

Katherine Carey Creative

Digital Marketing Case Studies

2024 + 2025

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Email Creative (Vertical Scroll):

Katherine Carey Creative

 x 

FREE LIVE VIRTUAL CLASSES
Hosted Through Salon Centric



“As passionate advocates for inclusivity in the hairstyling community, we’re thrilled to present a series of dynamic events that go beyond the ordinary.”

—Jamie DiGrazia, Founder of Hair Has No Gender & Salon Owner of Logan Parlor

View All Free Classes

All classes listed below are FREE for licensed cosmetologists through Salon Centric

Simply follow the link, log in with your Salon Centric account, and register! The class Zoom link will be sent to your email after registering.

You can also rewatch the below classes through L’Oreal Access.

Email us with any questions info@hairhasnogender.com

 x 

Beauty For All: Ensuring Accessibility & Inclusion in Salons

LIVE ● July 29 from 11am – 12pm EST



Jamie DiGrazia (She/They)
Founder of Hair Has No Gender



Ash Preston (She/Her)
Disabled Hairstylist & Advocate

FREE REGISTRATION

 x 

Emotional Intelligence For Stylists' Well-Being

LIVE ● September 23 from 11am – 12pm EST



Jamie DiGrazia (She/They)
Founder of Hair Has No Gender



Stephanie Russell (She/Her)
Hairstylist & Psychological Safety Coach

FREE REGISTRATION

Hair Has No Gender Merchandise



Shop All, Click Here

 x 

ADVOCATING FOR EQUITY
Texture-Inclusive Education

LIVE ● August 12 from 11am – 12pm EST



Jamie DiGrazia (She/They)
Founder of Hair Has No Gender



Ashley Lemaster (She/Her)
Vice Chair of Hair Has No Gender & TTOC Ambassador



Martinique Creech (She/Her)
Assistant Manager – DEI, L’Oreal PPD & TTOC Ambassador



Claudia Halina (They/Them)
Hair Has No Gender Advisor & Cosmetologist

FREE REGISTRATION

 x 

Inclusive Consultations & Gender-Affirming Haircare

LIVE ● October 7 from 11am – 12pm EST



Jamie DiGrazia (She/They)
Founder of Hair Has No Gender



Manda Ziegelman (They/Them)
Redken Artist & Hair Has No Gender Advisor

FREE REGISTRATION

View All Education

Salon Centric
Free Virtual
Classes

Results:

Deployment date: 7/13/25

Subject: “Free Live Virtual
Classes with Salon Centric”

Opens: 992

Open Rate: 52%

Clicks: 46

CTR: 4.6%

Email Creative (Vertical Scroll):



Celebrate Pride Month with Purpose!



Join our Pride Month Fundraiser to Reshape the Beauty Industry

This Pride Month, we’re calling on salons, stylists, and clients everywhere to stand in solidarity with the LGBTQIA+ community—and turn your salon chairs into catalysts for change.

Hair Has No Gender is launching a grassroots fundraising campaign, and we want your salon to join us!

Together, we can challenge outdated norms and build a future where all clients feel safe, seen, and celebrated—regardless of gender.

Every dollar raised fuels our mission to eliminate gendered services through:

- 💡 Inclusive education & training for salons & barbershops
- 🗣️ Ongoing advocacy work
- ✂️ Industry-wide awareness campaigns

How You Can Contribute:

Whether you’re donating, hosting a salon fundraiser, or simply spreading the word, your support helps drive systemic change in the beauty industry.

[Click here](#) to download our fundraising flyer and hang it in your salon!

Join the Fundraising Campaign,
Click Here!

Let’s make Pride more than a celebration—let’s make it a movement.

March With Us at
Chicago's Pride Parade,
Register Here

Hair Has No Gender Merchandise



Shop All, Click Here

Katherine Carey Creative

Pride Month Fundraising

Results:

Deployment date: 6/1/25

Subject: “Pride Parade Celebration - Support Us”

Opens: 931

Open Rate: 54%

Clicks: 30

CTR: 3.25%

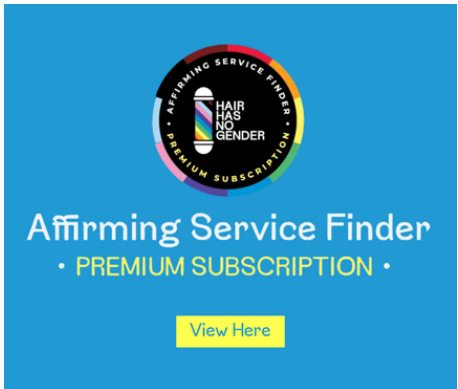
Email Creative (Vertical Scroll):

Katherine Carey Creative



1.) Be Visible

- Join [the Hair Has No Gender Affirming Service Finder](#) to show LGBTQIA+ clients your space is safe and welcoming.
- Display the [Hair Has No Gender Allied Space Badge](#) in your salon and share your story on social media.
- Upgrade to our [Premium Subscription](#), which includes:
 - Access to monthly trainings and webinars
 - Upgraded Affirming Service Finder Listing with: social accounts linked, pronouns, custom description, and featured services
 - Exclusive discounts from our sponsors like Pivot Point
 - Community support



2.) Educate & Advocate

- Learn as much as you can from industry experts, business professionals and stylists. [L'Oreal Access Safe Space Learning Series](#) aims to spread knowledge and tools on how to create inclusive salon experiences.
- Celebrate inclusive practices like gender-neutral bathrooms, pricing and pronoun pins. Ask for pronouns when booking and normalize inclusive language every day.

3.) Show Up for the Community

- Speak out against anti-LGBTQ+ language.
- Add a rainbow sticker, HHNG barber pole cling, or HRC equal sign to your mirror or door.
- Join [HHNG in the Chicago Pride Parade](#) or attend events in your area.

4.) Be an Ally, Always

- Read LGBTQ+ media like [LGBTQ Nation](#)
- Share support on social media.
- Contact beauty associations and demand accountability for illegal gender-based pricing.

5.) Volunteer

- Use your skills to support LGBTQ+ youth
 - HHNG recently supported youth at the Center on Halsted's Queer Prom, helping with affirming hair and grooming services. Stylist Claudia Halina says, "Hair Has No Gender and Queer Prom are so powerful in giving the youth places to find themselves unapologetically through hair, makeup, and clothes."
- Partner with nonprofits to volunteer offering affirming, pay-what-you-can haircuts outside the salon.
- Lead styling lessons for trans and nonbinary youth.
- Host workshops in collaboration on self-expression through hair.
- Sign up for the HHNG newsletter to get connected with volunteer opportunities and start giving back.

Read More Here

Let's make Pride more than a celebration—let's make it a movement.



Hair Has No Gender Merchandise



Shop All, Click Here

Pride Month Press Feature

Results:

Deployment date: 6/16/25

Subject: “Celebrate Pride by Making Beauty Safe for Everyone”

Opens: 964

Open Rate: 66%

Clicks: 47

CTR: 4.9%

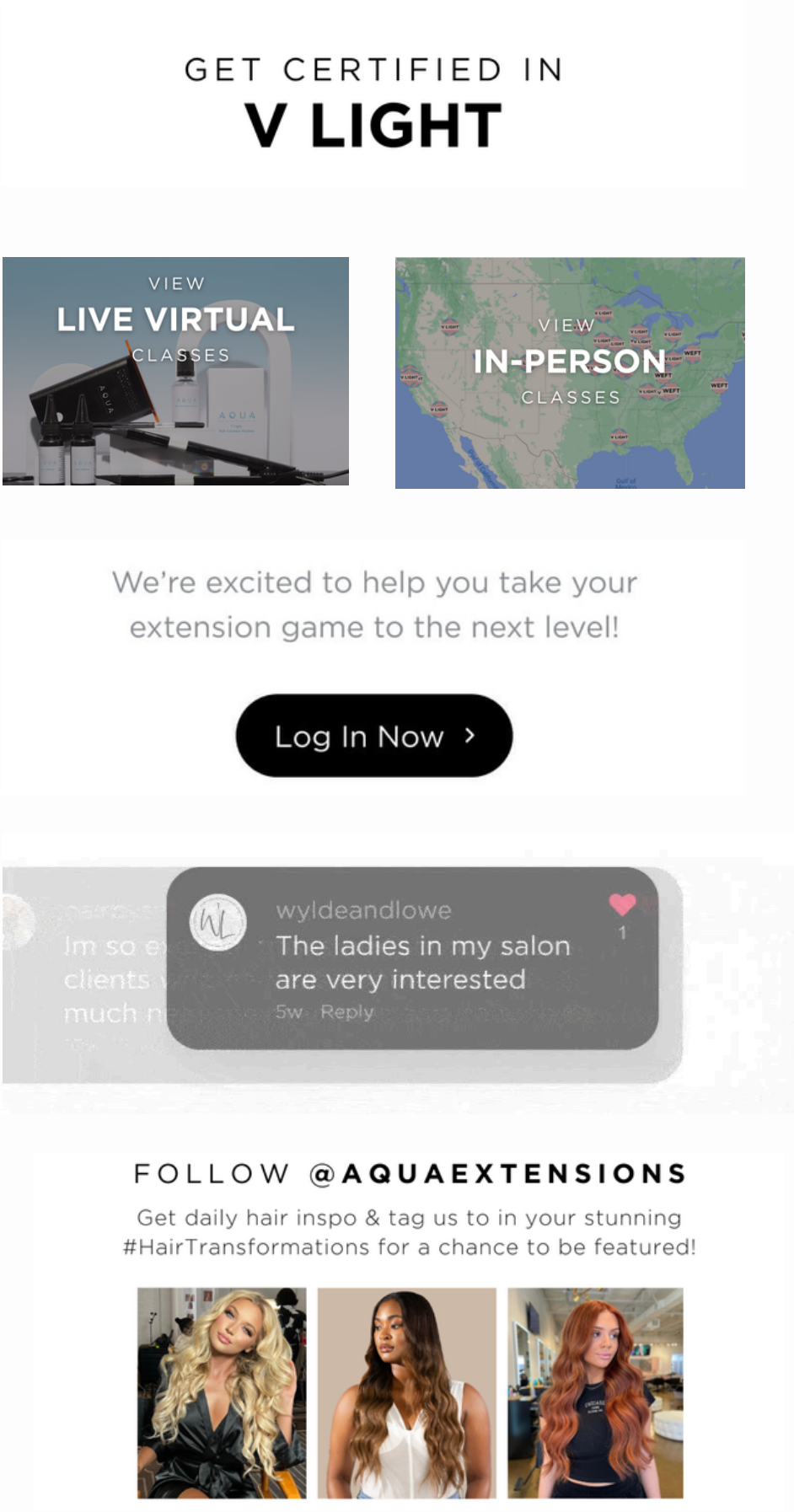
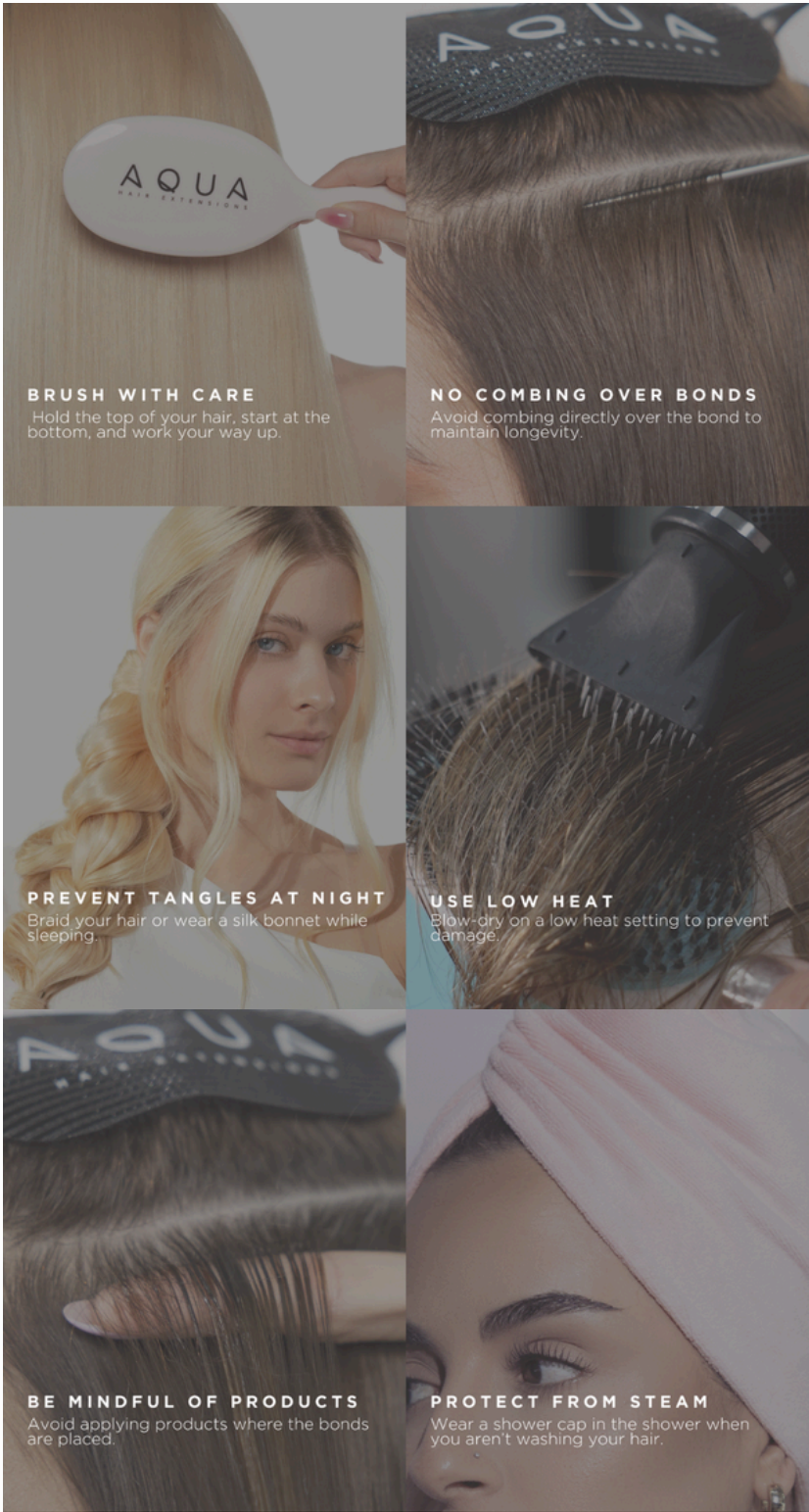


V Light Hair Extensions are the ultimate solution for your fine-haired guests. A gentle, practically ‘invisible’ extension installation is the undetectable answer they need.

Maintenance with this method is KEY.

Show your clients how to care for their extensions with regular touch-ups, gentle washes, and protecting their investment.

Read more V LIGHT PRO TIPS Below!



V Light Hair Extension Promo

Results:

Deployment date: 2/24/25

Subject: “Don't Skip These Must-Have Tips🚫”

Opens: 12,562

Open Rate: 69%

Clicks: 112

CTR: .62%

Email Creative (Vertical Scroll):



Treat Your Guests To Their *Dream* Hair
This Valentine's Day



Trusted by Salon Pros Nationwide

“

Smooth & consistent! Q Wefts allow me to make more comfortable, long-lasting, and low-profile installations. I'm obsessed. One pack is perfect for someone who has thin/average density and wants length and thickness.

- RAECHEL GEISLER
@raeofsunshine.pdx

“

I love the 'Q Weft' because it's seamless & super flexible in the hair. It's great for clients that wear their hair up or down.

- LAUREN VAN NOY
@laurenvann19

EXPLORE Q WEFTS



Rapid shipping - all orders placed before 3:00PM EST, ship the same day.



Our 100% Remy human hair extensions are carefully chosen and hand selected.



Unbeatable real human interactive customer service that provide solutions.



No longer want to receive these emails? [Unsubscribe](#), or [Manage Preferences](#)

Aqua Hair Extensions 4350 Oakes Rd. #503 Davie, FL 33314

Katherine Carey Creative

Q Weft - Valentine's Day Promo

Results:

Deployment date: 2/12/25

Subject: “💖 Fall In Love with
our Award-Winning Wefts💖”

Opens: 14,356

Open Rate: 33%

Clicks: 89

CTR: .21%

Email Creative (Vertical Scroll):

Katherine Carey Creative



VIEW MASTERCLASS DETAILS

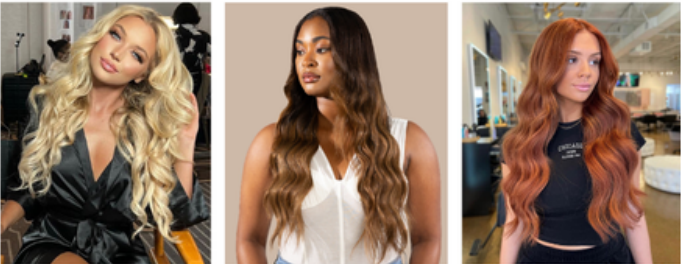


VIEW MASTERCLASS DETAILS



LET'S CHAT, TEXT US SIGN UP FOR... EDUCATION UPDATES

FOLLOW @AQUAEXTENSIONS Get daily hair inspo & tag us to in your stunning #HairTransformations for a chance to be featured!



Rapid shipping - all orders placed before 3:00PM EST, ship the same day. Our 100% Remy human hair extensions are carefully chosen and hand selected. Unbeatable real human interactive customer service that provide solutions.



No longer want to receive these emails? [Unsubscribe](#), or [Manage Preferences](#)

Aqua Hair Extensions 4350 Oakes Rd. #503 Davie, FL 33314

America's Beauty Show 2025

Results:

Deployment date: 3/21/25

Subject: "Get Inspired at America's Beauty Show!"

Segmentation: Midwest

Opens: 6,353

Open Rate: 63%

Clicks: 62

CTR: .62%

--

Weft Class Promotion

Deployment date: 2/19/25

Subject: “Don't Get Weft Behind”

Segmented: Midwest territory

Opens: 1,940

Open Rate: 42%

Clicks: 23

CTR: .50%

Subject: “Don’t Get Weft Behind”

Opens: 1,940

Clicks: 23

CTR: .50%

AQUA
HAIR EXTENSIONS



Unbeatable real human interactive
customer service that provide solutions.



Aqua Hair Extensions 4350 Oakes Rd. #503 Davie, FL 33314



- > Conducting a successful consultation with your guest
- > The AQUA Beaded Row Method, utilizing Hand Tied Weft, Q Weft & Machine Weft
- > AQUA product knowledge
- > Application, placement, and removal of AQUA Weft extensions
- > Increasing the longevity of your client's extensions through maintenance, touch-ups, and other tips
- > Pricing and marketing your extension service

- > Weft Class Kit
- > E-Certificate
- > Live in-person class
- > Access to exclusive Certified Stylist community
- > Certified Listing

\$399

1240 AIRPORT PKWY #3305, GREENWORD IN 46143

CALL (260)-432-0220 TO BOOK

Email Creative (Vertical Scroll):

AQUA
HAIR EXTENSIONS

PROTECTION
WITHOUT PROTEIN
THE ESSENTIALS KIT
FREE FOR A LIMITED TIME!



Spend \$599, Get 1 FREE | Spend \$999+, Get 2 FREE
Valid 5/1/25 - 6/30/25

SHOP AQUA

TAPE INS
SHOP HERE

Q WEFTS
SHOP HERE

HAND-TIED WEFTS
SHOP HERE

CYLINDER
SHOP HERE

MACHINE WEFTS
SHOP HERE

KERATIN FUSION
SHOP HERE



RAPID SHIPPING
ALL ORDERS PLACED
BEFORE 3PM EST
SHIP THE SAME DAY.



OUR 100% REMY HUMAN
HAIR EXTENSIONS ARE
CAREFULLY CHOSEN &
HAND-SELECTED.



UNBEATABLE REAL HUMAN
INTERACTIVE CUSTOMER
SERVICE THAT PROVIDE
SOLUTIONS

GORGEOUS HAIR NOW, PAY LATER

afterpay

shop Pay

*U.S. Only



NO GENIUS NEEDED
OUR Q WEFT IS #1!

AQUAHAIREXTENSIONS.COM



No longer want to receive these emails? [Unsubscribe](#), or [Manage Preferences](#)

Aqua Hair Extensions 4350 Oakes Rd. #503 Davie, FL 33314

Katherine Carey Creative

Bi-Monthly Promotional Deal
May – June 2025

Results:

Deployment date: 5/1/25

Subject: “Your FREE Aqua
Essentials Kit Awaits — Spend
\$599+ to Claim It! ❤️”

Opens: 19.286

Open Rate: 34%

Clicks: 236

CTR: .42%

Clips
Returning

Results:

Deployment date: 6/17/25

Subject: “They’re Back. You Know What To Do.”

Opens: 23,453

Open Rate: 40%

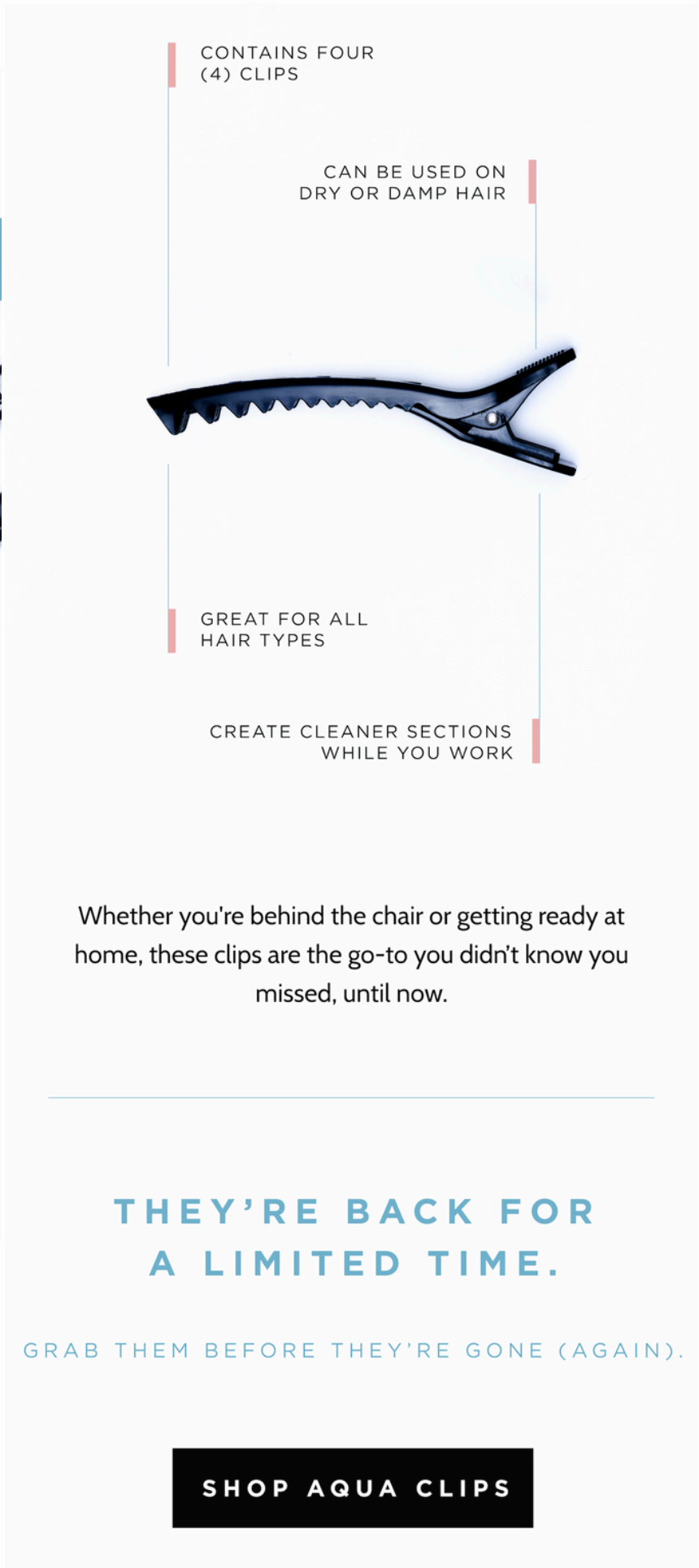
Clicks: 178

CTR: .31%



You asked (a lot), and we heard you.

Sleek, durable, and made to hold your style in place without snagging or slipping.



Email Creative (Vertical Scroll):

MOROCCANOIL x AQUA
HAIR EXTENSIONS



MoroccanOil Academy NYC

THE ART AND
BUSINESS OF
HAIR EXTENSIONS

APRIL 9-10, 2025

VIEW CLASS DETAILS

Boost your clients' confidence and grow your business with,

"The Art and Business of AQUA Hair Extensions class"

Perfect your skills in creating a complete look using MoroccanOil Hair Color & Aqua Hair Extensions.

Learn the safest color application techniques, achieve flawless color matching, and **seamlessly blend extensions** in this **interactive, hands-on workshop.**

FORMAT: Hands-On
DURATION: 2 Days
DATES: April 9-10, 2025
INVESTMENT: \$1,200
LOCATION: MoroccanOil Academy 135 E. 57th St. NYC

COURSE FOCUSES



- EXPERT CONSULTATIONS
- FLAWLESS COLOR MATCHING
- SEW-IN EXTENSION APPLICATION WITH AQUA'S Q WEFT (GENIUS WEFTS)

- ESSENTIAL MAINTENANCE TECHNIQUES
- CUSTOMIZED PRODUCT SELECTION
- PROVEN BUSINESS BEST PRACTICES



MEET THE EDUCATORS



BRITTANY DEEN
MoroccanOil Artistic Team Member

"I didn't choose a career as a hairstylist — hairstyling chose me."

@GODDESSHAIRXO

SAMANTHA SHARPLESS
AQUA Artistic Director

"Helping stylists grow their skills & businesses isn't just my job—it's my passion and why I do what I do."

@SHARPI_J



VIEW CLASS DETAILS

Eblast - MoroccanOil + AQUA NYC Class

Results:

Deployment date: 1/26/25

Subject: "AQUA + MoroccanOil Academy Class NYC 📍"

Opens: 15,048

Open Rate: 51.6%

Clicks: 156

CTR: 1.03%

Email Creative (Vertical Scroll):

AQUA
HAIR EXTENSIONS

MASTERCLASS MONDAYS ARE BACK!

THE ELEVATED EXTENSIONIST



UNLOCK FREE EDUCATION from **AQUA** by checking your inbox on Mondays! We're starting the year with our **"Elevated Extensionist" 3-Part Series**.
Releasing a new episode every 3 weeks.

 **WATCH NOW, CLICK HERE!**

THE BUSINESS OF HAIR EXTENSIONS



Ready to take your
extension business
to the next level?

Learn expert tips from 2
AQUA Educators &
Salon Owners, so you
can boost your business
in 2025!

Don't miss out on this
FREE Masterclass.



 **WATCH PAST WEBINARS, HERE!**



Rapid shipping - all orders placed
before 3:00PM EST, ship the same day.



Our 100% Remy human hair extensions are
carefully chosen and hand selected.



Unbeatable real human interactive
customer service that provide solutions.



No longer want to receive these emails? [Unsubscribe](#), or [Manage Preferences](#)

Aqua Hair Extensions 4350 Oakes Rd. #503 Davie, FL 33314

Katherine Carey Creative

Eblast - Masterclass Monday

Results:

Deployment date: 1/13/25

Subject: “🎁 Our Gift to You:
FREE Extension Education”

Opens: 14,429

Open Rate: 34%

Clicks: 130

CTR: .31%

Email Creative (Vertical Scroll):

Katherine Carey Creative

Eblast -
Masterclass
Monday Pt. 2

Results:

Deployment date: 2/4/25

Subject: “▶ NEW Online Class:
Cutting & Color-Matching Extensions”

Opens: 15,013

Open Rate: 35%

Clicks: 197

CTR: .47%

AQUA
HAIR EXTENSIONS

THE ELEVATED EXTENSIONIST



▶ WATCH NOW, CLICK HERE!

CUSTOM LAYERING
& COLOR PLACEMENT



Ready to take your extension techniques to the next level?

Learn expert layering & color placement tips from 2 AQUA Educators & Salon Owners, so you can perfect your installations.

Don't miss out on this FREE Masterclass.

EPISODE 2 THE ELEVATED EXTENSIONIST WEBINAR
CUSTOM LAYERING AND CUTTING EXTENSIONS



AQUA Hair Extensions
NOW ON SPOTIFY



TUNE IN HERE!

▶ WATCH PAST WEBINARS, HERE!



Rapid shipping - all orders placed before 3:00PM EST, ship the same day.



Our 100% Remy human hair extensions are carefully chosen and hand selected.



Unbeatable real human interactive customer service that provide solutions.



No longer want to receive these emails? [Unsubscribe](#), or [Manage Preferences](#)

Aqua Hair Extensions 4350 Oakes Rd. #503 Davie, FL 33314

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

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 🌟🌟



Ultra Narrow Clip Ins

Shop now



Shade #33 Copper Red

Shop now



Make a Statement ✨

Shop now



Sleek Celeb-Worthy Hair

Shop now



Instantly Gorgeous Hair

Shop now

AquaLyna Hair Extensions – Meta Ad

Meta Static Ad – Desktop Carousel Scroll

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 🧚‍♀️ ✨



Instantly gorgeous celeb-worthy hair

Shade #16 Ultra Narrow Clip in 22"

Ultra Narrow Clip Ins

Shop now



22" Copper Red Ultra Narrow Clip Ins

Before After

Shade #33 Copper Red

Shop now



After After

Before Before

Sleek Celeb-Worthy Hair

Shop now



AquaLyna HAIR EXTENSIONS

Make a Statement ✨

Shop now



AquaLyna HAIR EXTENSIONS

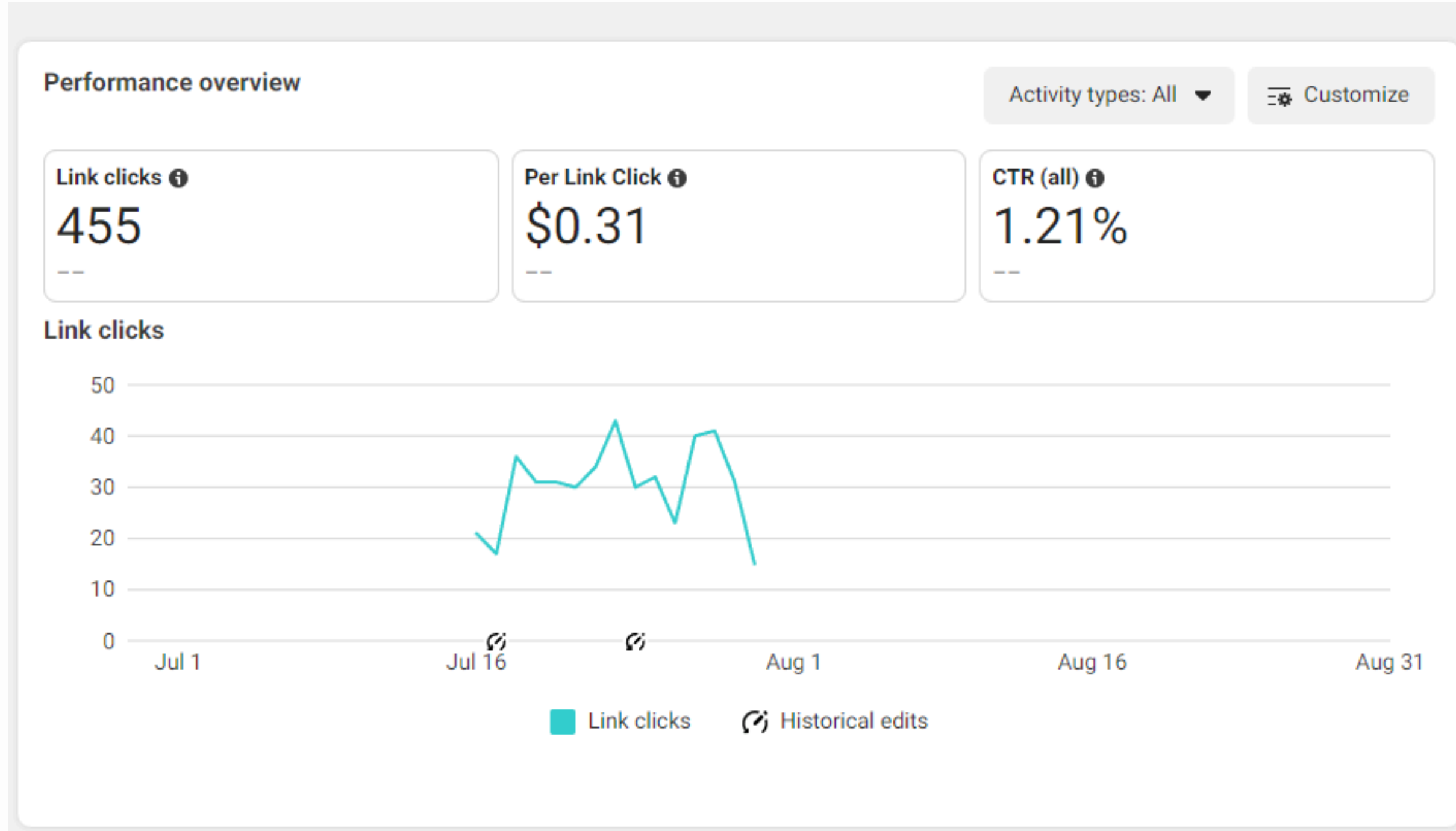
Instantly Gorgeous Hair

Shop now

AquaLyna Hair Extensions

Results:

<u>Timeline:</u>	7/15 - 7/30/24
<u>Budget:</u>	\$139
<u>Link Clicks:</u>	455
<u>Reach:</u>	27,857
<u>Impressions:</u>	44,301
<u>Cost per click:</u>	\$0.31
<u>CTR:</u>	1.21%
<u>Order count:</u>	13
<u>Total Sales:</u>	\$3,016
<u>ROAS:</u>	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:

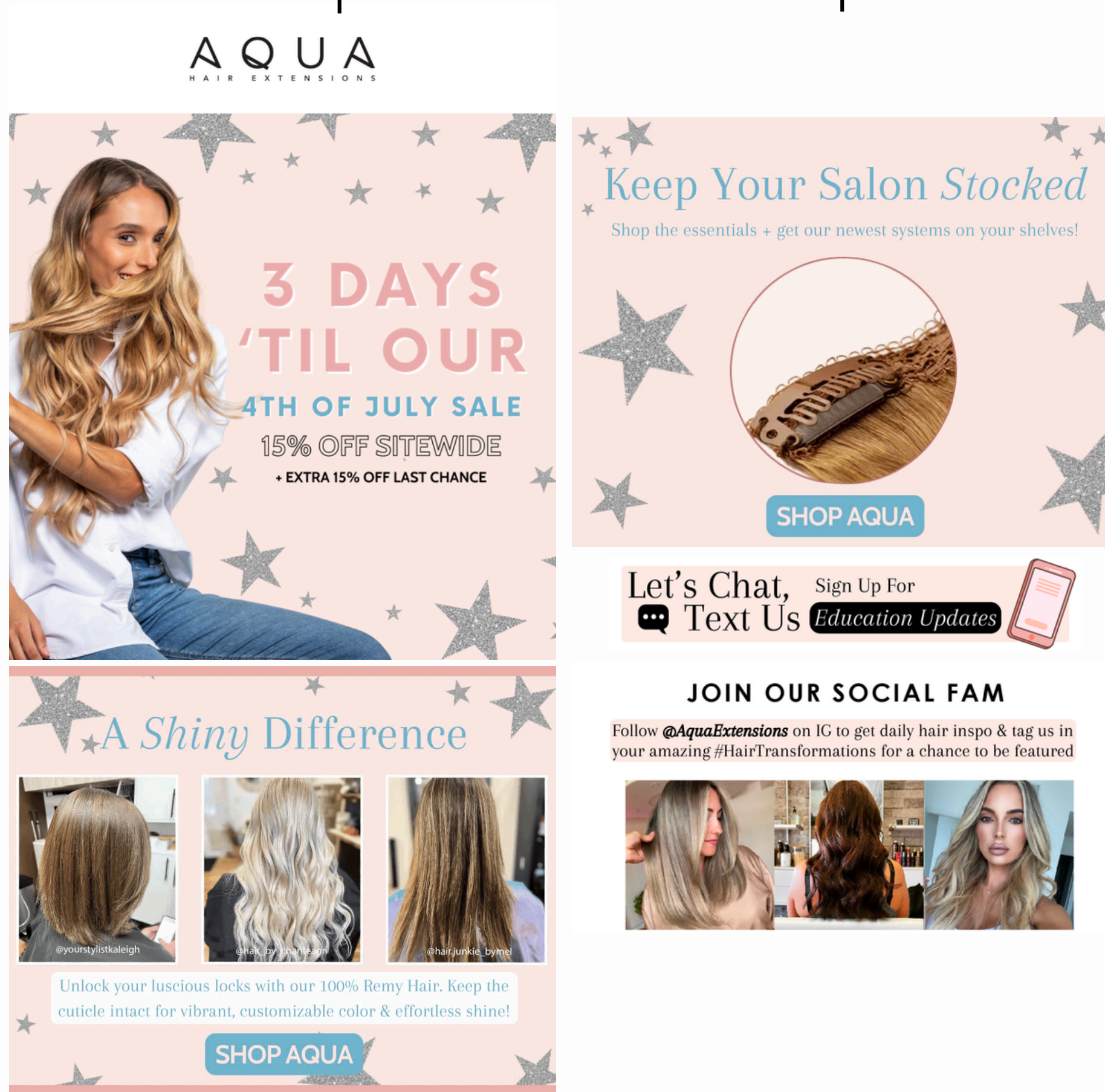
I managed all aspects of the email and SMS campaigns, including timelines, creative development, copywriting, deployment, and performance reporting.

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):



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):



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):



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):



Achieve the hair
of your *dreams*

Additional length for t
ultimate hair transforma



Shop Now!

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

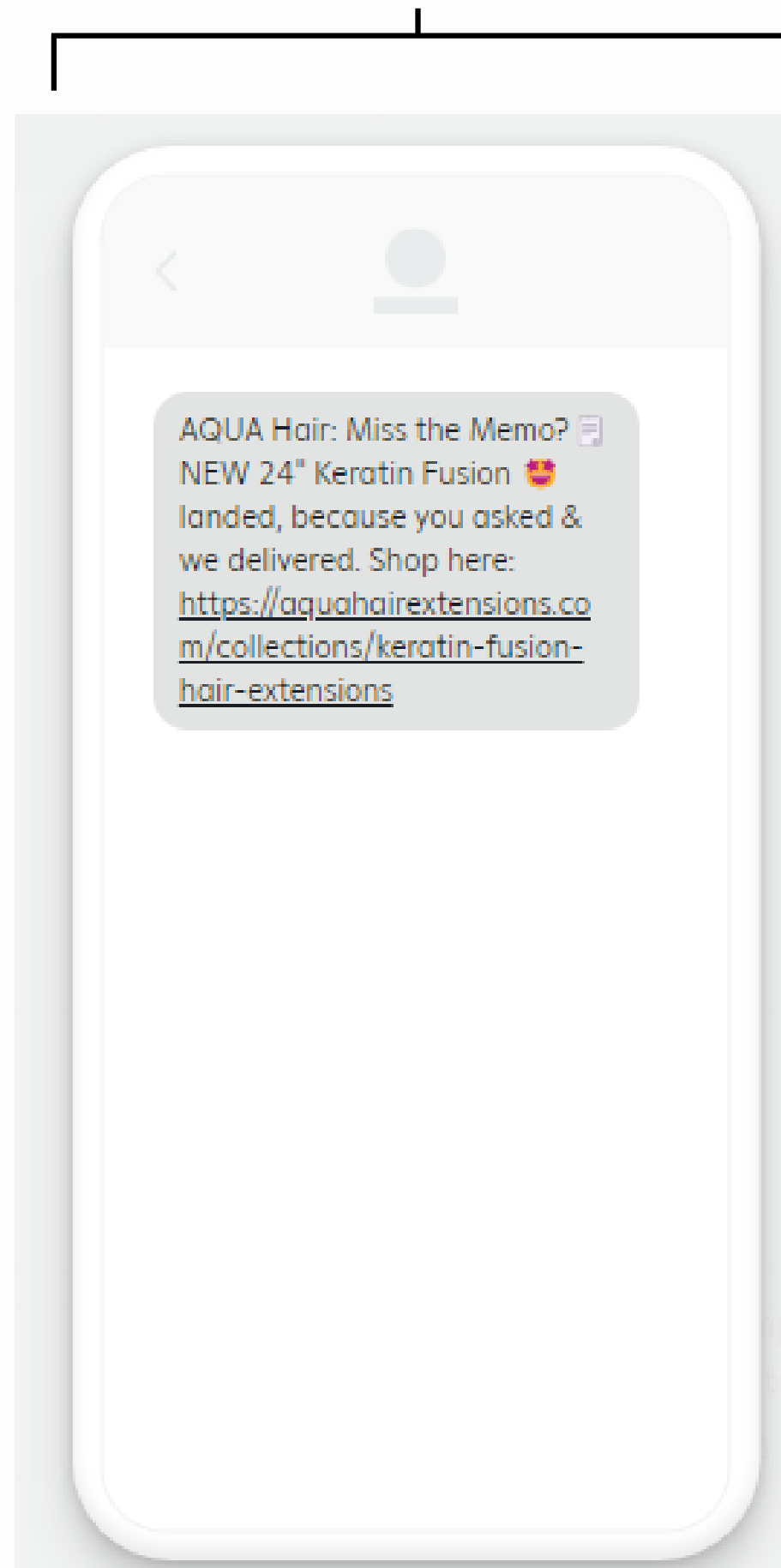
Open Rate: 34%

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):



The email creative is a vertical scroll layout. On the left is a full-height image of a woman with long, wavy, light brown hair, wearing a white, low-cut, form-fitting dress. The main content area has a light blue background. At the top, the AquaLyna logo is displayed in a white serif font, with 'HAIR EXTENSIONS' in a smaller, sans-serif font below it. Below the logo is a white-bordered box containing the text 'THE ROOT TAP Collection' in a mix of serif and script fonts. Underneath this are three circular icons: the first shows a clip-in hair extension with the text 'CLIP INS'; the second shows a hair extension with a lace front with the text 'AURAS'; the third shows a ponytail extension with the text 'PONYTAIL'. At the bottom of this section is a white button with the text 'SHOP NOW >'. To the right of the main content area is a white-bordered box. At the top of this box, it says 'DIVE INTO 6 New Shades' in a mix of serif and script fonts, followed by 'That enhance your clients' natural depth & dimension' in a smaller font. Below this is a blue button with the text 'VIEW ROOT TAP SHADES'. Underneath the button are four hair extension samples in different shades. To the right of these samples is a woman with long, wavy, light brown hair, wearing a white, low-cut, form-fitting dress. Below this box is another white-bordered box. At the top of this box, it says 'Save up to 30% Off' in a mix of serif and script fonts, followed by 'with a Salon Pro account' in a smaller font. Below this is a black button with the text 'REGISTER NOW'. Underneath the button is the AquaLyna logo. To the right of the logo is a group of four people (three women and one man) posing together. Below this box is a white-bordered box. At the top of this box, it says 'Join our Social Fam' in a serif font. Below this is a blue button with the text 'Follow @AquaLynaHair on IG to get daily hair inspo & tag us in your amazing #HairTransformations for a chance to be featured'. At the bottom of the email creative is a row of three small images showing different hair styles: a woman with long, straight, light brown hair; a woman with long, wavy, dark brown hair; and a woman with long, wavy, light brown hair.

Results:

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 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

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, Text Us

Sign Up For
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%

SMS – New Summer Products

SMS



AQUA Hair: New product drop 🌊 We're making a splash this summer & unveiling our newest looks for our signature brushes, bags, tape tabs & NEW! Limited Edition Hats 🧢! Shop Here 🛒: <https://aqua.attn.tv/a5-B9nSgozXp>

Results:

Deployed: 6/18

Audience: AQUA subscribers

CTR: 2.3%

Delivered: 15,317

Clicks: 345

Orders: 68

Eblast – New V Light Extension Method

Email Creative (Vertical Scroll):



NEW!

V LIGHT METHOD

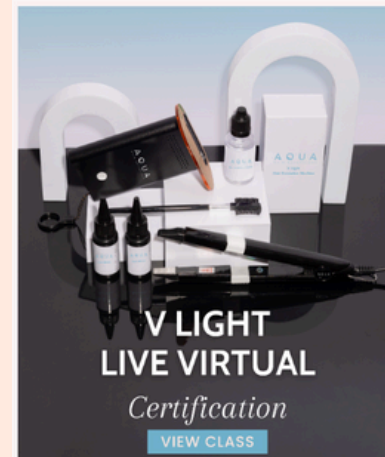
In-Person + Live Virtual Certifications



VIEW V LIGHT
KITS & CLASSES

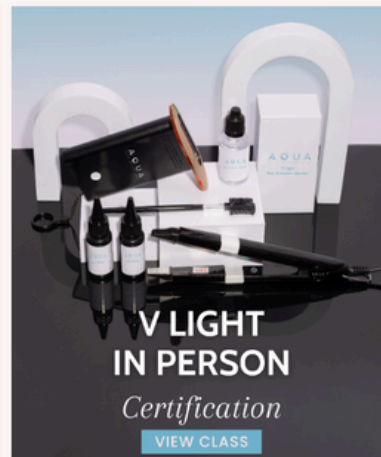
What You'll Learn:

-  How to apply the AQUA V Light hair advanced extension system
-  The who, what, where, when, why & how behind a successful and thorough consultation
-  A variety of application techniques, placement & removal of AQUA's V Light extensions
-  Methods to increase longevity of your clients' extensions through maintenance, touch ups & more
-  The ability to confidently advertise your new extension service offering of AQUA V Light
-  Pricing strategies to implement in the salon right away



V LIGHT
LIVE VIRTUAL
Certification

VIEW CLASS



V LIGHT
IN PERSON
Certification

VIEW CLASS

V Lights In-Person Certification

What's Included:

- V Light Machine
- V Light Removing Gun
- V Light Clear Adhesive
- V Light Black Adhesive
- V Light Remover Solvent
- V Light Comb
- Tail Comb
- Hair Grippers
- AQUA V Light Workbook
- Online Videos
- Practice Hair (15 grams)
- AQUA Luxury Cosmetic Bag
- Catalog

Let's Chat,  Text Us  Sign Up For  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: 7/25

Subject: "V LIGHT
Extension Method ✨



Opens: 6,734

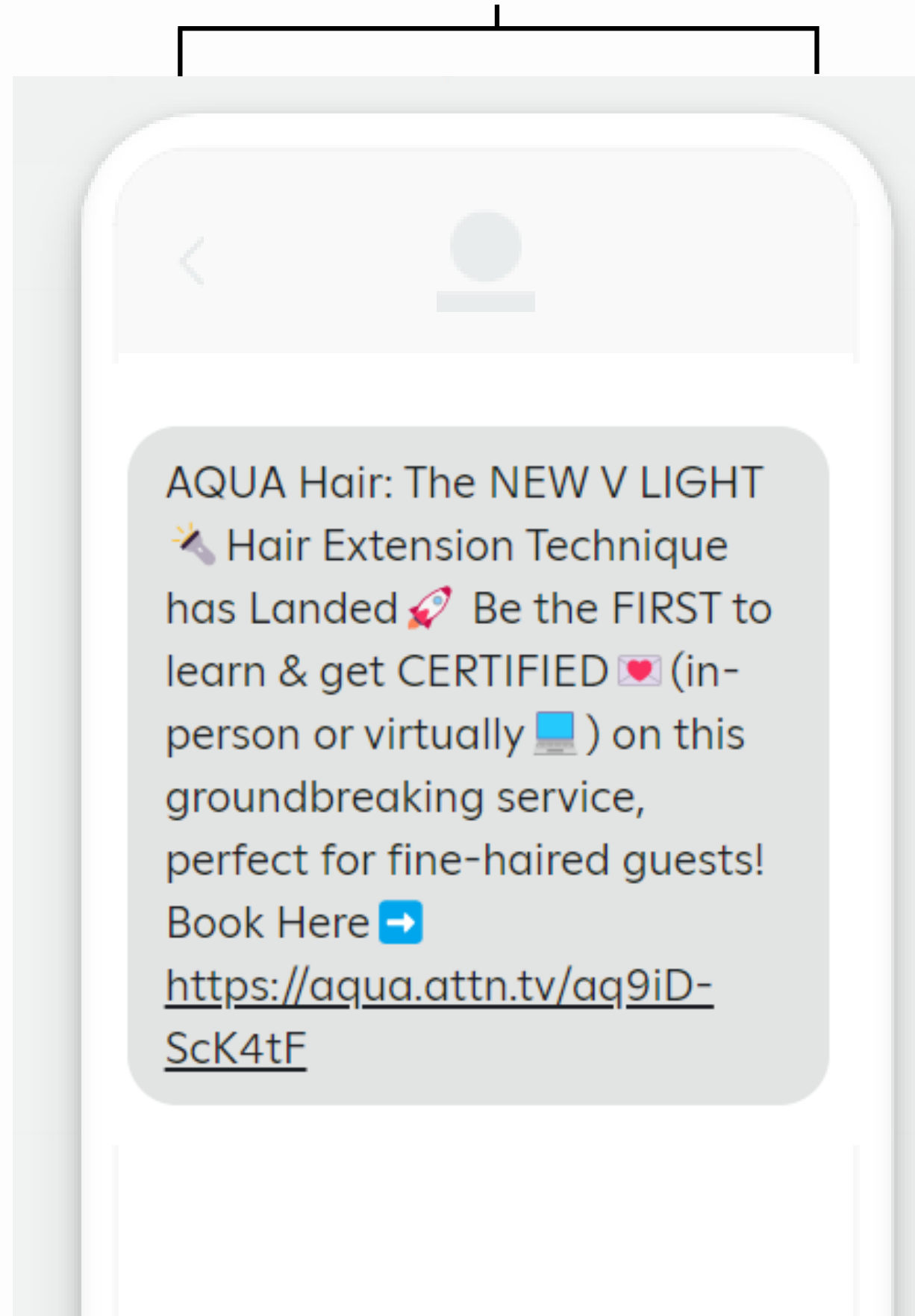
Open Rate: 22%

Clicks: 349

CTR: 1.18%

SMS - V Light Announcement

SMS



Results:

Deployed: 7/15

Audience: AQUA subscribers

CTR: 4.4%

Delivered: 15,180

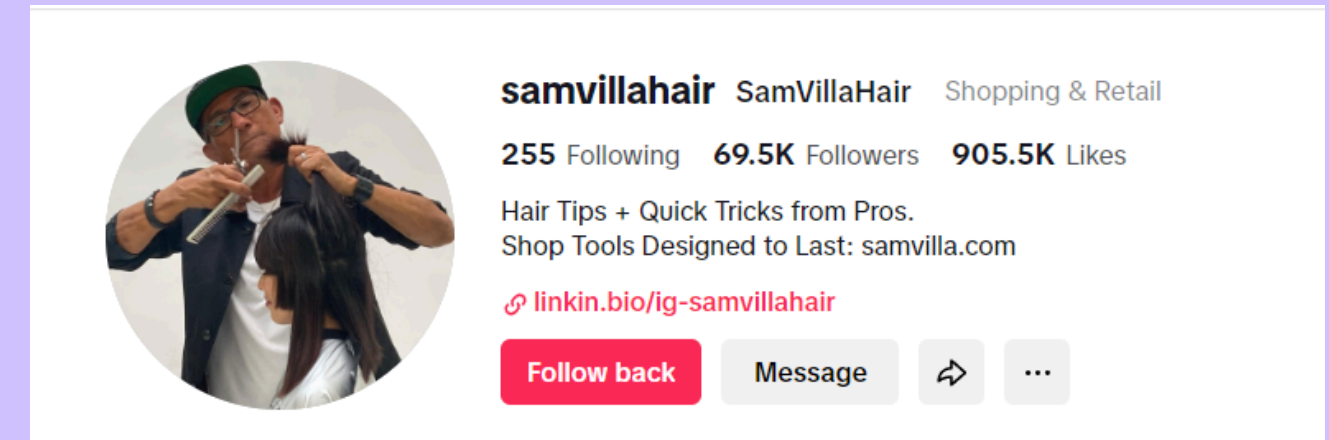
Clicks: 669

Orders: 84

Unsubs: 74

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](#)



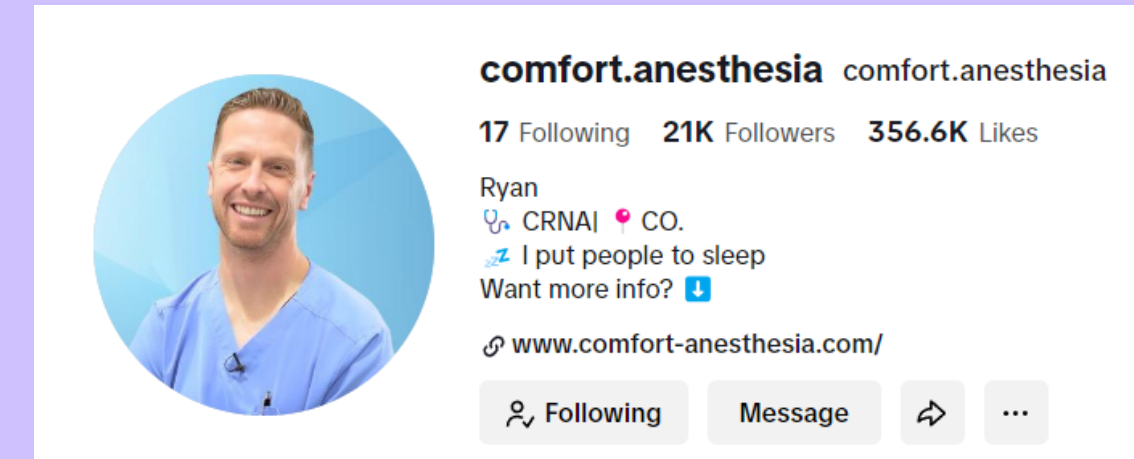
[View Collab Post, Click Here](#)



[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																												
		JAN					FEB					MAR					APR					MAY					JUN					JUL					AUG					SEP					OCT							
PROJECT TIMING:		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 ✓ NEW Summer products					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) Bridal AquaLyna/retail - ✓					Webinar promo blast Labor Day Sales Promo x2 V Lights FAQ Become a VIP Let your hair speak volumes (hybrid?)					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		