



50 Salons In 50 States To Participate In Facebook Ad Social Experiment

October 09, 2017

October 09, 2017 - PRESSADVANTAGE -

Casey Advertising, a business in West Warwick, RI, has announced the launch of a new social experiment. Before December 24, 2017, 50 individual hair salons and spas across 50 states will take part in it. These salons will all be able to access the new marketing strategies developed by Casey Advertising, so they can experience the benefits. People are encouraged to view the Facebook Page that offers details about the project.

Mark Casey, owner and founder of Casey Advertising, says: "We have some killer marketing strategies that we are implementing. These strategies are driving new clients into hair salons and spas every day. The advertising solution, and we know that it will completely revamp your current customer numbers and make you outshine your competition, is that of Facebook ads."

While Facebook ads are perhaps not innovative anymore, Casey Advertising has taken a new and fresh approach to them. Specifically, they use a four-part marketing funnel. The first is the well-targeted ad itself. The second is the landing page, which is an opt-in page where names, emails, and phone numbers are collected, and people can schedule their appointment at the salon and spas. Third, there is a thank you page

on which a digital coupon is provided to be redeemed at the appointment. Finally, there is a follow-up email sequence and text message sequence. This encourages customers to take action and as a result, increases traditional conversion/redemption rates.

"Any salon owners who want to take part in the social experiment are encouraged to visit 50 in 50 Project page contact us via email," adds Mark Casey. "Please add the subject line 'I am interested in applying for the 50 in 50', so that we know who should handle your request. We have also set up a Private Facebook group for the project, where you can also learn more details about the project."

Hair salons and spas wishing to apply must currently have an active Facebook business page. Those who are picked for the experiment will receive new clients who will want to try their services. As such, they can help to grow their current customer base. In return, Casey Advertising asks the chosen salons to leave a review in which they describe the results and share their thoughts about the Salon 50 in 50 project.

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For more information about Casey Advertising, contact the company here: Casey Advertising Mark Casey 855-341-9990 mark@caseyadvertising.com Casey Advertising 20 Maywood Drive West Warwick Rhode Island 02893

Casey Advertising

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