

## Salon Supplier Marketing Makeover

### KEY METRICS



### About Keller International

The hair industry is built for growth, but when things get scraggly, so too grows the need for proper upkeep. This is why the beauty industry relies on affordable, yet adequate, infrastructure with proper ergonomics, to help keep people pretty. This case study on beauty supply powerhouse, Keller International, offers a roadmap other B2B resellers can emulate to win online.

Based out of New York, [Keller International](#) (KI) is a B2B supplier of reputable salon furnishings across North America, focusing on unique designs that are both affordable and reliable. With small-town origins and big-city dreams, KI was at the eCommerce forefront of the beauty industry, driven by its mission to make quality equipment accessible to all beauty shops and barbers.

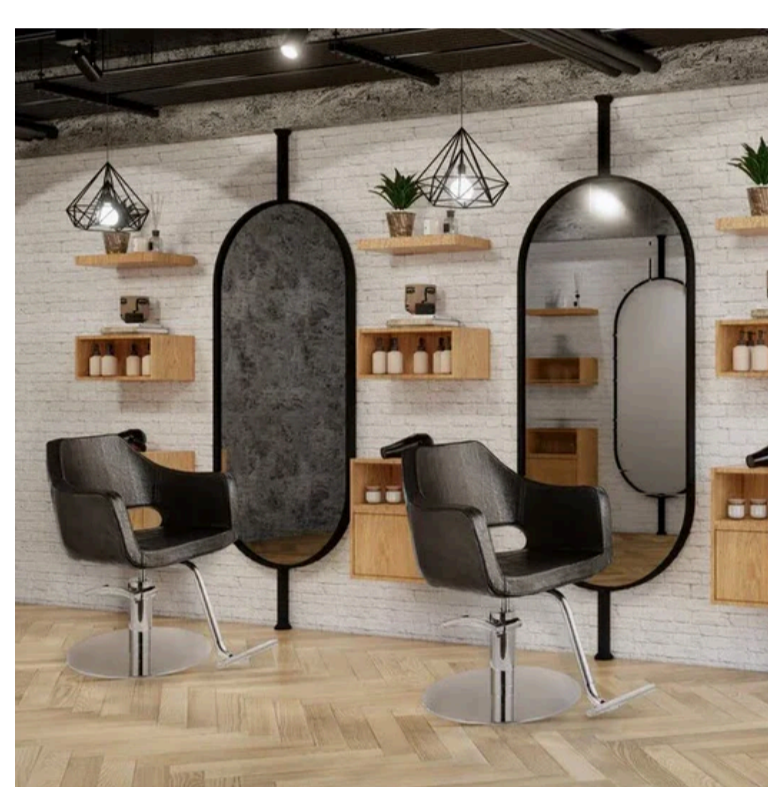


### Business Objective

In a post-pandemic world reeling for personal pampering, KI recognized untapped market opportunities. Realizing the need for a full omni-channel treatment, they contacted LP to weave their [Paid Social](#), [SEO](#), and [PPC](#) campaigns together.

### Goals to Achieve

- Expanding reach while maintaining campaign efficiency
- Increasing branded search volume and demand generation
- Sustaining and strengthening long-term brand equity



### How We Made It Happen

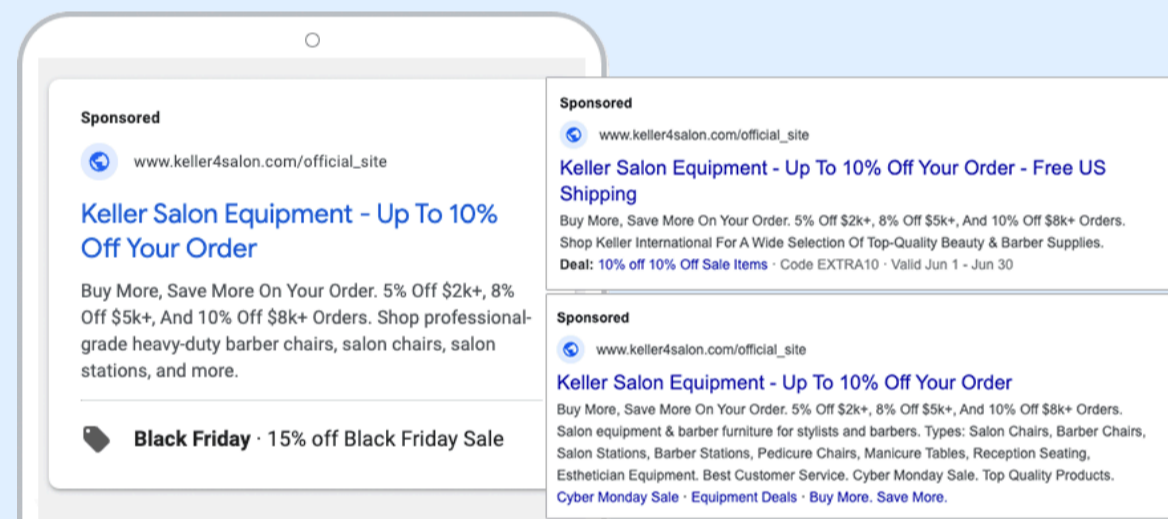
Our strategy leveraged KI's solid reputation within the industry to introduce new product lines to high-intent buyers on Facebook and Instagram. Increasing branded search terms on Google drove direct traffic to KI's site, propelling them up the SERPs. We further leveraged SEO to sustain the business long-term. Meanwhile, PPC ensured brand capture and search visibility across eCommerce shopping to occupy as much digital shelf space as possible.

### PAID SEARCH

After our initial account review, we set new performance benchmarks and restructured the search campaigns accordingly. We organized PMax campaigns by product category to optimize scalability and align budget allocations with seasonal promotions for stuffed animals, books, dolls, and baby gifts. Additionally, we implemented Dynamic Search Ads (DSA) to bridge any keyword gaps using website content tailored to users' search queries. We maintained a manual approach for the remaining products to ensure better control over ad spending. Furthermore, we distinguished between general and high-volume branded search terms to uncover potential market opportunities beyond our original focus.

#### Cross Channel Impact

- Our display and demand generation remarketing initiatives increased brand recognition on paid social platforms, maintaining brand awareness with B2B buyers making high-consideration purchases.
- DSA campaigns utilized site content to deliver informative ads relevant to potential customers. Seasonal promos directed more top-of-funnel traffic, enhancing the effectiveness of social media campaigns. Similarly, organic brand visibility increased by 13.53% in March 2024 YoY.

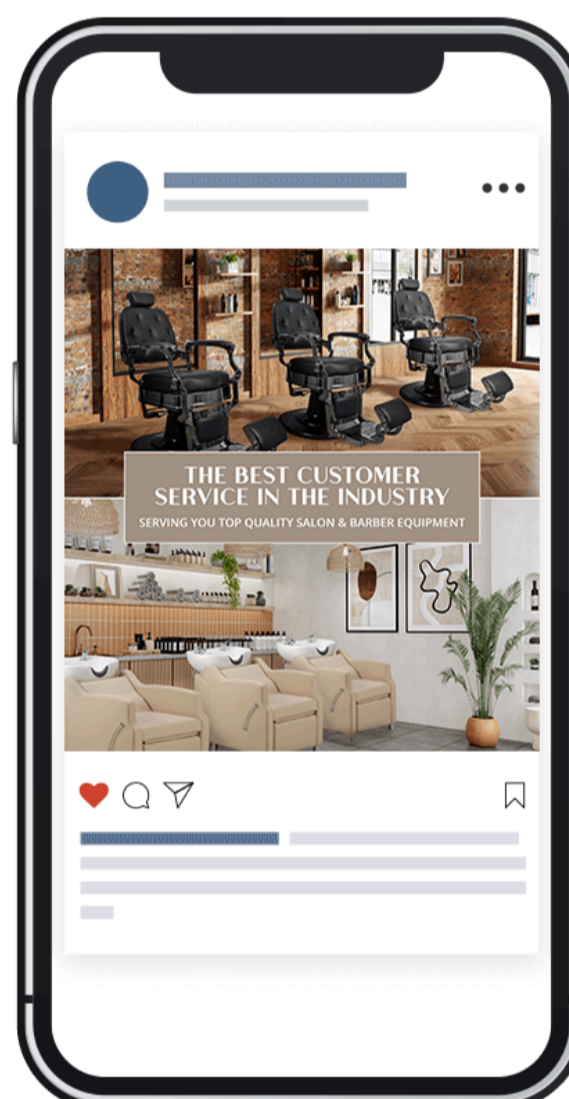


### PAID SOCIAL

We experimented with creative approaches to optimize our prospecting campaigns on social media, aiming to introduce the brand to salon owners, operators, and independent contractors. By leveraging historical pixel data alongside broader audience segments, we tailored high-performing ad content relevant to each specific sector of the hair industry. To further drive social commerce, mid-funnel campaigns targeted site visitors and engaged users with dynamic product ads (DPA) to increase average order value (AOV).

#### Cross Channel Impact

- We tapped into a 1% lookalike audience derived from paid search to identify potential customers on social media.
- Visitors from SEO-driven efforts were strategically funneled into our remarketing campaigns.



### ORGANIC RANKINGS

Beginning with crawling KI's website, our team took inventory of new opportunities both from a technical standpoint and by discovering keyword ranking opportunities. From there, we began optimizing on-site content throughout product category pages with copy relevant to each unique URL. This increased visibility on lower-volume items, providing a lift to the overall site authority. With web vitals stabilized, our team focused on a strong, [long-form](#) content strategy as ammunition for ranking power over the competition.

#### Cross Channel Impact

- Seasonal promotions led by PPC campaigns alongside our bi-annual minimum target strategy to grow product focus rankings.
- Brand recall from paid social resulted in a lift in branded search volume captured through organic rankings and search ads.



### RESULTS

#### Search

- 13% increase in revenue
- 13% increase in conversion value
- 13% increase in conversion
- 24X ROAS while maintaining growth

#### Social (year over year March '24)

- +153.85% increase in purchases
- +90.02% increase in conversion value
- 42.98% reduction in CPA
- ROAS: 44.9x (+31.27%)

#### Organic

- 15% revenue increase from organic traffic in 2022
- 10% revenue increase from organic traffic in 2023

### IMPACT

LP has diversified sales across KI's product offering by segmenting campaigns based on business objectives to alleviate inventory pressure points. This has enabled KI to engage new audiences and grow its reach. As such, they've continued expanding distribution into underrepresented regions, including Canada, while sustaining ROAS targets and scaling the account.

Looking good never felt so easy, thanks to our clients trust in the process. By integrating a full-funnel approach, LP transformed KI's multi-channel marketing efforts into a cohesive omnichannel strategy that has expanded its product offering into new markets without sacrificing campaign efficiency.

### Tips For Achieving Similar Results

- Redefine product groupings with smart segmentation to manage demand
- Use social media demand generation for high-consideration B2B transactions to increase PPC search volume
- Incorporate period promos to sway price shoppers and reward loyalty, which increases AOVs and LTV of customers

Is your marketing strategy in need of a full digital makeover? We can help! Reach out to our [team](#) for a complimentary, no obligation, free campaign review and account consultation.

[Learn More](#)