

Boulevard's Best Spotlight: Envogue Salon

Accelerating growth with automated campaigns

59%

higher average ticket value

25%

more clients per service
provider per month

52%

more completed
appointments per service
provider per month

13%

higher staff utilization rate

18%

higher appointment
completion rate

6%

higher client retention rate

Envogue Salon in Denver, Colorado, uses automated text and email campaigns with Boulevard as part of a comprehensive approach to delivering seamless client experiences and building an enduring brand. Boulevard spoke with owner and master stylist Calli Bodilis (@envoguebycalli) about her journey and what it takes to be a power user of automated campaigns.



What makes Envogue Salon unique?

"There are so many things that make Envogue unique and special. Our tagline is that looking good is feeling good. I truly believe that through the power of doing hair, you can transform someone's life and make a real impact on how they feel about themselves. Since we opened 12 years ago, we've prioritized staying current, understanding the trends, and being able to deliver on whatever style is going to leave people feeling amazing. The other thing that really sets us apart is our staff and the team-friendly environment we work so hard to cultivate. We collaborate, we support each other, we lift each other up, and we get involved in our community. I love that about our team, and I know that our clients feel it and love it too."

Why did you choose Boulevard as your client experience platform?

"We started with Boulevard in 2021. We just fell in love the second we saw it. We knew the future of this industry was going to be tech-driven, and you could see immediately that Boulevard was on the leading edge of that. Just as important, though, was how Boulevard was a match for us as a brand. The design and visual appeal of Boulevard were just a perfect match for the warm, welcoming environment we want to create for our staff and clients. We're about delivering on the full client experience, and so is Boulevard."

What are some of your favorite things about automated campaigns with Boulevard?

"First of all, when you're busy running a business and still working behind the chair every day like I am, your time is so limited, so I absolutely love the fact that it's a set-it-and-forget-it experience. You set it up once, customize it to align with your specific brand, which was super important to us, turn it on, and then, if you don't want to, you don't even have to think about it. We also love how easy it is to track performance, from someone reading the text or opening the email to whether or not they came in for an appointment as a result. And what I especially appreciate as a business owner is that Boulevard only gets paid when we do, once the client comes in and the transaction is complete."

Is there a particular campaign you like most?

"We love the Fill Slow Days campaign. It's worked really well for us. I just had a client the other day who I hadn't seen in a while, who came in because I had a late cancellation, and she got a message through that campaign. In some ways, the busier you are, the more you need this campaign, because when you do have an opening, especially one that comes up unexpectedly, you don't have to scramble, you don't have to go to the wait list, you don't have to start texting or emailing, the campaign just fills the books for you. The whole thing is seamless and easy, and that's a huge plus when you're as busy as most of us in this industry are."

Tell us about an interesting use case with text communication that might surprise people.

"Well, in Colorado, we get lots of snowstorms in the winter, and what I love is that if we're going to be closed for the day or opening later than usual, we can just blast out an announcement to all of our clients, and let me tell you, they love it. They love that we're being proactive in how we communicate. So, it's not always necessarily about reaching out to say come in and get your hair done, but about using the tools to overcommunicate and make sure your clients are informed at a moment's notice. The more you can mitigate those little experience disruptors, the better it is for the client and the more successful you'll be."

What recommendations do you have for others starting their automated marketing journeys?

"First of all, know your reasons why and make sure you have the right message. Why are you reaching out in the first place? What's the goal you're training to achieve? Once you have a clear grasp on that, make sure the message matches and that whatever it is you're communicating or offering is going to catch the client's eye and feel like it's really for them. And then always be checking in and refining. The great thing about the campaigns with Boulevard is that you get so much data. Check on it, make sure you're accomplishing your goals, and make adjustments if not. It's amazing how many times we make one small tweak and then suddenly a campaign takes off. Putting that little extra time into it and reviewing your reports really does help you get the most out of your campaigns."