

Success Story

Fellow Barber × BOULEVARD

How Fellow Barber Booked 1,000 New Appointments/ Month With Boulevard's Marketing Suite

Locations: 12

Boulevard customer since March 2020

fellowbarber.com

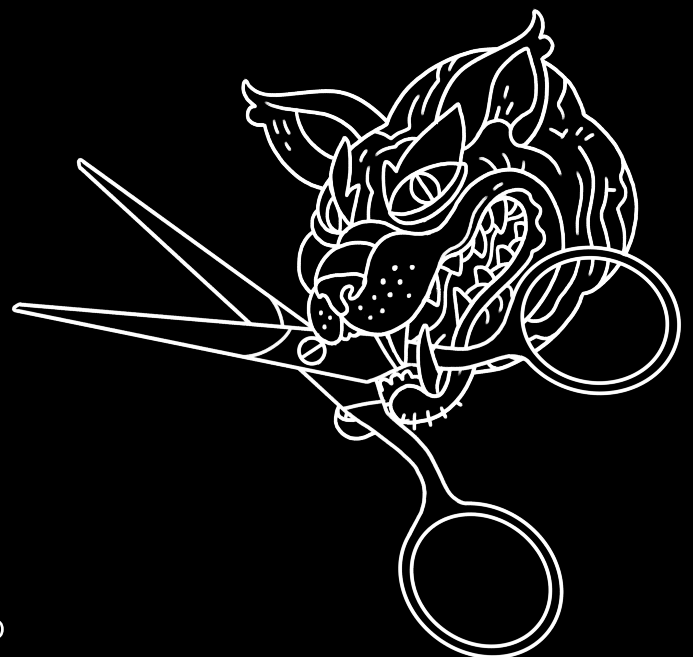
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Challenge

When Fellow Barber first arrived in 2006, it only consisted of a small shop with two chairs. Today, it boasts twelve locations — six in New York City, four in Los Angeles, and two in San Francisco — along with a line of grooming, styling, and skincare products. And that's not counting the dozens of stores added to Fellow Barber's portfolio after a merger with the Rudy's Barbershop chain.

However, such rapid growth can create new challenges. To fuel their expansion, Fellow Barber needed customizable company-wide reporting tools, detailed client profiles for their rapidly growing client base, and intuitive marketing tools to keep clients engaged and improve client retention.





Solution

In 2020, Fellow Barber entered a new partnership with Boulevard. Along with gaining access to more robust reporting and salon management tools, the team began using Boulevard's Marketing Suite to enhance customer communications and deepen client relationships.

- **Hyper-targeted audiences:** Boulevard's Marketing Suite can target clients based on location, birthday, last appointment date, and much more. "I'm currently building lists around individual barbers' clients," said Mindy Dulberg, Fellow Barber Director of Retail & Consumer Experience. "If a barber changes locations or gets promoted, being able to reach their specific client list is really helpful."
- **Intuitive marketing creative:** "I love how easy it is to produce marketing content. That's a sticking point because we send so many emails that it's hard for a small team to stay creative. Boulevard's process is intuitive, even if you don't come from a marketing background."
- **Measurable results:** Within two months of adopting Boulevard's Marketing Suite, Fellow Barber tracked notable appointment spikes based on automated email campaigns. In July alone, they brought in over 1,000 appointments, from birthdays to lost client rescues.
- **Beloved by barbers:** Fellow Barber's managers love how Boulevard lets them report company-wide instead of shop-by-shop. But individual barbers also have reason to be excited. "They love having the app on their phone to get alerts when new appointments come up. That's really important to them."
- **Dedicated customer support:** "Boulevard is incredibly responsive, easy to reach, and willing to help at all times. Our Boulevard rep, Jules, is also a barber, which gives him a unique and useful perspective on the marketing suite and its features."



"I'm using Boulevard on a regular basis. I write all of our purchase orders through Boulevard. I'm booking appointments and sending emails. We're constantly looking back at client profiles. It's significant because our small team wears many hats, and Boulevard makes every step much easier. Every step is intuitive and useful, even if you have more experience as a barber than a marketer. Boulevard really does do it all!"

- Mindy Dulberg, Marketing Director at Fellow Barber