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Cosmeceutical Brand Boosts Engagement with Creative Solution

Post-it® Custom Printed Notes Transform Promotions, Driving Interaction and Loyalty

Challenge

A well-established cosmeceutical brand specializing in skincare and anti-aging solutions faced a major challenge. Despite having high-quality products and a loyal customer base, the brand's customer engagement and conversion rates were declining. Traditional marketing strategies like email promotions and print ads weren't yielding the desired results. Customers were finding it hard to connect with the brand, and there was a noticeable drop in repeat purchases.

Solution

In response to these challenges, the marketing team decided to innovate by using Post-it® Notes as Coupons—a unique and personal method to engage with customers both in-store and online. The solution involved integrating Post-it® Notes into the customer experience to create a fun, interactive, and rewarding approach to promotions.

Results

The use of Post-it® Notes as coupons in the cosmeceutical world proved to be a highly successful marketing tactic. By integrating creativity, personalization, and interaction, the brand was able to re-engage its audience, boost conversions, and strengthen customer loyalty. This campaign highlighted the importance of thinking outside the box and leveraging simple, yet effective tools like Post-it® Notes to build a deeper connection with customers in the crowded beauty and skincare industry.



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3 × 5 Custom
Printed Notes

