

# Super JK Beauty Supply Case Study



## Overview

**Country or Region:** United States  
**Industry:** Retail/Beauty Supply

### Customer Profile

Super JK Beauty Supply is a Korean-owned retailer in Killeen, Texas, offering a wide variety of beauty products—from wigs and extensions to skincare and accessories—while creating a welcoming shopping experience for the local community.

### Challenges

Despite having an established presence, the store faced slow online growth, low social media engagement, and operational inefficiencies that made tracking sales and inventory difficult.

### Solutions

PUREJOIN implemented a cloud-based POS system for real-time business insights and paired it with targeted marketing campaigns, video ads, local SEO, and a loyalty-focused store app to drive customer engagement and repeat visits.

### Conclusion

With PUREJOIN's integrated POS and marketing solutions, Super JK Beauty Supply has grown sales, boosted profits, strengthened customer loyalty, and expanded its online visibility, turning digital engagement into measurable in-store success.

## The Beauty of Growth: Super JK Beauty Supply's Transformation with PUREJOIN

## INTRODUCTION

Super JK Beauty Supply, a Korean-owned beauty retailer in Killeen, Texas, is committed to serving the local community by providing high-quality beauty products in a welcoming and inclusive environment. Their extensive selection includes wigs, hair extensions and frontals, hair care, skincare, body care, accessories, and more. They adopted our POS system and store app in 2017 to streamline operations, improve the customer experience, and support ongoing business growth. In January 2024, Super JK Beauty partnered with PUREJOIN to develop a targeted marketing strategy aimed at strengthening brand recognition, growing their social media following, and expanding their online presence.

## CHALLENGES

Before partnering with PUREJOIN, Super JK Beauty struggled with several challenges. Despite having a foundation of followers, online growth had slowed, engagement was low, and brand visibility remained limited. In-store operations were also hindered by manual processes for sales and inventory management, which made tasks time-consuming and prone to errors. The store needed a better way to connect with customers, promote new products, and encourage repeat visits.

Together, the primary goals became clear:

- Enhance online presence and social engagement
- Modernize operations for efficiency and accuracy
- Strengthen customer relationships to drive both loyalty and sales



POS Systems and Marketing



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## SOLUTIONS

### POS System and Managing Inventory

To address operational challenges, Super JK Beauty Supply adopted the PUREJOIN POS system, a cloud-based iPad platform built for beauty supply stores. The setup immediately simplified store operations—eliminating the need for manual data entry, system backups, or complicated maintenance. Because the POS runs entirely through the cloud, staff can access it like a mobile office from anywhere with internet.

Reliability was a key factor. Unlike traditional systems that require bulky setups or frequent troubleshooting, PUREJOIN's iOS-based POS is hassle-free, virus-free, and doesn't break down. Everything operates wirelessly, keeping the checkout area clean and modern, and with built-in batteries, the system continues running even during internet interruptions, ensuring smooth service at all times.

Before PUREJOIN, managing inventory was time-consuming and prone to errors. With the POS system's specialized item database, Super JK Beauty gained access

to over 1.4 million preloaded beauty products. This meant that more than 90% of their inventory was instantly recognized—staff could scan items and have product details auto-download, avoiding tedious manual setup.

The system also provides deeper insights at the product level. When scanning an item, staff can immediately see the highest, lowest, and average selling prices from other sellers, along with the product's last sold date. This helps the store make more informed pricing decisions and spot trends that indicate strong or weak demand.

In addition, the inventory and labeling app, available on both iPad and iPhone, allows staff to add products directly into the system, print labels from anywhere, and manage items on the spot using a barcode scanner. Together, these features help identify good-selling products, highlight marketing opportunities, and act as early indicators of customer buying patterns.

Beyond transactions, PUREJOIN equips Super JK Beauty with powerful back office tools. The system tracks shopping trends, identifies frequent visitors and high-value buyers, and highlights purchasing patterns. This gives the store a clear picture of what products and promotions resonate with customers, helping the team make smarter stocking decisions and refine their engagement strategies.

Customer loyalty was another area of focus. To create a seamless experience, Super JK Beauty integrated the Interactive Reward Display (IRD). Unlike traditional rewards systems, the IRD allows staff to quickly enroll loyalty members or check in returning customers with just a phone number. The customer-facing screen also displays rewards in real time, making the process simple, engaging, and efficient at checkout.



PUREJOIN POS



*Inventory App and Labeling*

## Store App

To deepen Super JK Beauty’s connection with its customers, PUREJOIN developed the Store App from the ground up—enabling advanced customer segmentation, tailored messaging, and dynamic in-app experiences. With the app, Super JK Beauty can group customers into custom tiered segments (e.g. Silver, Gold, Platinum, and VIP) based on metrics like visit frequency and spending levels. These tiers allow the store to send targeted push notifications, promotions, and in-app messages that resonate with each group, providing the right incentives to the customers who matter most (e.g. offering birthday gifts, tier-based discounts, or exclusive offers depending on loyalty classification).

Within the app’s powerful back-office interface, store managers can also create e-Coupons tailored to specific customer groups, e-Messages (push or in-app) that link directly to items, categories, or events, and even highlight trending items using e-Banner and e-Trend features. This level of control makes it easy for Super JK Beauty to spotlight best-sellers, rotating promotions, or seasonal collections, all while rewarding

different customer segments with relevant offers. This supports the store’s goal to improve engagement, loyalty, and targeted marketing.

## Marketing Strategy

### Social Media Marketing

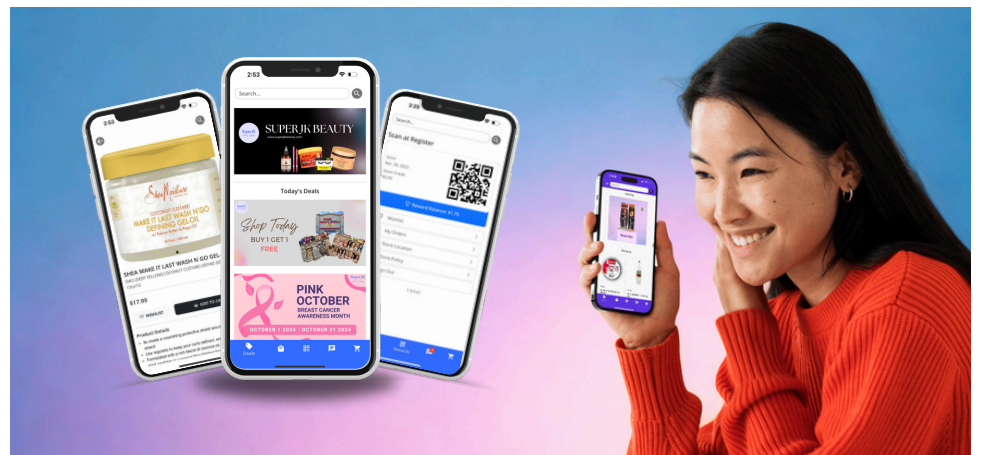
For Super JK Beauty Supply, our focus was on building a strong social media presence that not only drives sales but also strengthens customer loyalty. We regularly stayed in touch with the store’s manager to coordinate sales promotions, share new marketing ideas, and brainstorm campaign initiatives. This consistent communication ensured that every post reflected the store’s latest offerings and aligned with ongoing business goals.

A key part of our strategy was understanding and valuing customer engagement. We found that customers responded most positively to posts featuring new products, promotions, and sales events. Beyond promotions, we made it a point to recognize and thank the community, whether celebrating follower milestones or expressing gratitude after successful events, because customers truly value being acknowledged by the businesses they support.

To keep our strategy data-driven, we create monthly marketing reports that analyze performance across all digital channels, including Facebook ads, content posts, Google Ads campaigns, and more. These reports provide insights into engagement, reach, and conversions, and we review them directly with the store’s manager to refine and enhance ongoing marketing initiatives.

We created seasonal and timely content around themes like back-to-school, summer, and holidays, keeping the feed fresh and relevant. Posts were designed with clarity and visual appeal in mind, using high-quality product photos, easy-to-read fonts, and layouts that highlighted the store’s diverse selection. To maximize reach, we shared content across Facebook, Instagram, and YouTube, meeting customers on the platforms they use most.

In addition to posting, we actively engaged with customers through comments and direct messages, reinforcing Super JK Beauty’s reputation as a welcoming, customer-first store. This two-way communication not only boosted visibility but also strengthened trust and brand loyalty within the community.



*PUREJOIN Store App*

## Digital Campaigns

To expand visibility and attract both new and returning customers, we launched a combination of Google Ads and Facebook ad campaigns tailored for Super JK Beauty Supply. Our short-form video ads (15–20 seconds) highlighted the store’s wide selection of beauty products, showcased the interior and exterior of the store, and emphasized its convenient location for local shoppers. These videos were placed on YouTube and promoted through Google and Facebook campaigns to reach a broader but highly relevant audience.

Working closely with the store’s manager, we identified key promotions and sales events that should be featured in these ads. This collaboration allowed us to ensure every campaign reflected real, timely offers that mattered to their customers. To maximize impact, we set up separate ad groups with unique landing destinations—sending viewers to the store’s Facebook page, website, or Google Maps for directions. This approach made it easier for potential customers to engage in the way that worked best for them.

To track performance and refine strategy, we implemented conversion tracking through Google Analytics, Facebook reporting tools, and Google Tags. This gave us clear insights into impressions, reach, views, engagement, and in-store traffic, allowing us to adjust campaigns for maximum efficiency.

By combining targeted ads with consistent communication with the store manager, we created campaigns that not only boosted visibility but also felt authentic to Super JK Beauty’s brand and community presence.

## Local SEO

As part of strengthening Super JK Beauty



*PUREJOIN Marketing*

Supply’s digital footprint, we focused on building a strong local online presence. We optimized the store’s Google Business Profile with updated hours, location details, and engaging photos, ensuring it stood out in both Google search results and Google Maps. We also expanded reach by listing the store on local platforms like Yelp, MapQuest, and other directories, giving customers more ways to discover them.

A clean, mobile-friendly website was also developed to showcase products, promotions, and store details in a way that feels authentic to Super JK Beauty’s brand. Built with SEO in mind, the site was designed to perform well in local search by using keyword-rich content and regularly updated promotions. This made it easier for nearby shoppers to find the store online and stay informed about the latest sales and events.

## OUR IMPACT

Super JK Beauty Supply has grown into one of the busiest and most successful beauty supply stores in the region. Since adopting PUREJOIN POS and starting their new journey with the store app, the business has gained real-time visibility into sales, profits, inventory, and customer behavior, allowing the team to operate more efficiently, make smarter decisions, and strengthen customer

relationships like never before. Over time, PUREJOIN has provided a clear lens into what drives performance, helping Super JK Beauty not only sustain momentum but also identify new opportunities for growth.

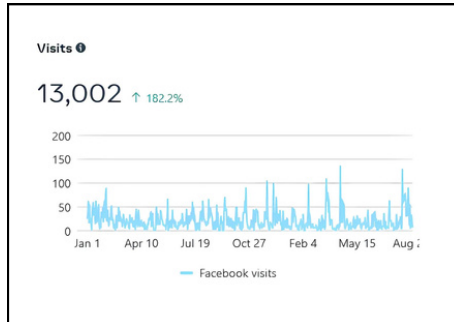
From 2022 onward, consistent reporting shows that the store has maintained strong year-over-year growth. In early 2022, Super JK processed over 65,000 transactions and more than 213,000 items in a single quarter, generating nearly \$476,000 in profit. By 2023, both sales and profitability climbed steadily, with multiple quarters surpassing \$600,000 in profit as transaction counts grew into the 80,000+ range. Importantly, loyalty rewards became a reliable driver of repeat visits, while discounts and promotions were carefully tracked to measure their real impact on profitability.

By 2024 and into 2025, the upward trend continued. Sales performance routinely exceeded \$800,000 per quarter, with profits remaining consistently strong. In the first half of 2025 alone, Super JK Beauty processed more than 224,000 items across nearly 92,000 transactions, generating over \$1.1M in sales and more than \$1.05M in profit. These results highlight not just growth, but stability—a sign that PUREJOIN POS helped the business move from relying on occasional promotions to building sustainable, long-term customer loyalty.

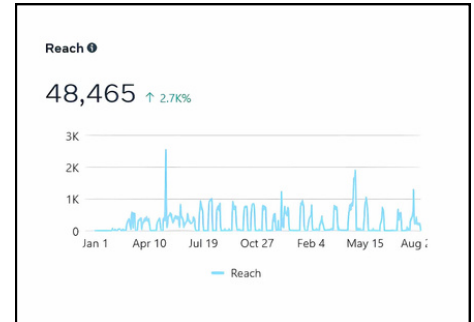


PUREJOIN Marketing further accelerated this momentum. Within just 18 months, their content generated 44,632 views, while total reach climbed to 48,465- a 2,700% increase that put the brand in front of thousands of new potential shoppers in the community. Social media growth has been equally impressive: the store added 1,069 new followers (a 366.8% increase), bringing the total audience to 2,707. Engagement soared with 1,682 content interactions (3,100% increase), showing that customers aren't just seeing content, they're actively engaging with it.

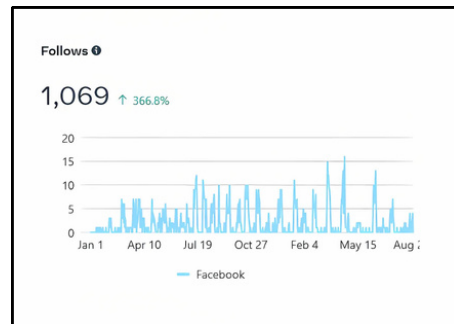
Due to effective website management and strong local SEO, Super JK Beauty Supply's Google Business Profile has become a powerful driver of traffic, generating steady growth in clicks, calls, and direction requests. With more than 3000 google directions and calls recorded, this increased digital visibility is translating directly into higher in-store traffic and deeper customer connections.



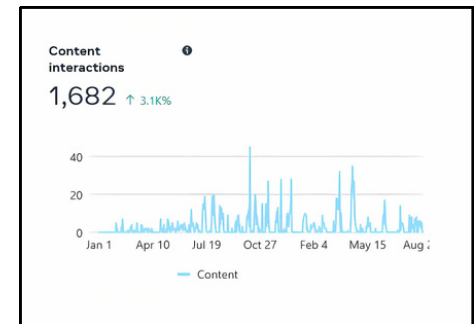
Total number of Facebook Visits (January 2024 - August 2025)



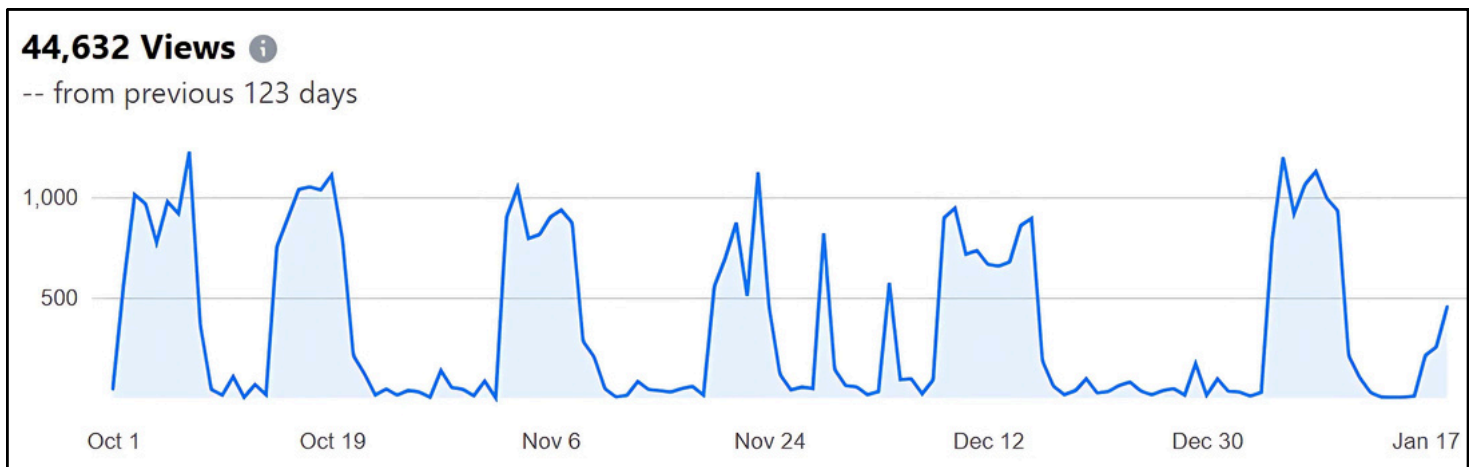
Total number of Facebook Reach (January 2024 - August 2025)



Total number of Facebook Follows (January 2024 - August 2025)



Total number of Content Interactions (January 2024 - August 2025)



Facebook content views (posts, stories, and ads) from October 2024 to January 2025

## For More Information

To learn more about PUREJOIN POS and Marketing services, call us at 678-206-0500 or text at 678-860-3800.

To access information using the World Wide Web, visit at:

<https://merchant.purejoin.com>

For more information about Super JK Beauty Supply, visit the website at:

[www.superjkbeauty.com](http://www.superjkbeauty.com)

## CONCLUSION

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Super JK Beauty Supply's journey shows how the right mix of technology and marketing can completely transform a business. By adopting PUREJOIN's POS system and store app, they were able to simplify operations, strengthen customer loyalty, and grow their presence both online and in-store. With steady sales growth and rising profits year after year, the store has built a strong foundation for long-term success. At the same time, marketing efforts, like social media, ads, and local SEO, have brought in thousands of new customers and boosted community recognition. What began as a push to modernize operations has turned into a lasting partnership, helping Super JK Beauty stay competitive, connect with customers in new ways, and keep growing for the future.

## PUREJOIN POS AND MARKETING

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PUREJOIN helps retailers grow smarter and faster with a cloud-based, iPad POS system that simplifies operations, reduces errors, and gives real-time insights into sales, inventory, and customer behavior. At the same time, our all-in-one marketing services—from social media management and local SEO to targeted ads, video campaigns, and digital signage—boost brand visibility, attract new customers, and strengthen loyalty. By combining powerful technology with proven marketing strategies, PUREJOIN gives businesses the tools they need to increase sales, improve efficiency, and build long-term customer relationships.



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