

Case Study

Pinpoint Marketing and Escultor Hairdressing

The Challenge

Escultor Hairdressing relocated from Buckinghamshire to Berkshire to be able to grow and expand on recent success. A healthy proportion of clients transferred over to the new salon, but new customers needed to be found on a local level and Escultor needed to ensure that the residents of Hurley and the surrounding villages new about the salon opening its doors.

The Solution

Pinpoint Marketing visited the salon, both as a loyal customer, and in its capacity as a marketing consultant. Having established the challenge and the USP of the salon, Pinpoint Marketing did two things.

Firstly, we suggested marketing activities Escultor could undertake including maintaining the existing branding and maximising on current memberships and advertising.

Secondly, we created a proposal of ideas after the meeting detailing ways to raise awareness of the new salon opening in the area and tactics to promote the salon, the hairdressing services on offer and to introduce Nikki the creative director and owner. The detailed proposal covered all the main disciplines of marketing, but emphasised the very applicable and relevant tactics of PR and advertising using leaflet drops and editorial.

We worked together to create an A5 double sided colour leaflet, designed to use in a residential door-to-door leaflet drop. The leaflet focussed on the services on offer, opening times and included a tear off promotion to receive a new customer discount.

The Result

Footfall has grown and is increasing, turning Escultor into an established and thriving business in the local community.

“Pinpoint Marketing has helped me to recognise what my priorities are and have produced a sensible plan which I can easily work with.”

Nichola Jones, Escultor Hairdressing, Berkshire



Identifying effective solutions for all your marketing needs

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