

Elements Laser Spa

Health, Beauty & Wellness
Austin, Texas



hownd®

Success Stories



\$163K in revenue

Elements Laser Spa is an award-winning spa in Austin, Texas offering skin rejuvenation, laser hair removal, and body treatments. Elements has been voted Best Laser Clinic for Hair Removal in Austin four years in a row. Awards like that don't come by chance. Elements takes care of their customers and earns their repeat business.

“After experimenting with a variety of deal sites and marketing products, we found Hownd. We love being able to drive revenue without mass discounting.”

Paul, Owner
Elements Laser Spa

The Challenge

Paul is a digitally savvy business owner who had collected thousands of customer emails and had a strong presence on Yelp and Facebook. He already knew the value of email marketing, as he'd been doing it for years, and had also been utilizing daily deals. Unlike others frustrated with daily deals, Paul understood how to convert them into repeat, loyal customers.

Paul was open to new marketing solutions but wasn't actively seeking any. His biggest frustration was paying for marketing solutions and services that didn't provide a good return. Paul understands technology, marketing, and running a business, and had even thought of building his own marketing platform to better optimize his growth and ROI.



Elements Laser Spa



The Solution

Paul was pleasantly surprised to learn about Hownd. He was impressed with our capability to go beyond email and provide a platform to create limited-time offers he could use to drive repeat business from his installed base of existing clients.

Paul created new customer offers, introductory specials, and customer loyalty campaigns tied to holidays and events such as Memorial Day Weekend, Black Friday, and Cyber Monday.

Paul also used Hownd to provide special offers on his website. Within minutes, his web plugin was installed and he was able to put the offer and Buy Now button front and center on Elements Laser Spa's website. Once a visitor clicked the offer, they were redirected to a customized landing page that accepted credit card payments.

Paul was able to turn his website into a revenue generating asset and customers could enjoy the benefit of "internet specials" for themselves, or give as gifts.



The Results

Paul has made more than **\$163,000** with Hownd through both new **customer acquisition** as well as **repeat business**.

He already runs a stellar, award-winning business with a great reputation and tons of strong marketing assets.

Paul is a great example of a local business owner who truly gets and excels at online marketing.

QUESTIONS, COMMENTS?

That's what we're here for! Contact us today via email or phone.

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