

How a premium New York salon boosted gift card sales during the pandemic with help from Zenoti

The Problem

As the COVID-19 pandemic hit New York hard, many organizations had their usual business models interrupted overnight. Roxana Pintilie, CEO of the premium salon Warren Tricomi, understood that she needed to generate more revenue – quickly. As the city began to reopen, Roxana knew that it would be critical to find ways to bring back her loyal clients using incentives.

The Solution

Zenoti worked closely with the Warren Tricomi team to create smart marketing campaigns focused on digital marketing, encouraging the purchase of gift cards by targeting customers with a personalized message and an offer of 20% off any salon service. Using the abandoned cart feature, Warren Tricomi followed up with any guests who left items in their basket online after thirty minutes of inactivity.

Marketing campaign success comes from consistent messaging rather than a one-time effort, and the Zenoti Smart Marketing platform helped to take the stress out of running a successful campaign. The Zenoti team worked closely with the marketing team at Warren Tricomi to plan a marketing calendar, taking special care to monitor campaign successes and ensure that they were sending email and SMS campaigns at the most effective time of day. With relationships forming the crux of a premium salon business, the 2-pronged strategy incorporated weekly mailers from the salons with personalized texts auto-generated from the stylists and colorists. Warren Tricomi added a philanthropic touch, with a generous 20% of the proceeds going to a charitable fund.



Results

**70,000**

emails sent

**96%**

email delivery rate

**\$35,000**

direct revenue recovered

**\$40,000**

additional attributed revenue



"Smart Marketing helped us generate sales at a critical point in our COVID recovery. As a result of these fantastic outcomes, Warren Tricomi is now looking to the upcoming holiday season and planning a campaign focused around further gift card sales and referral marketing strategies during the Thanksgiving and Christmas period."



About the Brand

Warren Tricomi is a luxury hair salon with locations in New York, Connecticut, India and Japan.