

Katherine Carey Creative

Digital Marketing Case Studies

2023 - 2025



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Consumer Self-Styling Campaign

SAM VILLA®

Brand: Sam Villa

Website: SamVilla.com

Timeline: February 2023



WHO:

Sam Villa is a professional beauty manufacturer of hair tools specializing in: scissors, blow dryers, flat and curling irons and hair brushes. Their target audience consists of hairdressers worldwide.

WHAT/THE 'CHALLENGE':

Sam Villa tools were perceived as only for professional hairdressers, limiting their market size. The goal was to unlock a massive new revenue stream by targeting the general consumer (D2C) with their irons, blow dryers and brushes.

HOW:

Traditional, overly technical stylist videos are intimidating to everyday consumers. I decided to shift the creative direction to relatable, short-form "self-styling" videos using models who look like the target audience, demonstrating ease of use. I created the vision board and shot list directing the models, managing the photo/videographer and ensuring the visual aesthetic matched consumer trends while maintaining premium brand equity.

RESULTS:

The ultimate proof of success—the creative was so impactful and drove such strong conversion rates that the brand adopted it as evergreen asset infrastructure for their Shopify and Amazon stores.



Sam Villa Consumer Shoot - Storefront Links



Blow Dry Brush,
[view here](#)



Pro Ionic Light Blow
Dryer, [view here](#)

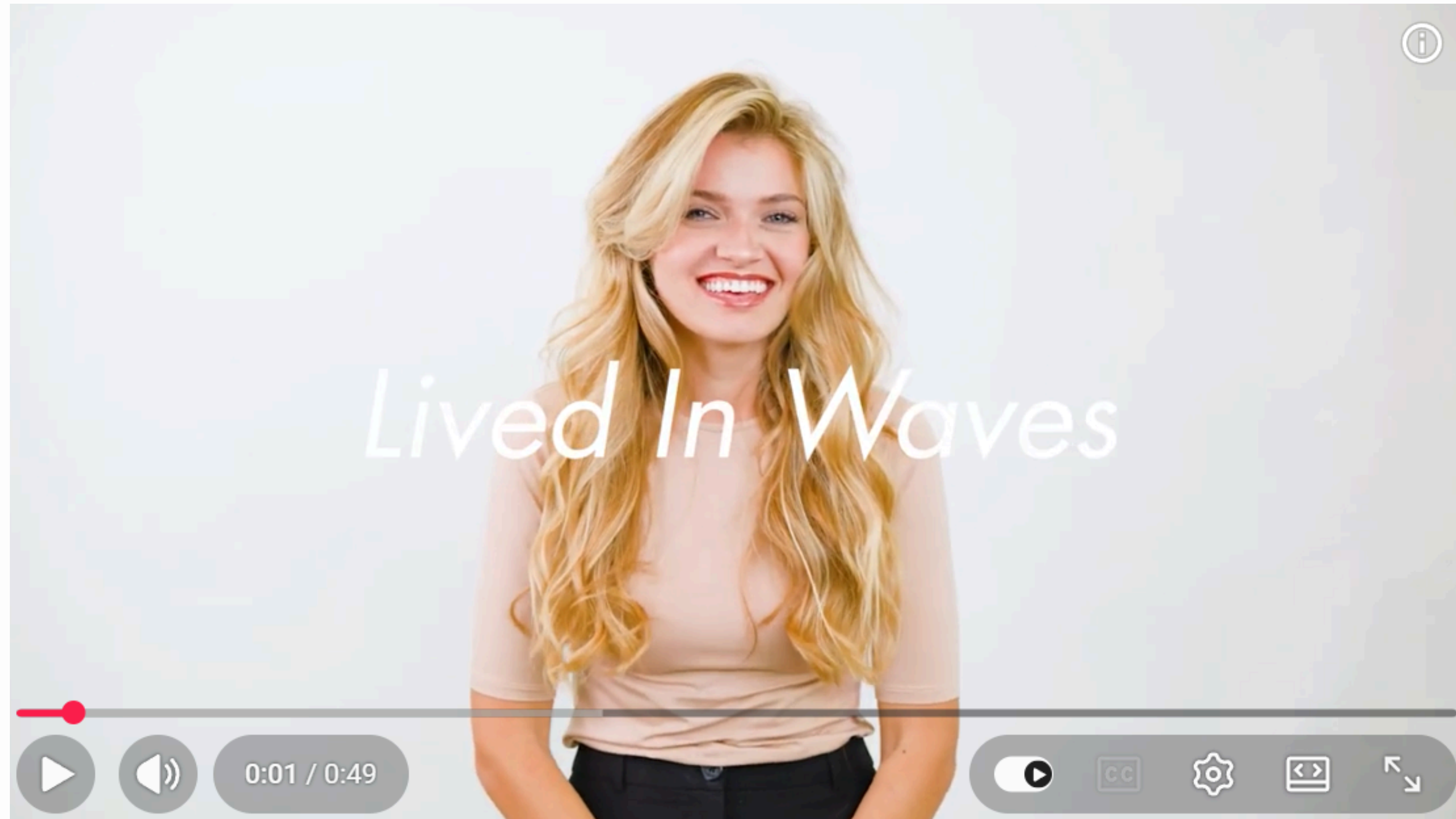


Double Waver,
[view here](#)



Curling Iron,
[view here](#)





Lived In Waves YouTube Tutorial, [view here](#)

Meta Ad

AquaLyna
HAIR EXTENSIONS

Client: AquaLyna Hair Extensions

Website: AquaLyna.com

Timeline: July 2024



WHO:

AquaLyna Hair Extensions is a consumer beauty manufacturer of hair extensions specializing in: clip ins, ponytails and halo extension products. Their target audience consists of beauty-enthusiasts worldwide seeking to to enhance their hair's length and volume.

WHAT/THE 'ASK':

Following a site rebranding, AquaLyna aimed to drive more traffic to their online store to boost awareness and increase purchases.

HOW:

To achieve this, I leveraged photography from their latest photoshoot to create Meta ads. I handled the design, copywriting, and management of these ads on their account.

WHEN:

We ran the ad for 3 weeks from July 15 - 30, 2024

RESULTS:

The Meta ad campaign, which had a budget of \$139, generated 455 link clicks with a CTR of 1.2%, and a cost-per-click of \$0.31. It also resulted in 13 onsite purchases directly attributed to the ad's referral traffic from Facebook. The ROAS was 21:1.

AquaLyna Hair Extensions - Meta Ad Creative



AquaLyna Hair Extensions - Meta Ad

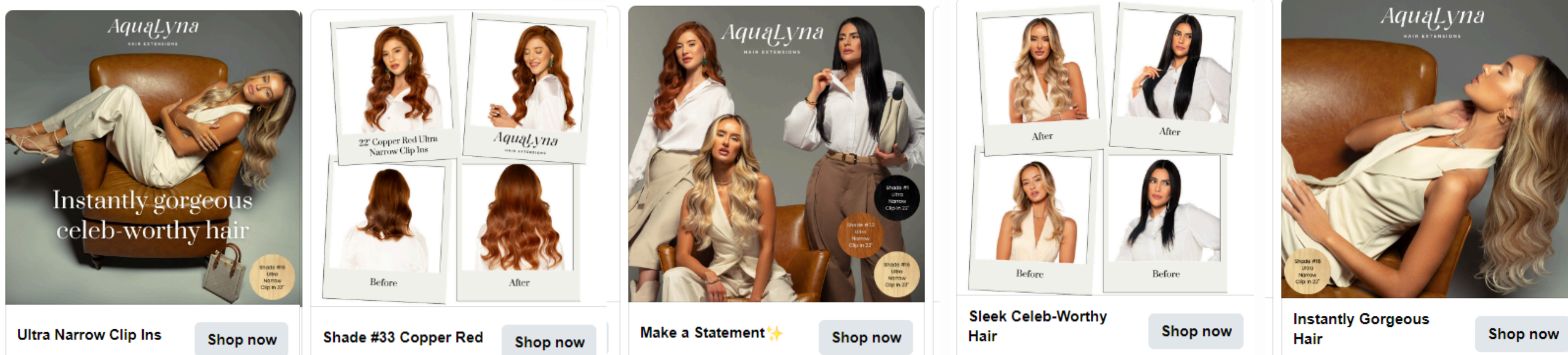
Meta Static Ad - Desktop Carousel Scroll

Concept: utilized a mix of lifestyle imagery along with powerful before and afters with top-selling, trending colors and a simple call-to-action of, "Shop Now", linking all images to AquaLyna.com

Desktop Feed 2 of 42

AquaLyna Sponsored

AquaLyna Hair Extensions, born & perfected in salons, brings easy-to-use DIY extensions to the comfort of your home. Available in Clip Ins, Ponytails & Halos



The carousel consists of five static ad images. The first image shows a woman in a white dress sitting in a brown leather chair, with the text 'Instantly gorgeous celeb-worthy hair' and 'Ultra Narrow Clip Ins' and a 'Shop now' button. The second image shows a 2x2 grid of 'Before' and 'After' photos for '22" Copper Red Ultra Narrow Clip Ins' with a 'Shop now' button. The third image shows three women with different hair styles, with 'Make a Statement' and 'Shop now' button. The fourth image shows a 2x2 grid of 'Before' and 'After' photos for 'Sleek Celeb-Worthy Hair' with a 'Shop now' button. The fifth image shows a woman in a white dress sitting in a brown leather chair, with 'Instantly Gorgeous Hair' and 'Shop now' button.

Ultra Narrow Clip Ins [Shop now](#)

22" Copper Red Ultra Narrow Clip Ins [Shop now](#)

Make a Statement ✨ [Shop now](#)

Sleek Celeb-Worthy Hair [Shop now](#)

Instantly Gorgeous Hair [Shop now](#)

AquaLyna Hair Extensions

Results:

Performance overview

Activity types: All ▼ ⚙️ Customize

Link clicks ⓘ
455
--

Per Link Click ⓘ
\$0.31
--

CTR (all) ⓘ
1.21%
--

Link clicks



Timeline: 7/15 - 7/30/24

Budget: \$139

Link Clicks: 455

Reach: 27,857

Impressions: 44,301

Cost per click: \$0.31

CTR: 1.21%

Order count: 13

Total Sales: \$3,016

ROAS: 21:1

4th of July Sitewide Sale Promotion



Client: Aqua Hair Extensions

Website: aquahairextensions.com

Timeline: July 2024



WHO:

Aqua Hair Extensions is a leading beauty manufacturer specializing in professional hair extensions. Their main audience consists of licensed cosmetologists worldwide.

WHAT/'THE ASK':

Boost onsite sales during their 4th of July sale, which featured a sitewide 15% discount, through targeted email and SMS marketing campaigns.

HOW:

I managed all aspects of the email and SMS campaigns, including timelines, creative briefing, implementation into Klaviyo, deployment, and performance reporting.

RESULTS:

In July 2024, Aqua Hair Extensions experienced an +8% increase in overall onsite orders compared to the previous month. The email campaign achieved an average open rate of 34.5% and a click-through rate (CTR) of 1.03%. The SMS campaign had a CTR of 2%, with a noticeable increase in onsite orders during the second pulse of the campaign.

Eblast - 4th of July Sale Teaser

Email Creative (Vertical Scroll):



Let's Chat, Sign Up For
Text Us Education Updates

JOIN OUR SOCIAL FAM

Follow @AquaExtensions on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured



Results:

Deployment date: 7/1/24

Subject: "Everything AQUA
15% OFF 🛍️ on 7/4 💰"

Opens: 9,138

Open Rate: 38%

Clicks: 225

CTR: .95%

Eblast - 4th of July Sale Day Of

Email Creative (Vertical Scroll):



Let's Chat, Sign Up For
Text Us Education Updates

JOIN OUR SOCIAL FAM

Follow @AquaExtensions on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured



Results:

Deployment date: 7/4/24

Subject: "GET 15% OFF AQUA
Sitewide 🛍️ 48 HOURS 💰"

Opens: 7,825

Open Rate: 33%

Clicks: 280

CTR: 1.18%

Eblast - 4th of July Sale Last Call

Email Creative (Vertical Scroll):

LAST CHANCE FOR 4TH OF JULY SALE
15% OFF SITEWIDE
+ EXTRA 15% OFF LAST CHANCE
SALE ENDS 7/5 11:59PM EST

A Shiny Difference

Unlock your luscious locks with our 100% Remy Hair. Keep the cuticle intact for vibrant, customizable color & effortless shine!

SHOP AQUA

Keep Your Salon Stocked
Shop the essentials + get our newest systems on your shelves!

SHOP AQUA

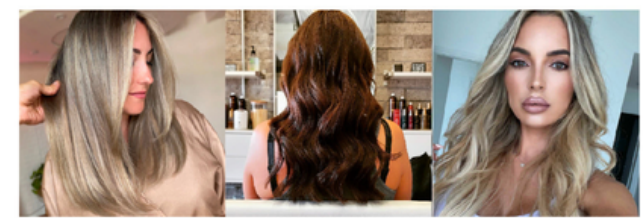
30% OFF Last Chance Items
+ EXTRA 15% OFF

SHOP LAST CHANCE ITEMS

Let's Chat, Sign Up For
Text Us **Education Updates**

JOIN OUR SOCIAL FAM

Follow @AquaExtensions on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured



Results:

Deployment date: 7/5/24

Subject: "ENDS SOON: 15% OFF Sitewide 🛍️💰"

Opens: 7,862

Open Rate: 33%

Clicks: 228

CTR: .97%

SMS Creative



AQUA Hair: Hey gorgeous, we thought you might want to know about our 💎 15% OFF SITEWIDE SALE starting tomorrow 7/4 - 7/5 PLUS get an extra 15% off Last Chance Items! Start Saving to your 🛒



<https://aqua.attn.tv/aQ6WOqWQoylv>

SMS - 4th of July Sale Day Before

Results:

Deployed: 7/3/24

Audience: AQUA subscribers

CTR: 1.8%

Delivered: 15,295

Clicks: 268

Orders: 62

SMS Creative



AQUA Hair: 🌟 48 HOUR SALE
🌟 sparking off TODAY
through 7/5 🛒 STOCK up on
AQUA & AquaLyna with our
15% OFF SITEWIDE SALE 🛒 +
Extra 15% Off Last Chance
Items!
<https://aqua.attn.tv/anjjzoTD60ZK>

SMS - 4th of July Sale Day Of

Results:

Deployed: 7/4/24

Audience: AQUA subscribers

CTR: 2.2%

Delivered: 15,197

Clicks: 328

Orders: 100

New Product Launches



Client: Aqua Hair Extensions

Website: Aquahairextensions.com

Timeline: April - June, 2024



WHO:

Aqua Hair Extensions unveiled a number of new product launches and line expansions in the past few months.

WHAT/'THE ASK':

Aqua wanted to bring awareness to these launches and grow onsite web traffic and sales through digital marketing strategies of email and SMS campaigns as well as social media posts and ads.

HOW:

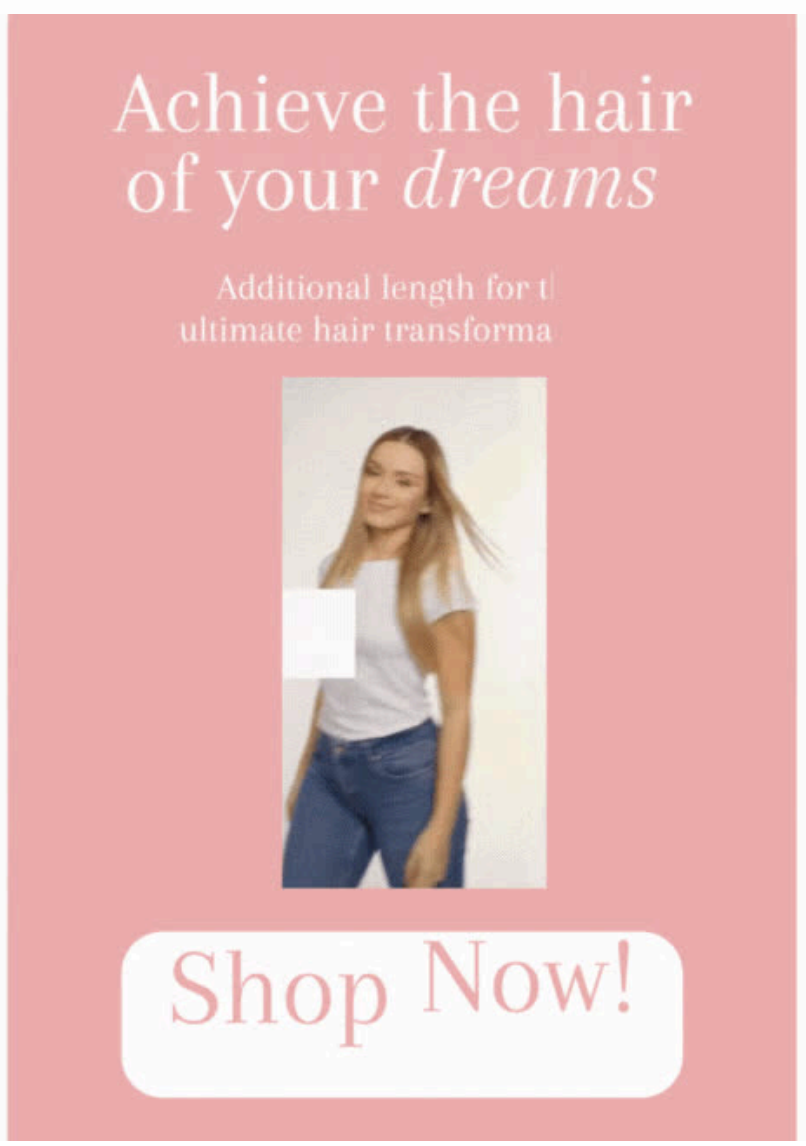
I managed email campaigns, SMS, graphic design and copywriting for these launch campaigns, as well as collaborated with the social team on the cadence to develop synergy in our activations.

RESULTS:

The average email CTR increased +2.2% and from April - June 24' compared to the previous 3 months, and orders placed onsite that were referred by email increased +3% during the same time comparison.

Eblasts - Keratin Fusion Hair Extensions

Email Creative (Vertical Scroll):



JOIN OUR SOCIAL FAM

Follow @AquaExtensions on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured



Results (1st Eblast Pulse):

Deployment date: 4/24/24

Subject: "24" Keratin Fusion
🌟 Just Landed!"

Opens: 8,959

Open Rate: 39%

Clicks: 150

CTR: .66%

Results (2nd Eblast Pulse):

Deployment date: 5/24/24

Subject: "Missed the Memo
📄 ? NEW 24" Keratin
Fusion 🌟 Landed!"

Opens: 7,686

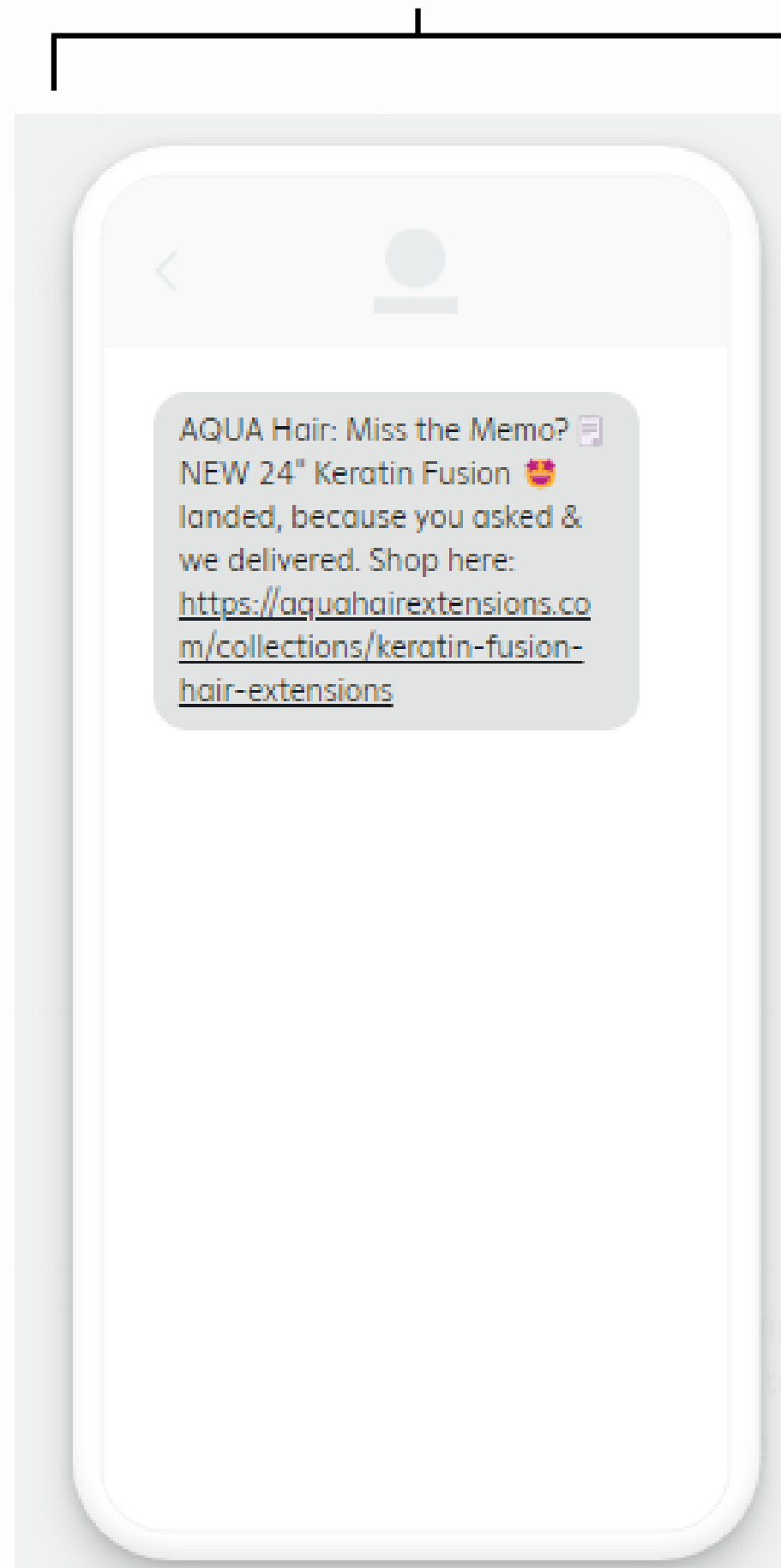
Open Rate: 34%

Clicks: 189

CTR: .85%

SMS - Keratin Fusion SMS

SMS



Results:

Deployed: 5/17/24

CTR: 1.3%

Delivered: 15,518

Clicks: 210

Orders: 24

Eblast - Root Tap 24"

Email Creative (Vertical Scroll):



Accentuate the natural beauty of your client's hair with our latest Root Tap Collection.

These natural shades provide depth, dimension & unparalleled elegance.

Now with the added length of 24 Inches!



JOIN OUR SOCIAL FAM

Follow [@AquaExtensions](#) on IG to get daily hair inspo & tag us in your amazing [#HairTransformations](#) for a chance to be featured



Results:

Deployment date: 6/24/24

Subject: "Tap into these Rooty Shades 🎨 + 24" LENGTH ✂️"

Opens: 9,444

Open Rate: 39%

Clicks: 212

CTR: .89%

Eblast - AquaLyna Root Tap Launch

Email Creative (Vertical Scroll):

Results:



Join our Social Fam

Follow @AquaLynaHair on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured



Deployment date: 6/7/24

Subject: "Tap Into These New Shades 🎨 with AquaLyna"

Opens: 9,530

Open Rate: 43%

Clicks: 1,884

CTR: 8.5%

Eblast - New Summer Products

Email Creative (Vertical Scroll):



New Look!
Boar Bristle Brush

- Hygienic, durable & heat-resistant
- Boar bristles provide polish & added shine
- Ergonomic handle designed for comfort



Shop Boar Bristle Brush



New Look!
The Essentials Kit

- 1 x Shampoo 10oz
- 1 x Conditioner 10oz
- 1 x Leave In Spray 8.5oz
- 1 x Cosmetic Bag
- 1 x AQUA Boar Bristle Brush

26% Savings

Shop Essentials Kit



New! Limited Edition
AQUA Trucker Hats

The perfect hat for your lazy hair days that adds style, comfort & practicality.

These hats have a high-profile crown, slightly curved brim & turquoise pin accessory.

Shop Trucker Hat

New Look!
Tape Tabs

- EZ Tape Tabs
- Re-Tape Tabs
- Single Side Tape Tabs



Shop New Tape Tabs

Let's Chat, Sign Up For

Text Us Education Updates



JOIN OUR SOCIAL FAM

Follow @AquaExtensions on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured



Results:

Deployment date: 6/18/24

Subject: "Secrets Out: New Summer Looks 🕶️🏖️"

Opens: 11,367

Open Rate: 37%

Clicks: 2,853

CTR: 9.45%

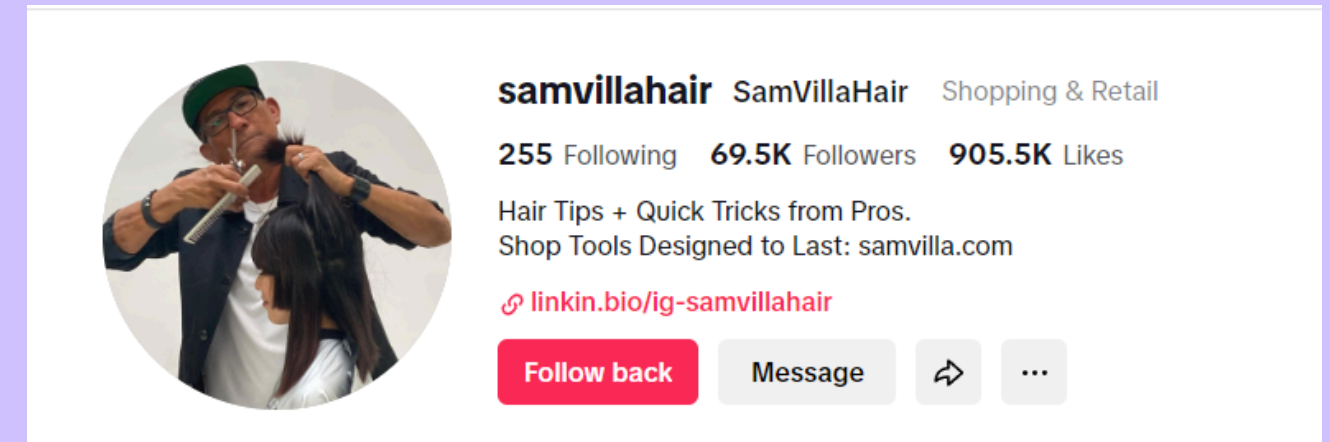
New Product Drop

We're making a splash this summer and unveiling our newest looks for our signature brushes, bags and NEW! Limited Edition Hats!

See below 📌

Social Page Management

- During my tenure at Sam Villa (Jan 2021 - Dec 2023) I spearheaded creating and managing the company's [TikTok page](#) growing it from zero followers to over 60k.
- I handled all content mapping through Later.com including scheduling and copywriting. I also edited video content through Splice and Adobe Premiere Pro, adding trending sounds and captions to make our page accessible for the deaf community.
- Multiple posts during my tenure went viral, [like this one](#) receiving over 3.3 million views and [this cutting tutorial](#) that received over 1.2 million views.



[View TikTok Page, Click Here](#)



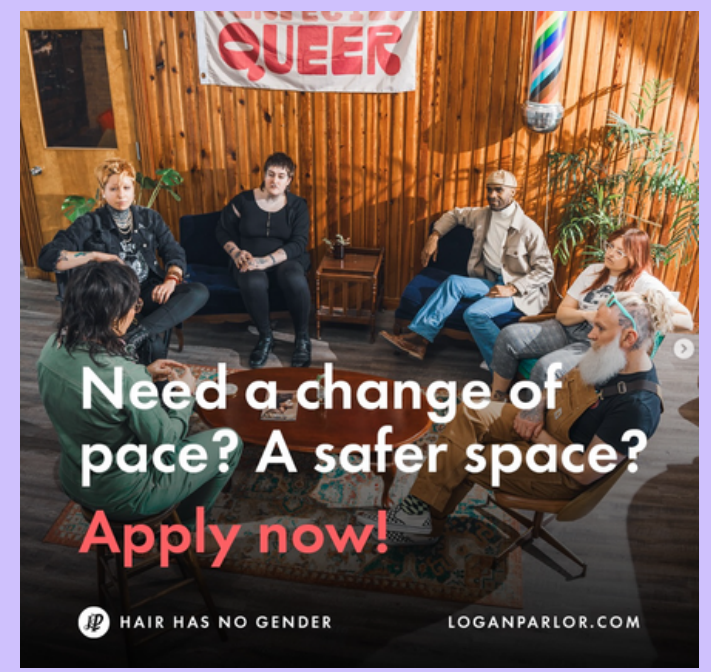
[View Post, Click Here](#)



[View Post, Click Here](#)

Social Page Management

- I am currently freelancing with Jamie DiGrazia, founder of [Hair Has No Gender](#) and Salon Owner of [Logan Parlor](#).
- I am managing her brands' marketing, social strategies and web development.
- I am proud of an influencer relationship I fostered for Jamie. I bartered with a local influencer to promote Jamie's Salon on social for free salon services. These posts went viral and had high levels of engagement for all collaborated accounts.



[View Post Click Here](#)



[View Collab Post, Click Here](#)



[View Post, Click Here](#)

Social Page Management

- Recently I freelanced for a media company called [Edit Butter](#) and managed multiple social media accounts for them, like a mobile anesthesia business called “Comfort Anesthesia” in Colorado.
- I handled all content mapping, community management and posting for Facebook, YouTube, Instagram, and TikTok for this client. We launched the client’s TikTok in April 24’ and his TikTok grew to over 20k followers since then.
- Multiple posts that I managed the copywriting, music and hashtags for went viral, [like this one](#) receiving over 4.2 million views and [this video](#) that received over 1.5 million views.



[View TikTok Page, Click Here](#)



[View Post, Click Here](#)



[View Post, Click Here](#)

Strategic Timelines

Gantt Charts For Aqua & Aqualyna Managed by Katherine Carey Creative

Marketing for Aqua & Aqualyna		COMPANY NAME		Aqua Extensions																																									
MANAGER Katherine Carey		DATE		2/8/24																																									
Project	DETAILS	Q1				Q2				Q3																																			
PROJECT TIMING:		JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT																									
		1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28
- New Product Launches	Product Launch - Root Tap 6 New Colors											AquaLyna Sample Launch clip in 4/5 4/24 Product Launch - 24 in. Keratin Fusion						6/7 AquaLyna Root Tap Shades 6/24 Product Launch - Root Tap Collection 24" Expansion 6/18 New cosmetic bags, board	Bi Monthly: AquaLyna Promo, see here: https://drive.google.com/drive/folders/1WXYqGjI-QX7JZj5dZa6WCFKSM0N46okZ	Bi Monthly: AquaLyna Promo	Bi Monthly: V Light Launch	Bi Monthly: V Light Launch																							
- Educators/Influencers													Influencers receiving 6/19 items	Shania high bun/conditioning mask videos?																															
- Promotions														4th of July Sales Promo (tease on 7/1, ending on 7/5)					Labor Day Sales Promo																										
- Webinar/Livestreams	1/22 Webinar Livestream - Root Tap 6 New Colors						IBS NY Tease FB/IG Live at IBS NY	ABS Tease?	Sunscreen SOS (Jolie Giveaway)	Section Sizes & Why!	Color Fade Tips & Tricks 6/17									Extensions For Fine Hair OR V LIGHT	V Light Webinar Series: 9/25	V Light Webinar Series: 10/9, 10/23																							
- Social Content								Educator testimonial plug 3/29- Emily Duchene	Educator testimonial plug- Lauren Van Noy (q weft) ABS 4/8	Create PBS educator assets - share with Erica	Create PBS educator assets - share with Erica						V Lights (method can be used on all extension types)	V Lights	V Lights	V Lights																									
- Email Marketing							Copper #33 Restock Eblast 2/9 IBS NY Blast Elevated Extensionist blast x2	VIP Blast Elevated Extensionist PA Spring Break AquaLyna Root Tap AquaLyna Retail - Salon Pros	ABS 4/8 Blast AquaLyna sample clip in 4/5 2024 Ed. Opps Blast 4/3 Q Weft - 4/18 Bridal - 4/26	Virtual Ed. promo (5/1) ✓ AquaLyna Awareness to AQUA ✓ Webinar promo blast (x5) ✓ Premiere Orlando Eblast ✓	Color Fade Webinar promo blast 6/21 ✓ Virtual/in person education blast + teaser silhouette imagery 6/17 ✓ AquaLyna New Shades - Root Tap 6/23 ✓						4th of July Sales Promo (7/1) multiple emails - see asana ✓ V Light Tease x3 (class promos x3) ✓ V Light class territory (TX, Midwest, South East)	Fine Hair Webinar promo blast x4 ✓ Labor Day Sales Promo (48 hr. sale) Day before, & during V Lights (blogs ✓, what hair)	Webinar promo blast Labor Day Sales Promo x2 V Lights FAQ Become a VIP Let your hair speak volumes (hybrid?)	Webinar promo blast Black Friday Tease Sales Promo V ilghts AquaLyna Shop Shades																									
- SMS Marketing								Root Tap SMS Elevated Extensionist PA VIP Welcome	ABS SMS - 4/8 Q Weft - 4/12 Bridal 4/26	Webinar Rewatch ✓ 24" in Keratin Fusion Awareness ✓	Webinar Rewatch 6/21 ✓ Virtual or In-Person education Elevated extensionist OH ✓ New Products (include hat						4th of July Sales Promo (pulse 7/3 ✓, 7/4 ✓)	Fine Hair Webinar Promo x1 ✓ Labor day Sales Pre-Promo ✓ Elevated Extensionist Boise ID ✓	Bimonthly promo Webinar Promo Labor day Sales Promo	Bimonthly promo Webinar Promo Black Friday tease Promo																									