

# Eulerity

## PARTNER CASE STUDY

**HAND & STONE**<sup>®</sup>  
MASSAGE AND FACIAL SPA

### AT A GLANCE

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#### COMPANY

Hand & Stone Massage and Facial Spa

#### INDUSTRY

Massage and Wellness

#### CLIENT DESCRIPTION

Hand & Stone is a massage and facial spa franchise that constantly delivers the highest quality professional massage and facial services at affordable prices seven days a week.



*"Before Eulerity, we were overwhelmed with our approach to making organic and paid advertising work seamlessly together to support our growing franchise system. We knew that as we scaled, we would need to consolidate. Eulerity gave us that option by allowing us to manage our paid and organic marketing in one place. Their team has been incredibly responsive, has built custom product features for us, and we look to expand our relationship with Eulerity long-term."*

#### ERIC HABERACKER

**Social Media Director, Hand & Stone  
Massage and Facial Spa**

### CHALLENGES

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With over 500 locations across North America, Hand & Stone has become a massage, facial, and wellness powerhouse. Their ambitious growth plans, however, presented a social media hurdle. Managing organic and paid campaigns for hundreds of franchisees involved a two-pronged approach: Hootsuite for organic posting and Facebook Ads Manager for paid advertising. This disjointed system demanded significant manual work from both the Hand & Stone marketing agency and individual franchisees. Juggling separate platforms with distinct creative specifications, budget management, and formatting requirements became a time-consuming headache, taking focus away from crafting engaging content and strategic marketing initiatives.

### SOLUTION & RESULTS

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Hand & Stone's search for a unified solution led them to Eulerity. The all-in-one platform transformed their social media management by consolidating efforts into a single system.



**Consolidated Management:** Eulerity **unified** the social management for **paid and organic campaigns** across **all locations**. The marketing team now manages everything from a **single platform**, saving significant time and resources.



**Franchisee Visibility & Control:** Franchisees have access to **all marketing materials** created **for their specific locations** and **can opt-in to** the most relevant posts and ads, ensuring targeted marketing efforts.



**Streamlined Content Creation & Distribution:** The user-friendly platform allows for **efficient content creation and distribution**.



**Enhanced Value:** Eulerity's **automated workflows** **save the Hand & Stone marketing team countless hours**, allowing them to focus on higher-level tasks.