Amazing Makeup

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Introduction

Delicious Webdesign is specialises in all aspects of digital marketing including Search Engine Optimisation, Google AdWords (Pay Per Click (PPC)) and Social Media. We at Delicious Webdesign have a proven track record of increasing traffic and conversions through the effective execution of thought out digital marketing campaigns.

Overview

Amazing Makeup is the brainchild of Sarah Smith, a leading permanent makeup artist.

Sarah established Amazing Makeup a few years ago and delivers the service from two prime locations, Harley Street, London and Brentwood, Essex. Over the years the company has started to create a loyal client base but is now ready to take the leap in order to expand the business.

It is fully understood that in order to attract a more 'up market' clientele, the business will need to undergo a major brand overhaul and combine that with an effective and sustained marketing strategy. However to achieve this there are many considerations.

Branding

The business is ultimately Sarah Smith trading under the company name Amazing Makeup. The brand whilst is promoted as Amazing Makeup, also includes a strap line and the owners name. Consistency needs to be sought here.

Website

The current website is dated and lack lustre in terms of design.

Marketing

The company currently relies on Google AdWords which is working well. Sarah has also embarked on print advertising; however the results have been poor, thus, moving forward the key focus will be online. What needs to be decided is the split between Google AdWords (PPC) and Search Engine Optimisation (SEO).

Recommendations

Amazing Makeup has now realized that in order to create new competitive advantages it must find partners that can bring to the business a new source of energy and innovation.

Sarah is inspired by the likes of the leaders in the Permanent Makeup world. These are individuals with a very similar skill set to Sarah who have managed to grow their operation to massive heights. From a branding perspective, their name is the brand and company.

Sarah would like to follow in their footsteps where her business is attracting not only a steady flow of customers, but the right type of customers; this means slowly entering the world of Celebrities.

Based on Sarah' objectives, our recommendations are as follows:

Complete brand overhaul

The business name is currently Amazing Makeup, however when promoting the business the core attraction is not the business proposition but the person behind the business Sarah Smith.

With this in mind we recommend dropping the name Amazing Makeup (you will retain the URL) and instead rebrand as either Sarah Smith or Sarah Smith Permanent Makeup.

The idea here is to make the business about you, reinforcing your skills and experience.

For this to work, we will need to create a new logo and strap line that serves as a semi elevator pitch. We also recommend dropping the word 'natural' as it provides no real purpose and lips which forms part of the current logo.

Behind this new stationery will be designed to ensure maximum brand consistency, a branding aspect we consider to be vitally important.

Website design & development

Your current website as already established is very old and basic. It is not the style or type of website one would expect from a leading professional within the beauty field.

The new website for Sarah Smith will use all the latest technologies and will be developed using strong principles of Web 2.0 which promotes the effective use of AJAX, JQUERY and Social Media. Social media integration today is vital if you wish to build an online following. With this in mind our recommendation would be to integrate the website with various social media plugins. For example, allowing people to Facebook to 'share', 'comment' and 'like'. In terms of design we will create a totally new concept with the view of setting a new benchmark.

Evaluation Report & Recommendations

Proposed Site Structure

Home

About Sarah Smith

Permanent Make Up

Treatments

      Special eyes

      Lovely lips

      Beautiful Eyebrows

      Medical treatments

Procedure

Gallery

Price plan

Testimonials

News Section / Blog

Contact us

Locations

FAQs

Terms & Conditions

Search Engine Marketing

In order for your online strategy to succeed it is imperative that a thought out and thorough search marketing campaign be deployed.

Search Engine Marketing is a vast subject area however can easily be broken into two.

Search Engine Optimisation (SEO)

This will form the heart of your long term marketing campaign. Here we will target a range of keywords related to your treatments, location and industry.

This is an organic campaign therefore proves extremely economical as there is no pay per click.

Results listed at the bottom of Sponsored Results are classed as Organic Listings which is what SEO focuses on. Different search engines as well as Google change the position of sponsored links but currently they are above and to the right of the 'organic' or natural listings and the organic listings are below the Google Local or Local Business listings (depending on the search term used).

The effectiveness of SEO will be determined by the ongoing optimisation and submissions campaign.

Key Objectives of On Page Optimisation (please our SEO brochure for further information)

(a) URL rewriting
(b) Meta tag insertion
(c) Content optimisation
(d) H1 and H2 tags
(e) Addition of crumb links
(f) Image ALT TAGS

Google AdWords

What Google Adwords provides is immediacy and is a campaign you are already very familiar with. Google AdWords is already being implemented with some success.

Going forward, we recommend refining the campaign to ensure the correct keywords are being targeted, the most effective Google adverts are created and the strategy is one based on traffic and conversions.

Many businesses that embark on a Google AdWord campaign usually divert traffic back to the main website home page. Whilst this is perfectly acceptable, we would recommend creating keyword targeted landing pages where desire can easily be turned into action.

To help further explain the process of dedicated landing pages, suppose someone clicks on your advert through the keyword search *'semi permanent makeup'.* Right now they will be bought to your main index page http://www.amazing-makeup.co.uk . The customer will now need to find their way round the website to ascertain further information based on their keyword search as well as finding contact details should they be interested in booking your service. Now suppose the website used dedicated landing pages. On this instance the landing page will be tailored to the specific keyword search term as well as include the following:

- Information on the search term
- Call back option
- Enquiry form
- Live chat (optional)
- Sign posting through the use of banners to other relevant sections of the website

Dedicated landing pages are very useful to help encourage conversions.

Social Media

Taking into consideration that you are not using social media at present it is advisable to adopt a phased approach. At first we will start with Facebook as this is the most popular. With over 800 million worldwide users and over 600 million page views a month, there is no better tool to provide word of mouth advertising.

To give you a better understanding of what is being proposed let me provide a brief overview.

Today the landscape of socialising and networking has changed dramatically and mainly because of one invention, the Internet. The internet has bought about a new perspective to what people normally refer to socialising and networking as. Traditionally socialising and networking has been a predominantly in person gathering. However, today that very convention is challenged by the likes of Facebook, Linked In and Twitter.

There exists today a growing and highly influential online community that uses technology to further broaden their relationships, both personal and business. The medium which of course has made this possible is social networks with Facebook pioneering.

A business profile on Facebook today is as important as having a well designed and developed website. Users are using Facebook to keep informed and to make informed decisions. The reason it is so successful is because Facebook in some respects mirrors real world 'word of mouth advertising'. The examples below help to illustrate how.

Example 1:

Facebook Status Message

Just had my brows done my Sarah Smith, they look amazing if I may say so ☺

Example 2:

An advert promoting your service

As you can see from the illustration, Example 1 is a much stronger from an advertising standpoint. If we work on the assumption that the Facebook User (that posted the status update) has 200 friends, then **ALL** 200 friends will see the message, that's 200 eye balls on your brand. Now the message was not posted to promote the service, it was an honest testimonial on an open social forum. This level of word of mouth advertising is extremely powerful thus a communication channel you must engage in.

Strategically the objective will be to increase the number of Fans through generating as many 'likes' as possible. There are 2 main ways in which this can be achieved:

1. Organic 'likes' through manual social networking and interaction
2. Purchase 'likes' (this will never be practiced by us)

With Fan generation comes keeping your Facebook profile up to date as an out of date profile or one that is not update will possibly do more harm than good.

Key Objectives of Amazing Makeup - Sarah Smiths' Facebook Strategy

Account Set up

Custom Profile Logo with Brand Message

Group Set up *(for example a group topic on LIPS)*

Profile Content Writing

Facebook Fan Page with Custom Design welcome page

Custom Welcome Page for special events

Monthly wall postings

Polls and Events Creation

Photo Album

Video Uploads

3rd Party Apps (not all apps are free, some may need to be purchased)

3rd Party Custom Tabs

Social Media and your Website

Whilst maintaining Facebook will be an integral part of your social media strategy, just as important will be utilising Social Media links/actions.

As mentioned above, the recommendation is to integrate the new website with various social plugins. This will be achieved by placing appropriate social links (see below) through the pages of the website allowing visitors to quickly interact with their social network. This provides a real time world of word of mouth marketing.

1. facebook like
2. facebook comment
3. Google Plus
4. Twitter

Services

Consultancy

To help launch the project off the ground some element of Consultancy will be required. Consultancy will go towards:

1. Preparing the company's internet strategy encompassing:
    a. Corporate website development
    b. Digital marketing to include search and social media

2. Defining the new brand strategy

Account Management

During the course of your project your Account will be managed by a dedicated Account Manager.

We believe it to be vitally important for our clients to have dedicated points of contact to make design, development and handover as smooth and stress free as possible.

Evaluation Report & Recommendations

Complete Graphic Design

As a media agency managing both print and online campaigns all artwork is created on an individual basis to reflect the client, their audience and their marketing/brand positioning strategy.

The first step to our relationship will be to take a detailed brief and thereafter create a mini SWOT analysis for internal design & development purposes.

The next step will be to create 2-3 strong concepts (we refer to them as mood boards) for presentation. We normally present your home page, product list page, product view page and one content page. These pages are usually enough for you to get a firm idea of how your site will look and function.

If you are happy with a concept we will move to web development. If you are happy but would like changes to a particular concept before signing off, simply provide us with your comments. Any elements from presented concepts can be moved around, merged with other presented options, modified etc to achieve the look sought.

On the rare occasion that none of the concepts presented are liked we will of course need to go back to the drawing board. However before doing so we will need to compare what we have produced with the brief provided and to see if we have somehow managed to miss the brief or if the brief has changed from what was originally provided.

HTML Development

Once you are happy with the look and feel of your website we will move to front end development using rudimentary **Web 2.0** techniques and as per **W3C guidelines**.

Evaluation Report & Recommendations

Fully Managed Hosting

Corporate websites requires robust hosting that has provisions for backups and disaster recovery. Delicious Webdesign provides its clients with state of the art fully managed hosting allowing you to carry on with what you do best.

Delicious Webdesign deploys dedicated server architecture integrated with Firewalls and 128 bit SSL. Our clients have the joy to piggy back from our SSL (shared ssl status).

Being a dedicated server means constant monitoring to ensure load balancing, bandwidth and CPU processes are all running efficiently. As part of our fully managed solution this is all taken care of by us, thus another worry you need not have to deal with.

In summary Delicious Webdesign will take care of all hardware and software related issues freeing you completely from the burdens of enterprise hosting.

Because your solution only requires one database for your wordpress blog / news section and does require a database system for accepting online payment, to help you keep costs down, we recommend hosting your website on one of our virtual servers which for a brochure style website is the perfect and most economical choice.

Your hosting package

1GB web space

Windows 2003 server

1GB high grade bandwidth

10 POP 3 mailboxes (20MB each)

WebMail retrieval service

Methodology

The following process/methodology will be applied to achieve timely and successful completion.

Stage 1   -   Confirm creative brief

            Confirm functionality

Stage 2   -   Artwork

            Client presentation

Stage 3   -   Feedback (if any) or sign off (if sign off move to stage 4)

Stage 4   -   Web development

            Content addition and placement

            Testing

Stage 5   -   Final client presentation

            Feedback (if any) or sign off (if sign off move to stage 6)

Stage 6   -   Handover

Stage 7   -   Execute SEO and social media campaigns

Quote Summary – Investment required

Consultancy	200
Account management	200
Graphic design	1400
Website design	
Banner design	
Post production of images	
Library images	
Post production of purchased images	100
Web development	1400
On page optimisation for search engines	200
Social plugins	inclusive
Facebook page set up	inclusive
Hosting	inclusive
Corporate rebranding	400

Net Total:	**£3900**
Less introductory discount:	**£400**
Completion price:	**£3500**

All quotes are valid for a maximum period of 21 working days.