

Fredrik & Louisa



PinMeTo | Case Study 2020

Summary

- Norwegian beauty products retailer
- 50 locations in Norway
- Since Fredrik & Louisa started with PinMeTo, appearances in Google search results increased 180%



PinMeTo's platform is really intuitive and easy to manage, and saves me a lot of time with posting, engaging with customers, updating store info, and more.

- **Ulrikke Frøshaug, Marketing Coordinator Fredrik & Louisa**

About

Fredrik Og Louisa AS is a part of the HAVA group and provides wholesale distribution of personal hygiene products. The Company offers perfume, makeup, and fragrances for men and women. Fredrik Og Louisa markets to customers throughout Norway.



Our visibility on Google has increased a lot, leading more customers to come into our stores, which is incredibly valuable for brick-and-mortar retailers like us.

I would recommend PinMeTo to EVERYONE. It really is a great tool!

- **Ulrikke Frøshaug, Marketing Coordinator Fredrik & Louisa**



The situation

When Fredrik & Louisa's Digital Manager Ulrikke Frøshaug first talked to PinMeTo, she was handling the social media communications for all the brand's locations manually – meaning that to post to multiple locations she either had to log into each individual local account, or she had to ask the location managers to post for her.

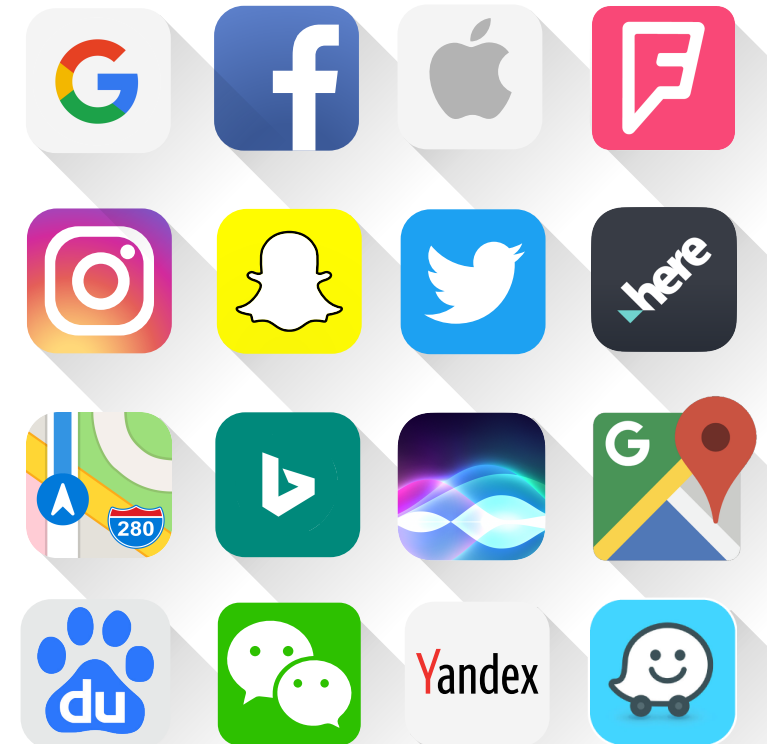
Besides being time-intensive, this also made it difficult for her to synchronize information and brand content across locations. Ulrikke wanted a more efficient way of managing Fredrik & Louisa's online presence.



The process

Ulrikke started by integrating all the brand's locations into the PinMeTo platform with help from PinMeTo's Customer Success Team, ensuring all the information was correct on the largest networks such as Facebook, Foursquare, Google, Here, and Apple Maps. Through PinMeTo's partnerships and relationships with key directories, PinMeTo was able to identify and remove duplicates and inaccuracies, then add correct new listings with accurate and up-to-date business information.

Ulrikke could now maintain the online presence for all Fredrik & Louisa locations from one place – including easily updating location info and visual identity, making location-specific posts, and managing reviews.



The results

Search, social, and mapping platform algorithms rewarded Fredrik & Louisa's in-sync and up-to-date online presence by making their stores more visible. Ulrikke was now maximizing Fredrik & Louisa's unpaid reach while minimizing her time and effort.

Compare the results from August to December 2018, when Fredrik & Louisa wasn't using PinMeTo, to August to December 2019, when they'd started managing their locations from PinMeTo.

Facebook Local Pages

Before the summer of 2019, Fredrik & Louisa had only a few Facebook Local Pages set up for their individual stores, which were mostly maintained by store managers. From August to December 2018, Fredrik & Louisa's Facebook posts generated a total of 16k impressions.

By creating a Local Page for each of their locations, and using PinMeTo to unite the Local Pages all in one structure under the single Brand Page, Fredrik & Louisa was now able to use [Location Posts](#) to provide locally-relevant info for every store. [Facebook's algorithms value local activity](#), and in that same August to December period in 2019, Fredrik & Louisa posts earned 186k impressions – a whopping increase of 1063%.

+1063%

Increased impressions on
facebook's local pages



Google actions

Google actions (website clicks, phone calls, directions) increased by 61%. Google's algorithm was rewarding both the fact that Fredrik & Louisa's business data was accurate, and that the brand was interacting with their customers by responding to reviews, which was possible with PinMeTo's [Listen & Respond](#) service.

+61%

Fredrik & Louisa maximized their google actions with correct business data and customer engagement



Google search results

Appearances in Google search results (including map search and web search) increased 180%. In addition, there was a percentage increase from 84% to 93% in the number of people finding them through indirect searches (for example, keyword searches like “makeup”), which meant Fredrik & Louisa was pulling in customers who had decided they needed something but hadn’t decided where to buy it.

+180%

Increase in Google search results





PinMeTo

Contact?

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