

Vive Studios
Black Friday Campaign

Who is Vive Studios?

Vive Studios offers expert massage therapies, by trained massage therapists, to clients around Cape Town. Types of massage treatments include Sports Massage, Inversion Therapy, Thai Massage or Thai-Oil Massage, Swedish Massage, Deep Tissue Massage, Reflexology, Foot & Head Massages.

A person is lying on their back on a massage table, receiving a massage. The therapist's hands are visible on the person's back. The background is dark and slightly blurred.

Vive Studios Brief & Idea

The brief for Vive Studios was to generate traffic and bookings for their Black Friday Promotion. Customers who booked a full body Swedish or Deep Tissue Massage between 29th November – 1st December 2019 would only pay **R200** each.



Facebook Ad



Organic Social Media Posts



Newsletter

3 Tier Marketing Strategy

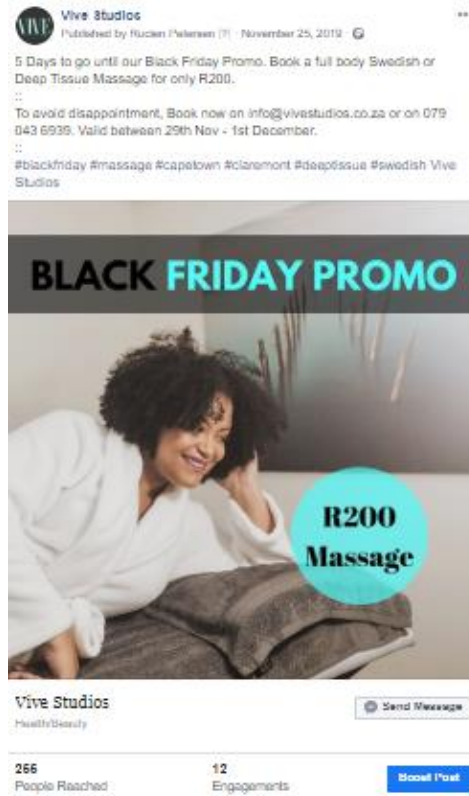
Facebook Ad

- Reached 3896 people
- 64 link clicks
- 26 message enquiries generated



Organic Social Media Posts

Facebook




Vive Studios
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5 Days to go until our Black Friday Promo. Book a full body Swedish or Deep Tissue Massage for only R200.

To avoid disappointment, Book now on info@vivestudios.co.za or on 079 043 6936. Valid between 29th Nov - 1st December.

#blackfriday #massage #capetown #claremont #deeptissue #swedish Vive Studios



BLACK FRIDAY PROMO

R200 Massage

Vive Studios
Health/Beauty

266 People Reached 12 Engagements

Send Message Boost Post

Instagram



BLACK FRIDAY PROMO

R200 Massage

vivestudiosza · Following

vivestudiosza BLACK FRIDAY WEEKEND AT @vivestudiosza 🥰

We are excited to be having our first Black Friday Promotion. Book a full body Deep Tissue or Swedish Massage over the weekend of the 29th November - 1st December and only pay R200 for your treatment.

Whether it is for yourself, a loved one, friend or family member this is a special not to be missed 🥰

Book NOW on our link in bio 📍 as we wouldn't want you to miss out on this amazing offer! 🙌

Liked by [the.world_according_to_fouzla](#) and 23 others

NOVEMBER 15, 2019

Add a comment... Post

Newsletter

- 252 Recipients
- 35% Opening rate
- 2.4% Click through rate



BLACK FRIDAY WEEKEND AT VIVE Studios

We are excited to be having our first Black Friday Promotion. Book a full body Deep Tissue Massage over the weekend of the 29th November - 1st December and only pay R200 for your treatment. Whether it is for yourself, a loved one, friend or family member this is a special not to be missed.

Book [NOW](#) as we wouldn't want you to miss out on this amazing offer!

T's & C's apply!

A woman with dark curly hair, wearing a white bathrobe, is sitting on a brown sofa. She is holding a white mug to her lips with her right hand. The background shows white curtains and a window. The image has a semi-transparent dark overlay.

Results.....

40 Bookings
generated for the Spa
between 29th November – 1st December 2019.

SP  **TTMEDIA**
Targeted Marketing Solutions