OGLE SCHOOL
HAIR • SKIN • NAILS

MODERN SALON
EXCELLENCE IN EDUCATION
2015 SUBMISSION

WWW.OGLESCHOOL.EDU

Ogle School Fort Worth Student Randi Green's model working the runway at our annual Faceoff event. Randi's work would go on to capture 3rd place at this year's Wella NATV competition.

MARKETING INNOVATION

Our theme for 2015 was optimization and growth. After several years of rebuilding the brand, the pieces were in place to take things to the next level.

TWENTY FIFTEEN was a year of significant change for Ogle School. Purchased by Greyrock Capital & NCK Capital in December 2014, new ownership came in with a fresh approach to the business with an emphasis on doubling down on marketing and advertising which they believed was the key to growing the company. Fortunately, we were well positioned for success as a result of several years of work on breathing new life into the brand and modernizing our approach to reaching perspective students where they lived and played. There was an opportunity to continue this revitalization of the brand, in addition to optimizing the channels and mechanisms that had previously be put in place. An aggressive plan was put in place to strike a balance between continuing to modernize the brand while converting more visits to leads and more leads to enrollments. What followed was a website redesign, a heavy dose of A/B and split testing, continued focus on ORM, a heavy focus on social media marketing, a new video series, viral content production and a ground breaking commercial spot.

ON THE HEELS OF AN LATE 2014 CHANGE IN OWNERSHIP, OUR AGGRESSIVE 2015 MARKETING PLAN PUT US IN A POSITION TO SERVE A RECORD BREAKING NUMBER OF STUDENTS, ACHIEVE OUR LARGEST SINGLE CLASS START EVER AND POSITION OURSELVES FOR SIGNIFICANT REVENUE GROWTH IN 2016.

WEBSITE REDESIGN

It had been three years since we had last refreshed our web property. Utilizing emerging web technologies and focusing heavily on mobile responsive design, it was time to do it again.

THREE years can seem like an eternity on the internet and if optimization was to be our focus in 2015, we needed a site that would allow for easy A/B testing and split testing, encourage a higher degree of engagement and cater more heavily to the ever-growing influx of mobile traffic (62% of all visits). We started with a cleaner and less busy design that focused on and improved the mobile experience. We included easier navigation, the elimination of distractions, more powerful calls to action and better integration of videos and imagery into the content. The impact of these changes would be felt in many areas, but the improvements were particularly noticeable in the increases in pages per session, average session duration and decreases in bounce rate. Mobile conversion rates also saw significant increases compared to prior year.

15%
increase in pages per session.

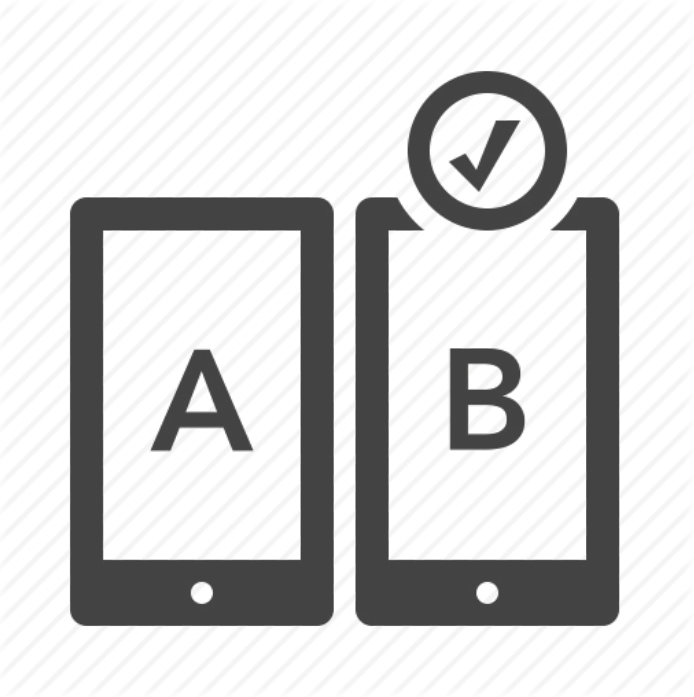
8%
decrease in bounce rate

7%
increase in average session duration

SPLIT & A/B TESTING

"We should use the A/B testing methodology a lot more than we do today."
- Bill Gates

THE quickest and most cost effective way to grow inquiry volume is by doing a better job converting the traffic you are already getting into inquiries at a higher rate. By utilizing Visual Website Optimizer, Inspectlet and CrazyEgg we were able to put in place a series of A/B tests around which calls to action converted better on desktop vs mobile, what the ideal number of form fields were, whether motion within sliders had a positive impact on inquiry generation, the order of importance of content, the effectiveness of vertical forms vs horizontal forms and which location page design drove the highest engagement. The results of these tests allowed us to optimize our web property, maximize conversion rate and even customize different user experiences for desktop and mobile visitors.



↑25%
increase in mobile conversion rate

↑29%
increase in information request completions

ONLINE REPUTATION MANAGEMENT (ORM)

Millennials increasingly consider online reviews as the new "word of mouth" and often judge a brand by the experiences of others. With a large student population and over 120,000 clients serviced annually, there was an opportunity make a bigger impact.

ONLINE reviews are the new "word of mouth" and we know that customer reviews and ratings factor in heavily during student and clients decision making process. Through a variety of initiatives and contests we've been able to generate a staggering number of reviews in a short period of time. Email campaigns, post card collateral and customer incentives are a few of the ways that we've been able to generate nearly 430 total reviews between Google and Yelp to date. In 2016 we will be experimenting with Yelp advertising to determine if it is an effective recruitment tool or whether it more heavily caters to salon clients.

309
Google reviews generated

119
Yelp reviews generated

SOCIAL MEDIA MARKETING

We believe that social media is the next big inquiry generation and recruitment channel and in 2015 we stepped up our social media game to go beyond typical branding initiatives and drive leads.

WITH almost 7,000 fans on Facebook, it's clear that we aren't new to social media. However, previously social media has been more about branding than driving inquiries. This year we got creative and aggressive. We are now averaging over 70 inquiries a month and we've had a couple of our posts go viral like the example below.

3,161

likes for a single piece of content.

475

shares for the same single piece of content.

VIDEO PRODUCTION

Studies suggest that 85% of all online content will be video within the next 5 years. This year, in addition to our annual highlight videos we created a new video series call “Beautiful Stories”.

WE are huge believers in the power of video and this year we wanted to share the amazing opportunities, diversity and fulfilment that a beauty school education can provide. The goal of our Beautiful Stories Video Series was to provide authentic, unscripted insight into why students and graduates chose to pursue their passion, what obstacles they encountered along the way and what lies ahead for them. Students and alumni have been eager to share their stories and prospective students have loved hearing about experiences they can identify with and a passion they share. We plan to continue with this series for the foreseeable future as it helps remind us all how powerful it is to be involved in something that helps change peoples lives.

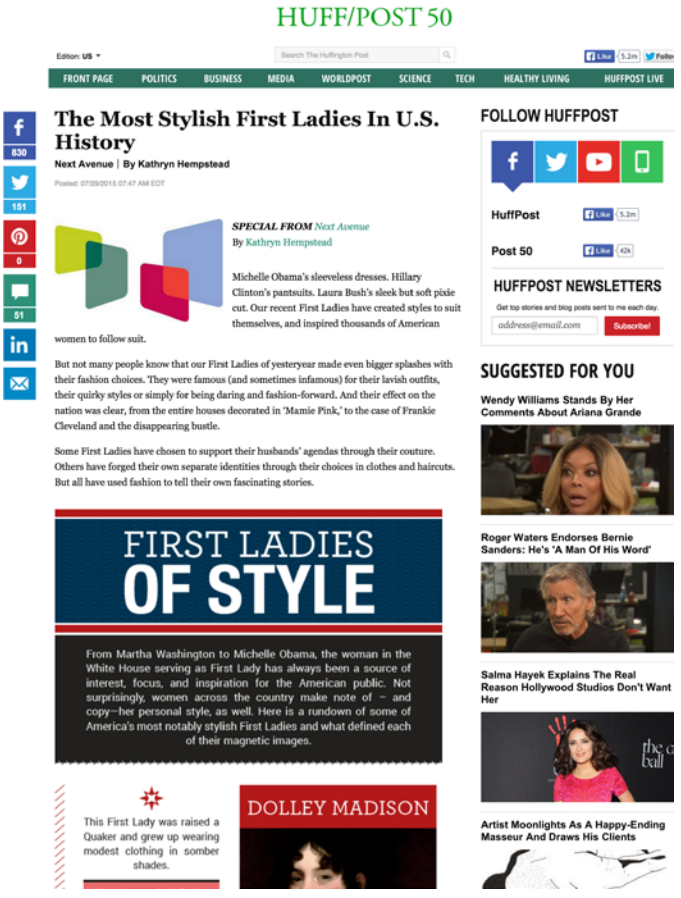
15

Beautiful Stories videos produced through the first three quarters.

CONTENT CREATION

We focus on creating relevant, engaging content for current and prospective students that will create social sharing opportunities, SEO visibility and build our brand.

OUR most successful content piece this year was our "First Ladies of Style" infographic. This piece went viral and was shared over 1000 times. It was re-published on numerous sites, most impressively, as a featured infographic/article on the Huffington Post. In 2015, we've surpassed 180,000 Youtube views. Additionally, we've effectively worked social media into our special events. During this year's 2015 Faceoff event, we promoted the use of the #oglefaceoff hashtag, utilizing signage and a live Instagram feed on screens around the event and generated 2270 posts. We've also generated 7 new infographics and over 35 new blog posts through the first eight months of the year.



1000+
Social Shares for First Ladies of Style Infographic

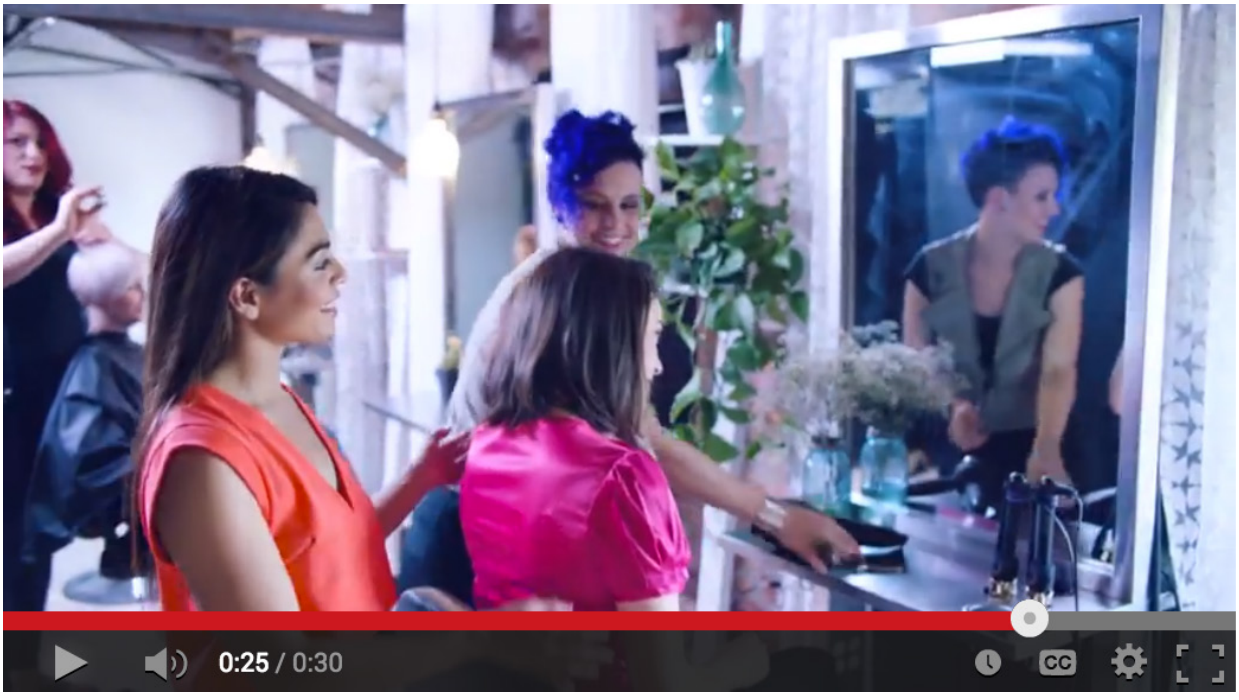
6895
Facebook Fans

2270
#oglefaceoff Instgram hastags in one night

INNOVATIVE COMMERCIAL

Unlike any commercial you've ever seen from a beauty school before, this single shot concept was an ambitious endeavour that produced a one of a kind spot.

FILMED as one continuous uncut shot, our 2015 commercial is truly a one of a kind spot that separates Ogle from its competition. Filmed within a custom built set, this commercial follows a student as she navigates through the various career paths that would be available to her by pursuing her cosmetology license. With over 15 production staff and nearly 20 main cast and extras, executing the concept was a feat in itself. The result is a unique look into the diverse and glamorous opportunities that await beauty school graduates. We produced 6 variations of this spot. Three 30 second variations with differing degrees of direct response voice over and three 60 second variations following the same concept.



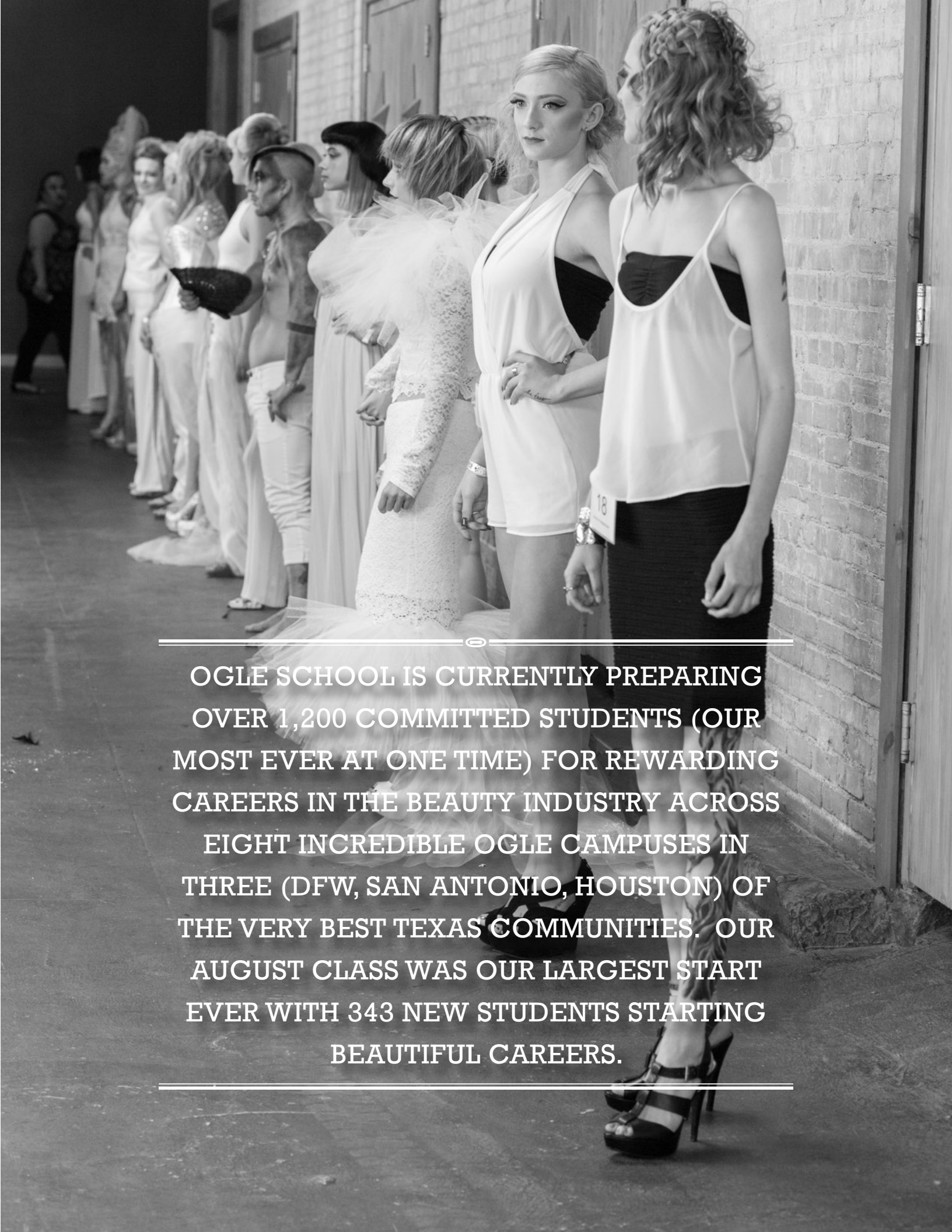
INQUIRY TO ENROLLMENT OPTIMIZATION

At the same time that we were trying to convert visitors to inquiries at a higher rate, we were also making improvements that would allow us to convert inquiries to enrollments at a higher rate.

WHAT better way to grow your student population than by becoming more efficient and effective at converting inquiries to enrolled students? In 2015 we made a strategic philosophical shift to an emphasis on meaningful activities. Performance metrics were no longer measured around outbound call volume but instead the emphasis shifted to having meaningful conversations, setting appointments and increasing show rates and commitment rates. A variety of techniques were implemented to achieve these goals, including, but not limited to improvements in speed to lead contact, emphasis on text messaging, incorporating social media as a contact method and drip marketing strategies to keep inquiries engaged. The results were impressive.

↑ 14%

Increase in inquiry to enrollment conversion rate vs prior year.



OGLE SCHOOL IS CURRENTLY PREPARING OVER 1,200 COMMITTED STUDENTS (OUR MOST EVER AT ONE TIME) FOR REWARDING CAREERS IN THE BEAUTY INDUSTRY ACROSS EIGHT INCREDIBLE OGLE CAMPUSES IN THREE (DFW, SAN ANTONIO, HOUSTON) OF THE VERY BEST TEXAS COMMUNITIES. OUR AUGUST CLASS WAS OUR LARGEST START EVER WITH 343 NEW STUDENTS STARTING BEAUTIFUL CAREERS.