

CASE STUDIES

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CURRENTLY IN-THE-WORKS AND RECENTLY LAUNCHED PROJECTS

A snapshot of recent launches (ROI coming soon!)

Beginning November 2023 - present



**MARKETING TEAM
RESTRUCTURE &
LEADERSHIP TEAM
REALIGNMENT**

IDOLIZE Brow & Beauty Spa



**AUTOMATED LEAD
NURTURE JOURNEY**

IDOLIZE Brow & Beauty Spa



**NEW SOCIAL MEDIA
STRATEGY**

The Camp Transformation
Center and IDOLIZE



BRAND RE-POSITIONING

The Camp Transformation
Center



BUILDING A (SUCCESSFUL) DIGITAL MARKETING TEAM FOR LOCAL FRANCHISEES

Challenge

To fix a fractured franchisee digital marketing program

- **THE SCENARIO**

Deka Lash Corporate had created an in-house digital marketing agency – known as dekadigital – as an alternative to outside vendors to act as the primary resource for franchise owner's local paid marketing campaigns. The goal of dekadigital was to operate as the gold standard in managing paid search and meta ads for Deka Lash franchise owners

- **THE REALITY**

dekadigital had not been built for scale. It was managed by one person who did not use the in-house creative, the accounts were not regularly maintained, and franchise owners were becoming increasingly frustrated by the lack of communication and lack of transparency surrounding results and ROAS

- **THE CHALLENGE**

To restructure my department to absorb dekadigital and to restore the agency as a trusted digital advertising partner through increased ROAS, increased booking conversions, and to set a new standard of communication and data transparency

Objectives + Goals

How to fix a fractured franchisee digital marketing program

- **TO RESTRUCTURE AND REBUILD THE AGENCY FROM THE GROUND UP TO OFFER THE RIGHT AMOUNT OF SUPPORT AND DATA**
- **TO INCREASE BOOKINGS IN ALL PARTICIPATING STUDIOS FROM BOTH SEARCH AND META**
- **TO ROUTINELY TEST NEW CREATIVE ACROSS DIFFERENT ADS SETS**
- **TO ESTABLISH AN EASY-TO-UNDERSTAND COMMUNICATION AND REPORTING STRUCTURE TO FRANCHISEES**
- **TO PROVE THE SUCCESS OF THE AGENCY THROUGH ORGANIC PARTICIPATION GROWTH**

The Results

Some markers of our success



RESPONSIBLE FOR INCREASING BOOKINGS TO A SUSTAINED 33-37% OF ALL NEW CLIENT BOOKINGS ACROSS THE ENTERPRISE (WITH HALF OF ENTIRE STUDIOS PARTICIPATING)



INCREASED PARTICIPATING STUDIOS BY 90% WITHIN 5 MONTHS



SCALED DEKADIGITAL TEAM FROM 1 TO 3 TO INCLUDE MANAGER, ANALYST, COORDINATOR



LAUNCHED AUTOMATED LEAD NURTURE SYSTEM RESULTING IN +70K IN REVENUE IN LESS THAN 3 MONTHS ACROSS 20 STUDIOS



ACHIEVED A 20% REDUCTION IN CPB OVER A 1 YEAR PERIOD



**CREATING A SUSTAINABLE LOCALIZED APPROACH TO
FRANCHISEE MARKETING, RELATIONS, AND SUCCESS**

Challenge

To create strategies to help local studio owners tackle local marketing efforts

- **THE SCENARIO**

The Deka Lash marketing efforts were completed by two separate departments: the Marketing & Tech Team (dedicated to dekadigital management), and the Brand Experience Team (dedicated to social media, content creation, design, and print). Both teams were responsible for communicating with owners about specific in-studio related issues

- **THE REALITY**

With both teams having a different focus, neither had the capacity to solely focus on creating local strategies for pre-open, grand open, or sustained marketing. The communications both to owners and between the departments were fractured, siloed, and not driving enough change at the local levels. Between the two departments, there was no real ownership of local marketing efforts

- **THE CHALLENGE**

To restructure Marketing from a corporate team perspective, and to create new strategies and tactics to ensure marketing best practices were being implemented across all studios

Objectives + Goals

Establishing the gold standard in local marketing

- **TO RESTRUCTURE THE DEPARTMENT TO ABSORB DEKADIGITAL AND CREATE A NEW WAY OF WORKING WITH OWNERS TO ACHIEVE LOCAL SUCCESS**
- **TO GIVE GUIDELINES AND MARKETING BEST PRACTICES TO OWNERS AT EVERY STAGE OF THEIR STUDIO OWNERSHIP**
- **TO PROVIDE A COMPREHENSIVE MARKETING PLAN THAT CAN BE IMPLEMENTED AT EVERY LOCATION WITH REAL EXAMPLES AND SUCCESS STORIES**
- **TO REINTRODUCE AND RE-ESTABLISH GRASSROOTS AND COMMUNITY MARKETING AS NECESSARY AND IMPORTANT COMPONENTS OF A MARKETING STRATEGY**

The Results

Local marketing took center stage



REGIONAL MARKETING MANAGERS

I created the role of Regional Marketing Manager (RMM) to ensure that all franchise owners had a direct point-of-contact within the marketing department. The two RMMs were responsible for understanding KPIs around both Marketing and Ops so that all conversations with owners were data-driven, while also acting as account managers to help field all cyclical franchisee issues such as page management, print ordering, etc.



PRE-OPEN TO SUSTAINED MARKETING TIMELINE

We created a comprehensive timeline with correlating checklists and to-do's from which all new owners would work from, beginning the day they sign their agreement. The RMMs would then work to ensure that every milestone was being hit, including when to launch ads, how to begin community efforts, when to begin selling memberships – all with expected success metrics



LOCAL MARKETING PLAYBOOK

We created one source-of-truth for all franchise owners to use as a complete how-to guide for all their marketing efforts: The Local Marketing Playbook. Chapters included KPIs from which to measure results, all aspects of digital marketing and what was expected of owners, along with actionable grassroots and community marketing ideas and plans. Sections included real-life testimonials of Owners attesting to their success in participating



**BREAKING UP WITH LOW-IMPACT MONTHLY PROMOS TO CREATE
A NEW APPROACH TO MONTHLY MARKETING AND LOCALLY-
DRIVEN PROMOTIONS AT FRANCHISE LOCATIONS**

Challenge

Making promotions worth the effort

- **THE SCENARIO**

Deka Lash had historically created monthly promotions for each month. Each promotion included some sort of service discount that correlated with a monthly theme, and the marketing team was tasked with creating supporting materials to help Owners market every promotion

- **THE REALITY**

The monthly promotions simply were not effective enough. With so many discounts being offered at any given time, it was difficult to find consumers willing to pay full price. Furthermore, it was only working to attract "coupon-collectors" instead of our target consumer: a monthly member. With so many assets needed each month, the team wasn't able to focus on creating materials that would actually drive real revenue. And because the promos were so frequent, they lacked any goal-setting or real purpose

- **THE CHALLENGE**

I was tasked with rethinking the brand's entire approach to promotions and discounts. Without taking away the ability for Owners to run a local promotion of their choosing, I needed to create an impactful promotion that was worth spending so much of the team's time on, that was goal-oriented, and that would produce greater results than in months and years past

Objectives + Goals

To create a promotion with purpose and an easy-to-execute marketing calendar

- **TO MAKE PROMOTIONS PROFITABLE FOR PARTICIPATING STUDIOS**
- **TO CREATE ONE MAIN ANNUAL PROMOTION THAT IS MEMBERSHIP-DRIVEN WHILE STILL ALLOWING OWNERS TO RUN LOCAL PROMOS WHEN IT MADE SENSE**
- **TO HAVE PROMOTIONS SERVE A GOAL-DRIVEN PURPOSE**
- **TO CREATE AND LAUNCH A YEARLY MARKETING CALENDAR SO ALL OWNERS CAN TRACK PROMO START-END DATES AND ANY OTHER SERVICE AND/OR PRODUCT LAUNCHES**

The Results

A promotion with a punch and one calendar to rule them all



2022 SUMMER PROMOTION

- Sold +2,600 summer promo memberships within 3 months
- All levels of membership were eligible
- 40 participating studios
- Combined monthly value generated: \$82,130



2023 SUNNY DAYS PROMOTION

- Sold 506 memberships within 6 weeks
- Only the two most expensive memberships were eligible as a way to increase members in those two top tiers
- 49 participating studios
- Combined monthly value generated: \$307,655



ANNUAL MARKETING CALENDAR

In partnership with the Products and Training Teams, I was directly responsible for the creation, management, and execution of the Annual Marketing Calendar. The Calendar displayed service promo dates, launch dates for services/products, product competitions, and more. Each section also detailed what type of marketing support every location would expect to receive in order to help market each calendar entry. Support materials included: no less than 12 social media posts per launch, in-studio digital screens, print materials, email templates, and new ad creative

Working with me

“I had the pleasure of working under Alex's leadership for nearly 1.5 years, which was marked by encouragement and unwavering support. She cultivated a collaborative work environment, and took it upon herself to mentor and guide her team, always providing clear instructions and valuable feedback. Her remarkable ability to manage three diverse teams (creative/branding, digital marketing, and regional marketing) was essential in driving our efforts to support both HQ and local marketing efforts, with the ultimate aim of boosting new client acquisition and revenue generation. For me, Alex has been an inspiration, and I take immense pride in the work I accomplished under her guidance. Any company would be extremely fortunate to have her,, on board!

CELESTE J., DIGITAL MARKETING ANALYST

“Alex is meticulous in her decision-making and brings a level of attentiveness and passion to her work that is essential in business; however, seemingly uncommon.”

JULIE M., FELLOW MEMBER OF LEADERSHIP TEAM

Let's work together!



GET IN TOUCH

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Looking for more info or insight into any of the projects I've mentioned or my work history in general? Please don't hesitate to ask!