

**OUR 5 STEP**

# **MARKETING PROCESS**



**WEBSITE GIRL**  
DESIGN STUDIO

# STEP

# 1

## BRANDING AND LOGO SELECTION



- Review the logo samples provided and assess their alignment with the company's brand identity, values, and target audience.
- Identify the logo that best represents the brand and resonates with the intended customers.
- Confirm the chosen logo's color scheme, typography, and design elements to maintain consistency across all marketing materials.
- Create a Brand Key so all graphics and socials are inline with the Brand Key. (Colours, Fonts, graphic imagery).

# STEP 2

## E-COMMERCE WEBSITE PLAN

- Choose a user-friendly and secure e-commerce *platform* that suits the aesthetic and company's needs. Consider platforms like Shopify, WooCommerce, or Word Press.
- Select a platform *Theme* that highlights your Brands look and feel. and that will grow with your business.
- *Develop* a visually appealing website design that complements the brand's aesthetics and showcases your products effectively.
- We will organize the website into clear categories, for easy *navigation*.
- We will, ensure the website is *optimized* for mobile devices to accommodate a growing number of mobile shoppers.
- Implement secure *payment* gateways and SSL certificates to provide a safe shopping experience for customers.
- Include high-quality product *images*, detailed descriptions, and customer reviews to build trust and encourage purchases.
- Integrate an email *subscription* option to build a mailing list for future marketing efforts.
- Implement Search Engine Optimization (*SEO*) strategies to improve the website's visibility in search engine results.



# STEP 3

## SOCIAL PLATFORM STRATEGY

- Identify the most suitable social media platforms for the company based on its target audience and products. Focus on platforms like Instagram, Facebook, Pinterest, and TikTok, which are popular for your businesses.
- Create and optimize business profile on each selected social platform, using the chosen logo and consistent branding elements.
- Develop a content strategy, including Schedules, that highlights the beauty, craftsmanship, and uniqueness of the your products. This should include a mix of product photos, lifestyle images, behind-the-scenes content, and customer stories.
- Engage with followers by responding to comments, direct messages, and running interactive campaigns like polls and contests.
- Allocate a budget for social media advertising to increase brand awareness and drive traffic to the e-commerce website.
- Monitor social media analytics regularly to track performance and make data-driven decisions for future campaigns.





# 4 STEP LAUNCH AND PROMOTION

- Plan a strategic launch campaign to create excitement around the new site and your products.
- Utilize email marketing to notify potential customers about the company's launch, exclusive offers, and promotions.
- Leverage social media to tease the upcoming launch, unveil the new logo, and showcase sneak peeks of your products.
- Collaborate with influencers and enthusiasts to create buzz and generate interest in the brand.
- Offer limited-time discounts or special offers for early adopters to encourage immediate sales.
- Consider hosting a launch event (virtual or in-person) to introduce the brand to a broader audience and create press opportunities.

# 5

## MONITOR AND ADAPT

- Analyze your competitors to understand their target audience and identify gaps in the market. Knowing your competition will help you differentiate yourself and find your niche.
- Regularly analyze website traffic, sales data, and social media metrics to assess the marketing strategies' effectiveness.
- Gather customer feedback and reviews to identify areas for improvement and adjust the marketing approach accordingly.
- Stay updated with industry trends and competitors' activities to stay ahead in the market.
- Continuously optimize the e-commerce website, social media content, and marketing efforts to drive growth and maximize ROI.



## MARKET ANALYTICS

