



CASE STUDY



Who is THE ONE Face & Body Bar?

www.theonefaceandbodybar.com

@theonefaceandbodybar

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THE ONE Face & Body Bar is a medical spa located in Barrie Ontario offering non-invasive beauty services. They provide a full spectrum of laser skin rejuvenation and medical grade cosmetic procedures, high-end products and a host of other services.

What They Needed

THE ONE Face & Body Bar needed help maintaining a consistent social media presence that represented their brand and their clients. Having worked with @thiskindalife on several influencer campaigns, they were aware of the benefit of strong social media presence and the impact it could have on driving business.

THE ONE needed assistance with management of their social accounts as the owner was often too busy to take it on while also running the business and serving clients. They also needed help developing strategic content that connected with their audience, while also growing their accounts to reach potential new clients.

Due to the COVID 19 lockdown in March / April 2020, **The ONE** questioned whether hiring TKL Media was the right choice at such a difficult time. However, they soon realized that connecting with their clients on social media was more important than ever as their business relied on social media to sell products.



social@tklmedia.ca // www.tklmedia.ca

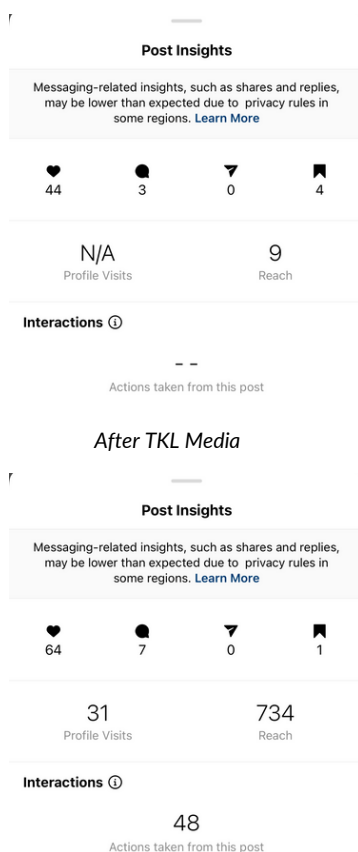
What they did Before

THE ONE Face & Body Bar had built a small but committed following on their social channels with fairly good basic engagement on original content, however website clicks remained low.

The majority of content relied heavily on stock images and graphics, many of which used colours and fonts that were not in line with **THE ONE's** branding. Video content was also minimal as were images of the team members. As a result their content came across inconsistent and less memorable.

Posts were cross posted from Instagram to Facebook with hashtags and other verbiage that did not relate to Facebook.

Before TKL Media



What We Did

Starting in the middle of lockdown, TKL Media began promoting products on social channels in the most creative way possible, often using themselves as models since photography was restricted. Connecting with the established audience became the priority as well as timely communication as the lockdown situation changed rapidly. This helped **THE ONE** reach clients urgently as things changed and helped them communicate available offerings such as curb-side pickup and free local delivery.

A monthly content calendar was created that focused on strategic communication and product sales. As the lockdown situation changed the content calendar was shifted and / or edited to include more updated information and other types of content that highlighted reopening, services, treatments and the amazing team members at **THE ONE**.

Once photography was again permitted, TKL Media assisted in the creation of photos and videos while the client also provided assets. This combined approach provided a more cohesive aesthetic to social media channels while also providing photos of client results.

Creating more strategic content including Instagram Reels and other videos helped **THE ONE Face & Body Bar** triple their following in a 12 month period, increase their engagement and their online sales.

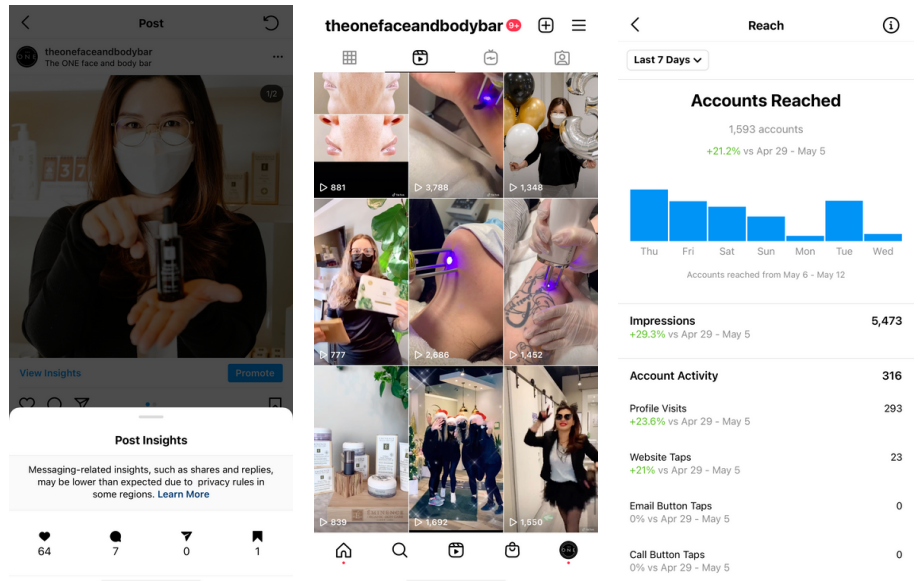
The Content

- 4 original posts per week
- Daily Engagement
- More Video/ Reels Content
- Growth Strategies

Testimonial

"**TKL Media** has been absolutely amazing to work with. They are experts in social media content creation and have helped our business grow on social media platforms. Their videography and photography skills are amazing and we always receive amazing support from them. We have only good things to say, they are professional, flexible, creative and easy to work with. If you are looking for expert help in content creation, **TKL Media** is the one you are looking for!"

- MJ Lee, Owner of **THE ONE Face & Body Bar**



Profile Visits
+23.6% vs Apr 29 - May 5

293

Highlights and Milestones

- Tripled the following in 12 months
- One of the first local spas to jump on new Instagram trends
- Generated more than 10K combined views on Reels
- Increased engagement on posts from 9 people reached to 734
- Showcased the people behind the brand more than ever
- Established relationships with other local businesses through giveaways and shout outs.
- Increased client contacts, service and product sales driven through strategic social content

Our Relationship Today

THE ONE Face & Body Bar and **TKL Media** have a close working relationship that has evolved into a friendship. Despite the significant challenges of the lockdowns and pandemic, **THE ONE** has seen great results on social media and both parties are eager to see even more success once all COVID related restrictions are eased.