

Case Study:  
**Spruce Body Lab**



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## About Spruce Body Lab

Founded in 2005, Spruce Body Lab is a locally owned and operated day spa, located in Vancouver, British Columbia. Spruce Body Lab offers a blend of gender-neutral spa and clinical treatments to health and lifestyle enthusiasts living in the heart of Vancouver and surrounding area. Spruce's highly trained staff provide many services including: Registered Massage Therapy, Waxing, Infrared Sauna Treatments and more.

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## Introduction

As part of the ongoing optimization campaign with J.Ringer Consulting (JRC) in early November 2015, Spruce Body Lab (SBL) and JRC worked together to improve Spruce's e-commerce activity and conversion rates through the implementation of a holiday promotion campaign. Spruce's website has online reservation, products and gift cards available for purchase on the site (in Canada only).

To increase their website's traffic, conversion rates and revenue, a full digital marketing strategy was implemented by JRC. Due to the overall increase in purchases during the Holiday Season, SBL wanted to target holiday shoppers while rewarding their clients by launching a promotional campaign for the holidays, through four (4) different mediums:

1. Drip Email Campaign
2. In-Store Displays
3. Spruce Social Channels
4. Spruce Website

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## Digital Marketing Strategies

The focus of the campaign with SBL was to drive sales of Spruce's gift cards. The promotional offer was a \$30 account credit for every \$100 gift card that a customer purchased online through the website.

The campaign was launched one month prior to the promotion date and a digital marketing strategy was planned and implemented to advertise the promotion through a number of different platforms, including:

### **1. Drip Email Campaign**

A drip campaign was implemented to notify clients of the upcoming sale. Periodic reminders were sent in the weeks leading up to the event date. JRC worked with SBL on the timing and messaging of the emails that were sent to Spruce's contact list. The messaging primarily focused on the upcoming promotion. JRC then monitored the email analytics to understand:

- 1) Percentage of emails being opened
- 2) Number of links that were opened in the email
- 3) Device usage
- 4) Number of on-site conversions
- 5) Time spent on the website
- 6) Number of pageviews

### **2. In-Store Displays**

JRC also worked with Spruce to advertise the online promotion in-store to catch the attention of the clients who frequent the spa and to remind them of the upcoming online sale.

### **3. Spruce Social Channels**

Spruce's social media channels were used to reach the spa's followers who may not frequent the spa. JRC tailored the content to match the familiar tone of each channel and a social content calendar was implemented to ensure posts and messaging coincided with peak traffic times. J.Ringer then posted the promotional content over the course of the campaign. The highlights of the social campaign were:

- 1) Boosted posts with targeted demographics on Facebook
- 2) Frequent updates on Twitter during the week leading up to the sale
- 3) Instagram posts
- 4) Blog articles outlining the event and the charities to which Spruce was donating a proceed of their gift card sales.

### **4. Spruce Website**

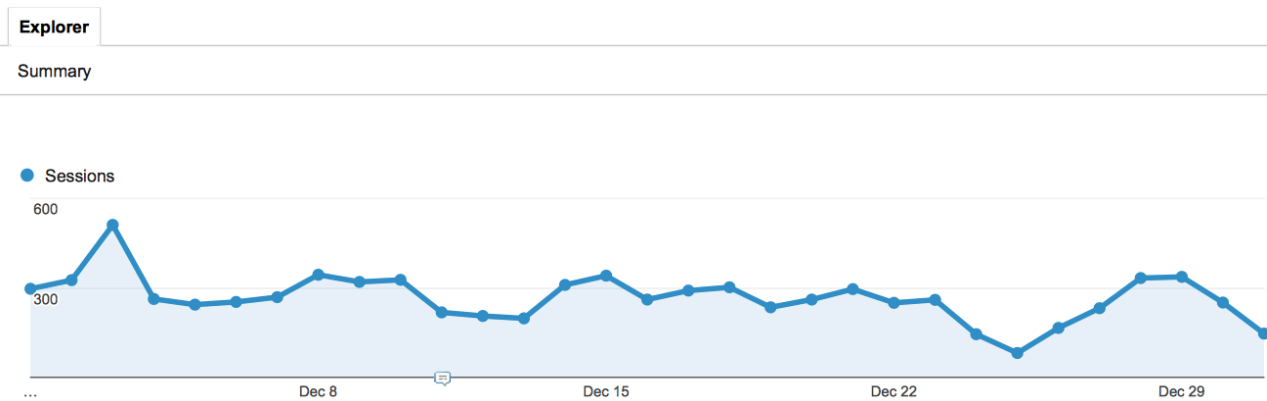
JRC also wrote the blog posts for the holiday gift card promotion, implemented the homepage banner content, the links and imagery and then published the promotional information live on SBL's website.

## Outcome

During the entirety of the digital marketing campaign with SBL, JRC worked in concert with Spruce to improve their visibility in the online space and advertise their holiday promotion to improve their conversion rate and ultimately improve revenue over the promotional period.

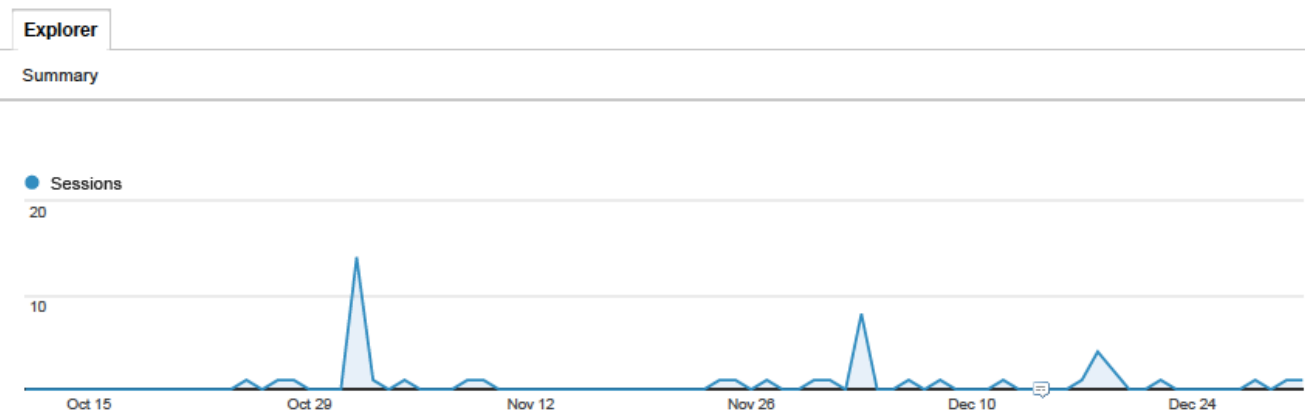
Prior to the launch date, JRC's digital marketing strategy was implemented to raise awareness around the upcoming promotion, which led to a significant increase in web traffic during the promotion.

### Number of Sessions on the Day of the Online Promotion



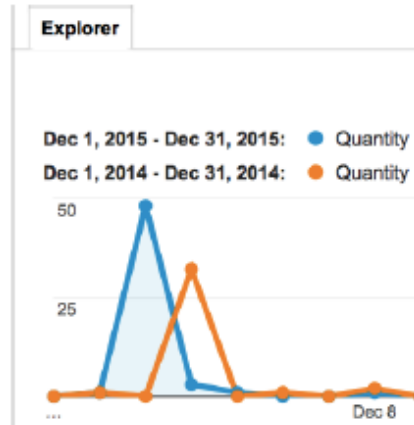
Further, the drip email campaign led to a significant increase in the number of sessions on Spruce's website from the end of October to the end of December 2015.

### Number of Sessions



After creating and implementing the digital marketing strategy, the increase in the number of sessions on Spruce's website led to the sale of nearly double the number of \$100 gift cards in 2015 than were sold over the same time period the year before.

Quantity of Gift Cards Sold



The promotional strategy implemented by JRC increased the number of gift cards sold over the entire month of December by 41.67%, which led to a revenue increase of 43.84%.

Revenue increase in December 2015

Product	Quantity	Unique Purchases	Product Revenue	Average Price
	41.67% ▲	41.67% ▲	43.84% ▲	1.53% ▲

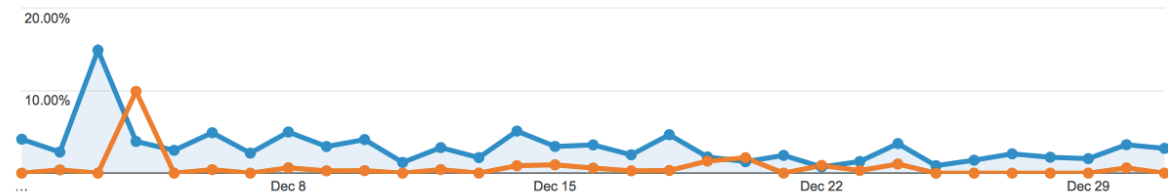
By successfully implementing the digital marketing strategy to enhance SBL's holiday promotion, J.Ringer was able to substantially increase the e-commerce conversion rate. Over the month of December, JRC increased the e-commerce conversion rate for SBL by 299.64% from 0.91% in December 2014 to 3.63% in December 2105.

### E-Commerce Conversion Rate for December 2014 to December 2015

Explorer

Summary

Dec 1, 2015 - Dec 31, 2015: ● Ecommerce Conversion Rate  
Dec 1, 2014 - Dec 31, 2014: ● Ecommerce Conversion Rate



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## Conclusion

By developing and implementing an in-depth digital marketing strategy for Spruce Body Lab's holiday promotion in December 2015, J.Ringer Consulting was able to:

- Increase gift cards sold by 41.67%, compared to the year prior.
- Increase revenue by 43.84%, compared to the year prior.
- Increase the number of sessions by 8.65%, compared to the year prior.
- Increase in their e-commerce conversion rate by 299.64% , compared to the prior year.



# J.RINGER CONSULTING

J.Ringer Consulting helps brands build a stronger web presence with an integrated digital marketing strategy. Specializing in search engine optimization, strategies are custom tailored for each individual website for ongoing success. Whether your website is just a few pages or a few thousand, we can give your business the advantage in the search results

## COMPREHENSIVE SEO SERVICES

- Get a detailed SEO assessment of your website and how it stacks up to your competitors
- Leverage Google and Bing services for optimal search engine visibility
- Implement a personalized optimization strategy to meet your unique business goals
- On-brand content development crafted to engage and convert visitors
- Understand how your visitors behave on your website with analytics tracking

## ONE CLIENT, ONE INDUSTRY

Your business success depends on staying ahead of your competition. To ensure the best results for our clients, we do not work with direct competitors. You can rest easy knowing that your website isn't getting the same cookie-cutter strategy as your competitor down the road.

## LET'S CONNECT

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