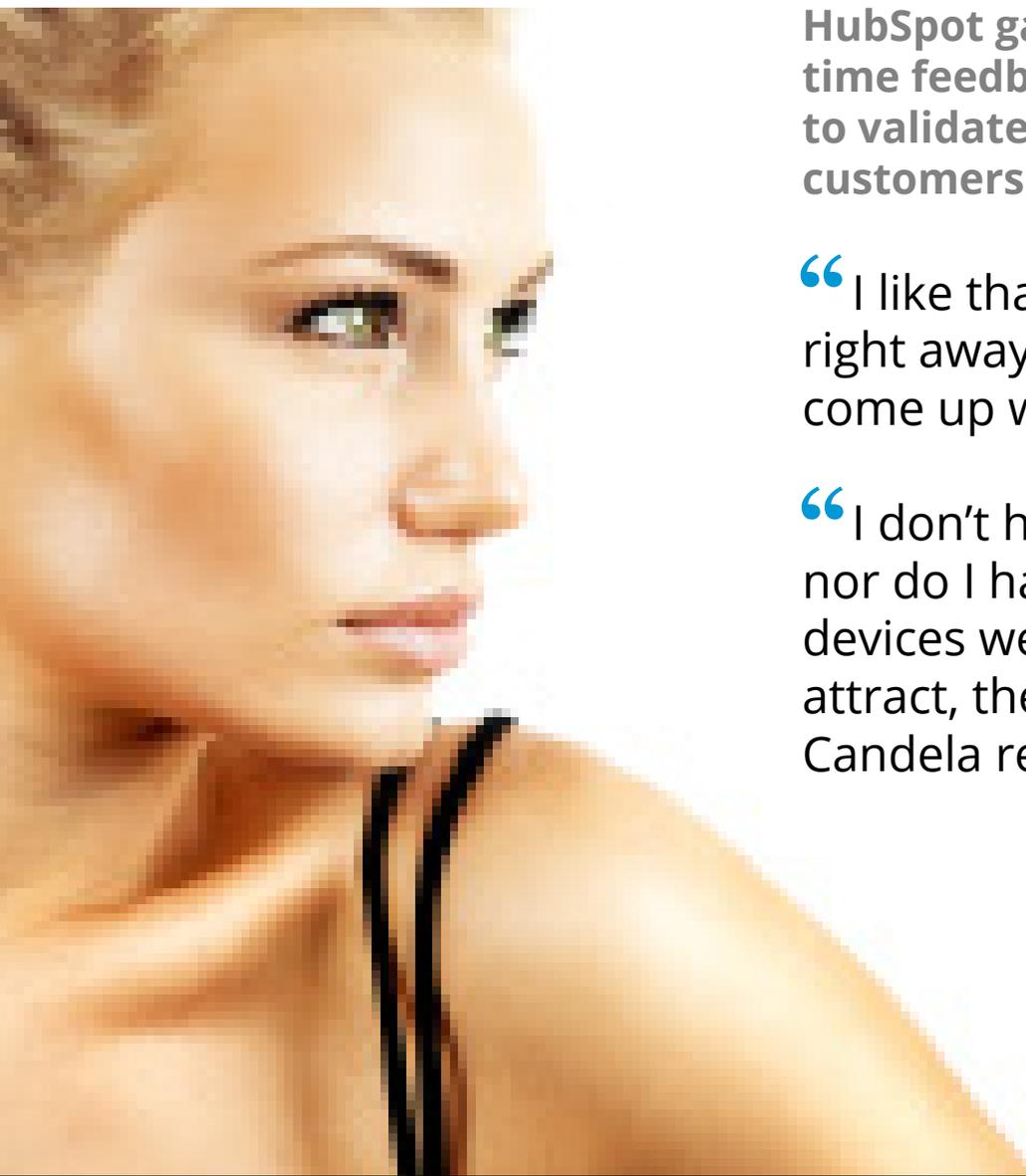
To optimise the website, Engage Online Marketing re-wrote all treatment pages and added HubSpot conversion buttons and downloadable treatment guides to convert more website visitors to contacts. This led to **1,100% increase in website traffic, 383% increase in contacts and 500% increase in online bookings in the first 11 months.**

“ We saw the benefit in moving the work we had with four individual providers and consolidating all marketing with Engage Online Marketing to ensure our marketing and sales were aligned and everything was working in the right direction, to get more consultation bookings and customers. ”

The Engage Online Marketing Difference



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HubSpot gave Andrew and Engage Online Marketing real time feedback on all marketing channels and allowed EOM to validate the ROI on marketing spend and track where customers were coming from.

“I like that I can tell Engage Online Marketing an idea, they right away get what I’m saying and they can add to it and come up with the best way to reach customers.”

“I don’t have to work with multiple marketing providers, nor do I have to teach Jonathan and his team about the devices we use and the type of customer we are trying to attract, they had this knowledge and that is why Syneron Candela recommended them to us.”

“Engage Online Marketing gave me the freedom to go back to doing what I do best, managing the clinic and ensuring we convert the consultations into paying customers.”



Engage Online
MARKETING

Specialising in the beauty and aesthetic industry, we are your online marketing experts offering basic packages to complete digital strategy.

Call us today on 07 5527 9295.

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