

SINCE SWITCHING TO BOULEVARD...

# How Face Foundrié Unlocked \$60,000 in Revenue with a Click of a Button

## 30

new locations, with more on the way

**Locations:** 30+ and growing

**Boulevard customer:** since February 2022

**Website:** [facefoundrie.com](https://facefoundrie.com)

**Instagram:** @facefoundrie

## 60k

in revenue the first month

Michele Henry, an entrepreneur and a mom of three, didn't have time for a spa day. What she wanted and needed was accessible and approachable skin care, a place where she could book a same-day appointment and be in and out in 40 minutes. But she found that places like that simply didn't exist. So she did the next best thing and built her own.

## 15hr

per month saved with automated campaigns

And so FACE FOUNDRIE was born.

## 41k

in sales the first month with the reminder to book



## Introduction

**FACE FOUNDRIE is a focused facial bar on a mission to make accessible skin care an industry standard. Specializing in all things face — facials, lashes, brows, and skin — it provides its customers with efficient and effective services that can fit into the busiest of schedules.** Since opening in 2019, FACE FOUNDRIE grew to 17 locations by September 2022 and is planning to open 30 more in the coming year. In February 2022, the company switched to Boulevard as its business management platform, “because we absolutely needed it,” says Cheyanne Thurston, VP of Marketing. We sat down with Cheyanne to chat about FACE FOUNDRIE’s incredible growth and its move to Boulevard.

## Challenge

With new locations opening every few weeks, Cheyanne needed accurate and customizable reporting software to track FACE FOUNDRIE’s success. The company’s old system was falling short. “If you can’t show your accurate numbers, you can’t really run a business, so that was a big reason for our switch,” Cheyanne says. She had no way to share valuable data with franchisees, which became a constant source of frustration. She also wanted to talk to a real human when she ran into problems, as well as the ability to turn features off and on with ease. Unfortunately, customer support was a continuing problem with FACE FOUNDRIE’s previous platform, and features were so hard to access that Cheyanne would simply end up not using them. Other team members at FACE FOUNDRIE felt the same.

## Testimonial



“Our receptionists pick up Boulevard in like a day versus the old system, where they needed two weeks. The aestheticians love it, it’s super easy to use on their iPad at their station, and the franchisees love being able to control more at their center.”



—  
**Cheyenne Thurston,**  
VP of Marketing

## How We Helped

Boulevard had the right tools to address FACE FOUNDRIE’s pain points. When Cheyanne discovered the company needed a different solution for booking enhancements (add-on services available at FACE FOUNDRIE), Boulevard’s product team worked to create a new feature, which has since launched to all Boulevard clients. And much to Cheyanne’s relief, Boulevard’s report builder finally gave her the autonomy and flexibility she needed to create and share data across all locations: “The ability you guys have to do custom reports is insane! You can basically make whatever you need!”

**Working with the [Marketing Suite](#) automated campaigns feature also saved the team about 15 hours each month in pulling segments and creating emails, making room for other initiatives.** Here are some highlights of working with Boulevard, according to Cheyanne:

### Accurate and shareable reporting

Cheyenne can now create accurate, organized reports and share them with the extended team. “A lot of them live in there weekly because they love seeing the progress,” she says of the beta report FACE FOUNDRIE created for its franchisees.

### Always-on marketing with automated campaigns

Once the team turned on automated marketing campaigns, it was able to recapture and retain clients with a click and without having to build out a single new email. “It’s just easy marketing that you don’t have to think about,” Cheyanne says.

### Reminders and birthday messages that delight customers and save bookings

Automated reminders to book allow FACE FOUNDRIE to recapture customers right away, inviting them to book their next appointment ASAP, while the rescue lost clients campaign sends a reminder email to clients 90 days after their first appointment. Another popular feature? Birthday messages. “People always redeem them, always,” Cheyanne laughs. The \$10 coupon gives clients a treat for their special day and brings them back to FACE FOUNDRIE.

### Low customer acquisition costs

FACE FOUNDRIE spends \$2 per booked appointment through Boulevard’s Marketing Suite. “The two-dollar acquisition fee is so cheap in the marketing world,” Cheyanne says, especially when automated campaigns require little to no effort from her team.

### Customer support with a real human

By the time FACE FOUNDRIE switched to Boulevard, Cheyanne was done dealing with chatbots. Boulevard assigned a dedicated customer success manager, a real human named Tyler, to help her set up and provide ongoing support.

### Easy onboarding

“Probably the biggest piece of feedback is how much easier onboarding has gone for staff,” Cheyanne says. And since FACE FOUNDRIE is growing rapidly, the ability to turn on Boulevard’s features at new locations with a click brought a lot of relief to its marketing team. “It was super easy, super seamless, and super intuitive to learn and set up,” Cheyanne says.