



Marketing with no budget

Monica Maurici

2nd December 2024

Enterprising
Futures atLSBU

Agenda

1. Before we start
2. Web/App
2. SEO
3. PR
4. Networking and Partnerships
5. Email marketing
6. Testimonials, reviews, referrals

Before we start

1) Why marketing is important when building a business

- **Business** is the entity that produces products and offer services
- **A brand** is the identity a business projects and is decided by its consumers



Brand voice



Brand identity



Brand mission/promise/vision



Brand values



Brand targeting



Brand positioning

2) Marketing vs Sales

Sales	Marketing
It is Sales is all about moving product, capitalising on consumer relationships and directly generating revenue	Covers activities that look to build awareness of your brand and products/services to your potential buyers
Requires having something to sell	Does not require a product or service
Most of the businesses can only begin selling when they have a product or service	Focuses on communicating to your market, competitors and consumers
	Establishes consumer relationships
	Powerful tool to share a mission , an idea
	Brand communities , ecosystem with loyal customers who feel connected to a brand

3) Every marketing strategy (with and without BUDGET):

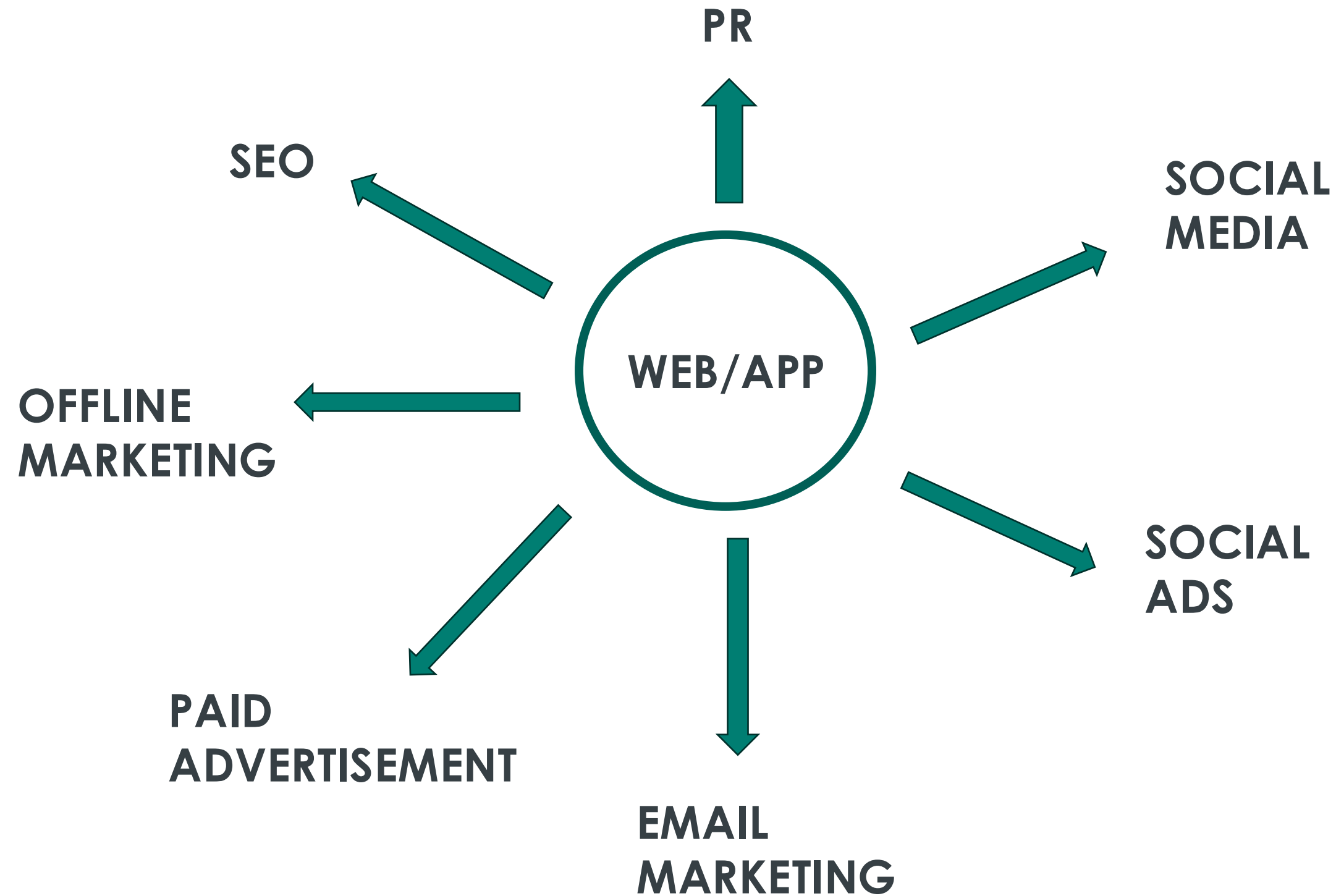
- Marketing is **RESEARCH**
- Understanding your **BRAND**, your **MARKET**, your **CUSTOMER**
- **RESOURCES.** Who is going to do the marketing strategy?
- **TIME.** Be persistent, don't be disappointed if you don't get the expected results the first day
- **READ & LEARN.** News & Books about **ENTREPRENEURSHIP, TRENDS, DIGITAL MARKETING** and **COMPETITORS!**

How can you communicate with customers?

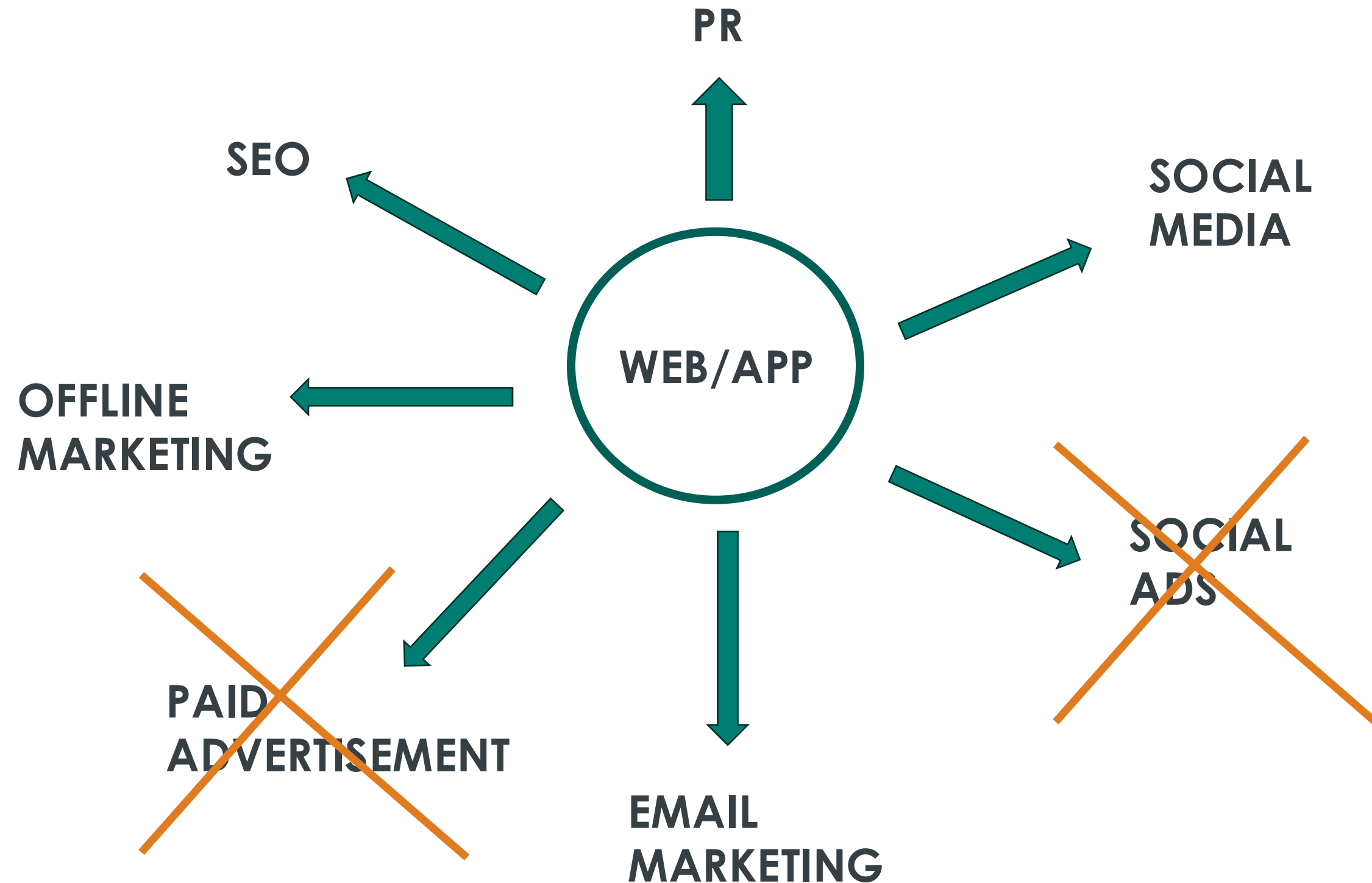
- Newsletters
- Directories
- Forums
- Newspapers
- Media
- Influencers
- Social Media
- Blog (SEO)
- Advertising
- WhatsApp
- SMS
- Phone Calls
-



Which are **MARKETING STRATEGIES FOR FREE?**



Which are **MARKETING STRATEGIES FOR FREE?**



Marketing really FOR FREE? **NO**

- Marketing is not magic, **always needs TIME**. It is a **continuous learning process**.
- Worth to invest in **TOOLS**
- **REUSE** and **ITERATE**

The **KEY** is ... **DATA**

1) TEST YOUR MARKETING STRATEGY

2) ANALYSE DATA

3) TAKE DECISIONS



NEVER MAKE CHANGES IN YOUR MARKETING STRATEGY WITHOUT DATA TO SUPPORT THE NEXT STEP

THE MORE YOU TEST, THE MORE KNOWLEDGE AND EXPERIENCE YOU WILL GET

Examples of UNPAID MARKETING

The screenshot shows a news article on the CincoDías website. The article is titled "E-commerce faces post-Brexit tax rules" and is categorized under "BUSINESS AND FINANCE". The text discusses the agreement between London and Brussels regarding tariffs and VAT. Below the text is a photograph of Javier Bello and Monica Maurici, founders of Fashionable Asta, sitting on a stone ledge by a river with a bridge in the background. The photo is credited to Richard Gray. Below the photo is a byline for Carlos Otiniano Pulido, dated Madrid, 17/10/2021, 11:37 CDT. The article content includes: "Monica Maurici and Javier Bello, founders of Fashionable Asta, an online Asian fashion and cosmetics store based in London, celebrated Christmas with the relief that the European Union and the United Kingdom had reached an agreement that same afternoon to maintain the free exchange of goods after December 31, when the Brexit transition period ended. But on Three Kings' Day they found out that their packages destined for Spain had been blocked at the border. The partners spent the first days of 2021 answering calls and emails from their frustrated customers. 'Our entire financial and logistics model was knocked down in one fell swoop,' Maurici summed up on the store's blog weeks later."

PR in magazines

+120 external publications in top newspapers and magazines in Spain (Telva, 20 minutos, El País, Business Insider, OKDiario...)

Up to 1000 new visitors per publication

Contact journalists and magazines about data, trends, news in the industry/market

Examples of UNPAID MARKETING



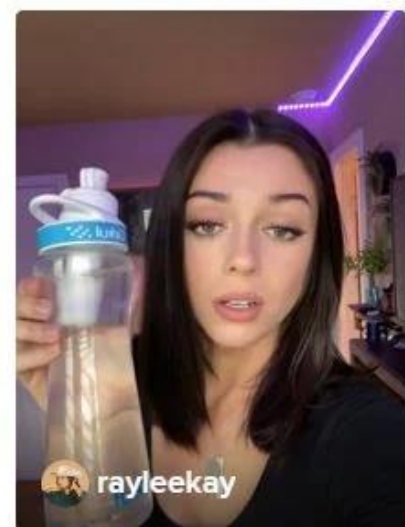
11/10 recommend ❤️ ww...



#ad Water for me please...



What flavor should I try n...



my all time favorite wate...



Thank you @drinkcirkul ...



Thank you Cirkul for sen...

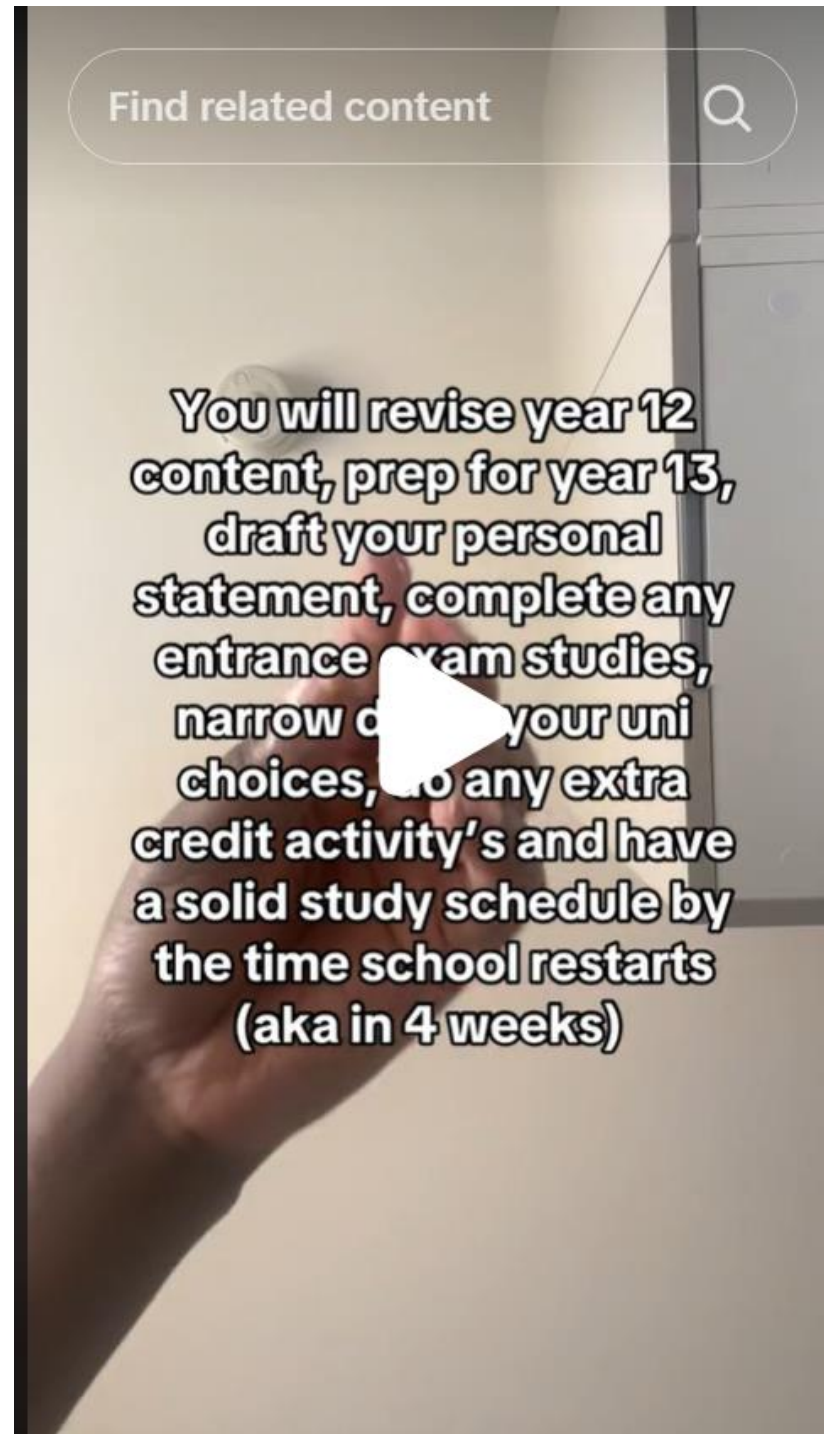
The brand's viral water bottle Cirkul stands out thanks to the countless creators posting authentic content in TikTok.

Cirkul sent products to microinfluencers. 1.5 billion views on #Cirkul and over 900+ million views on #DrinkCirkul

Examples of UNPAID MARKETING

[Find 'joanne.xaviered' on TikTok](#)

+9000 likes
+100 comments
+600 saved it
+450 shared it



WEB

Which podiatrist would you go to?



TWICKENHAM HEALTH CARE PODIATRY -
CHIROPODY - OSTEOPATHY
Foot Clinic and Gait Analysis Centre

MUSCULOSKELETAL FOOT PAIN
Plantar Fasciitis - Neuromas - Arthritic Joints -
Gout - Shin Splints - Achilles Tendonitis -
Bunions

SKIN CONDITIONS OF THE FEET
Corns - Calluses - Cracked Heels - Verrucas
- Warts - Blisters - Rashes - Ulcers

TOENAIL PROBLEMS
Ingrowing toe nails - Fungal nails - Distorted
nails - Broken nails - Discoloured nails - Loose
nails

OSTEOPATHY

TESTAMONIALS

FEES

Privacy Policy

SKIN CONDITIONS OF THE FEET

020 8892 2356

Corns - Callous - Cracked Heels - Verrucas - Warts - Blisters - Rashes - Ulcers - Cysts

[click here to book a Podiatry appointment today](#)

Verrucas and Warts

Verrucas are simply warts that occur on the sole of the foot and are squashed so they look a little different. They are caused by the human papilloma virus and are easily picked up off wet floors. They are commonly caught in the changing rooms at gyms and swimming baths.

They are usually harmless and naturally resolve when your immune system realises they are there and this can provide long term immunity. However sometimes they grow into hard lumps which can be painful to walk on or start to spread so they need treatment.

After having had a verruca for the last five years I have tried everything to get rid of it. I have tried having it frozen, I have tried depriving it of air by tape and nail varnish.

By the time I visited Twickenham Health Care, the verruca now the size of a fifty pence piece was painful to walk on.

I had Swift treatment on three occasions, it was painful but worth it. I am so delighted that I no longer have any sign of a verruca.

I cannot express my joy at finally being verruca free.

Congratulations to the Juriansz team.

Mrs C Boyle

Treatments



BREAKTHROUGH TREATMENT
NOW AVAILABLE
FOR STUBBORN VERRUCA



Foot & Ankle Conditions Treated

- Wound Care
- Ingrown Toenails
- Hammertoes
- Fungal Nail
- Heel Pain
- Foot & Ankle Pain
- Sports Injuries

We practice a minimally invasive approach to your foot or ankle problem with surgery as the last option



Why having a WEB is important

- Relevant to sell a product, service as a presentation
- Social Media is not everything
- You are the owner of your website
- More options to develop digital marketing strategies
- Crisis Management (e.g. Delete comments)

Key Elements

Structure – THE LESS, THE BETTER!!!

- HOME is the KEY
- **Simple** (an image or video rather than 1000 words)
- Value proposition
- Success stories
- Contact / Support
- Reviews / Testimonials
- Capture Emails for Leads
- Blog
- UX/Mobile Friendly
- **Business email** (not Gmail or Hotmail)



Blog



Benefits

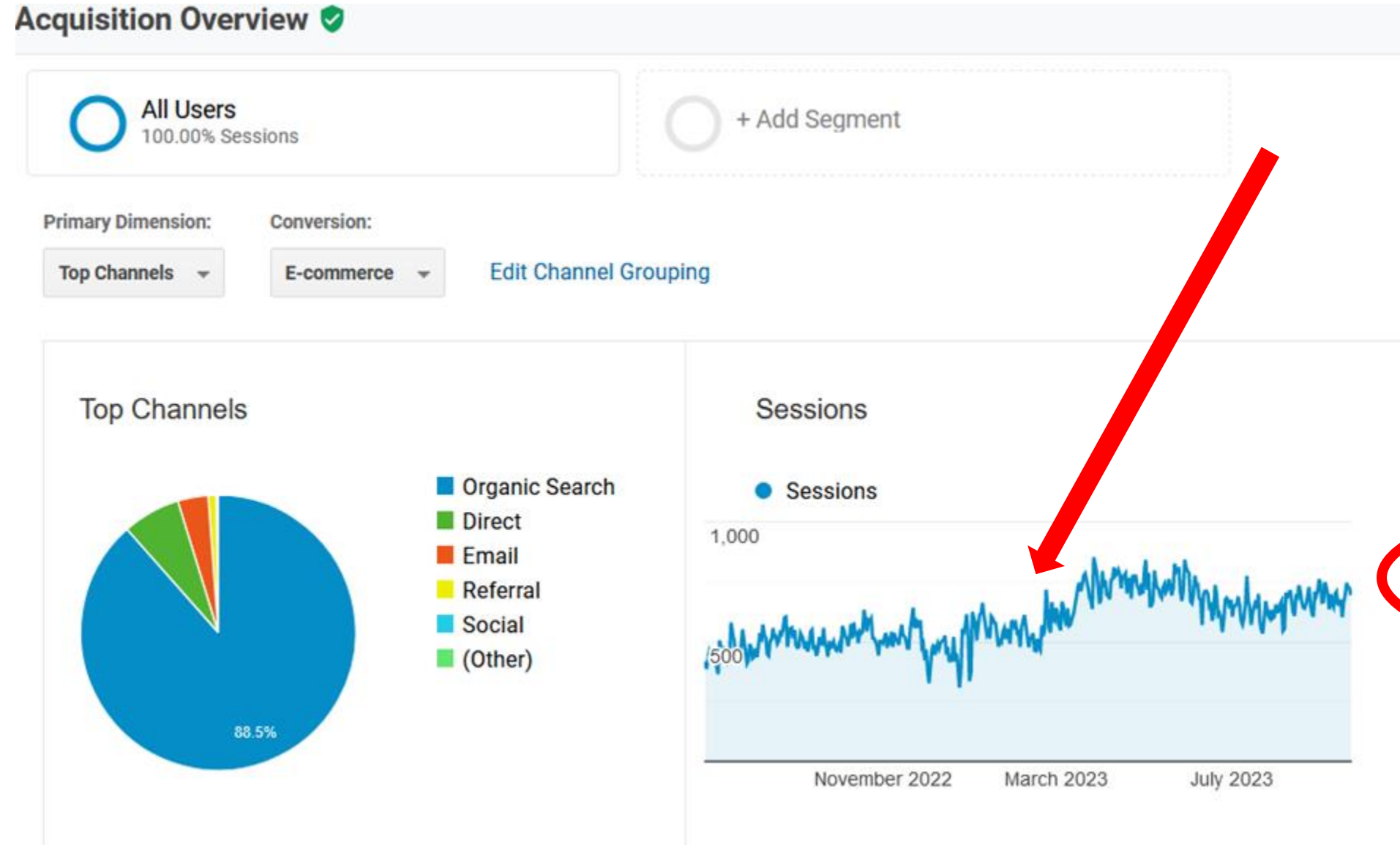
- It helps **drive traffic** to your website
- You can **demonstrate your expertise and knowledge** about products, market, services...
- You can **answer common questions** their readers and customers have
- You create **content that people can share** in other social media networks (Twitter, FB, LinkedIn...)
- It helps to **convert traffic into leads**
- It helps establish **authority**
- Helps **linkbuilding** for SEO
- Share **company news**

Blog

Tips to write content

- Solve a problem
- Be consistent
- Be Human
- Connect with your audience
- Show your point of view
- Don't use sales language
- Improve what already exists
- It must be based on facts
- It must be accompanied by images and videos

Blog - Fashionable Asia Acquisition (Jul 2022 - Sep 2023)



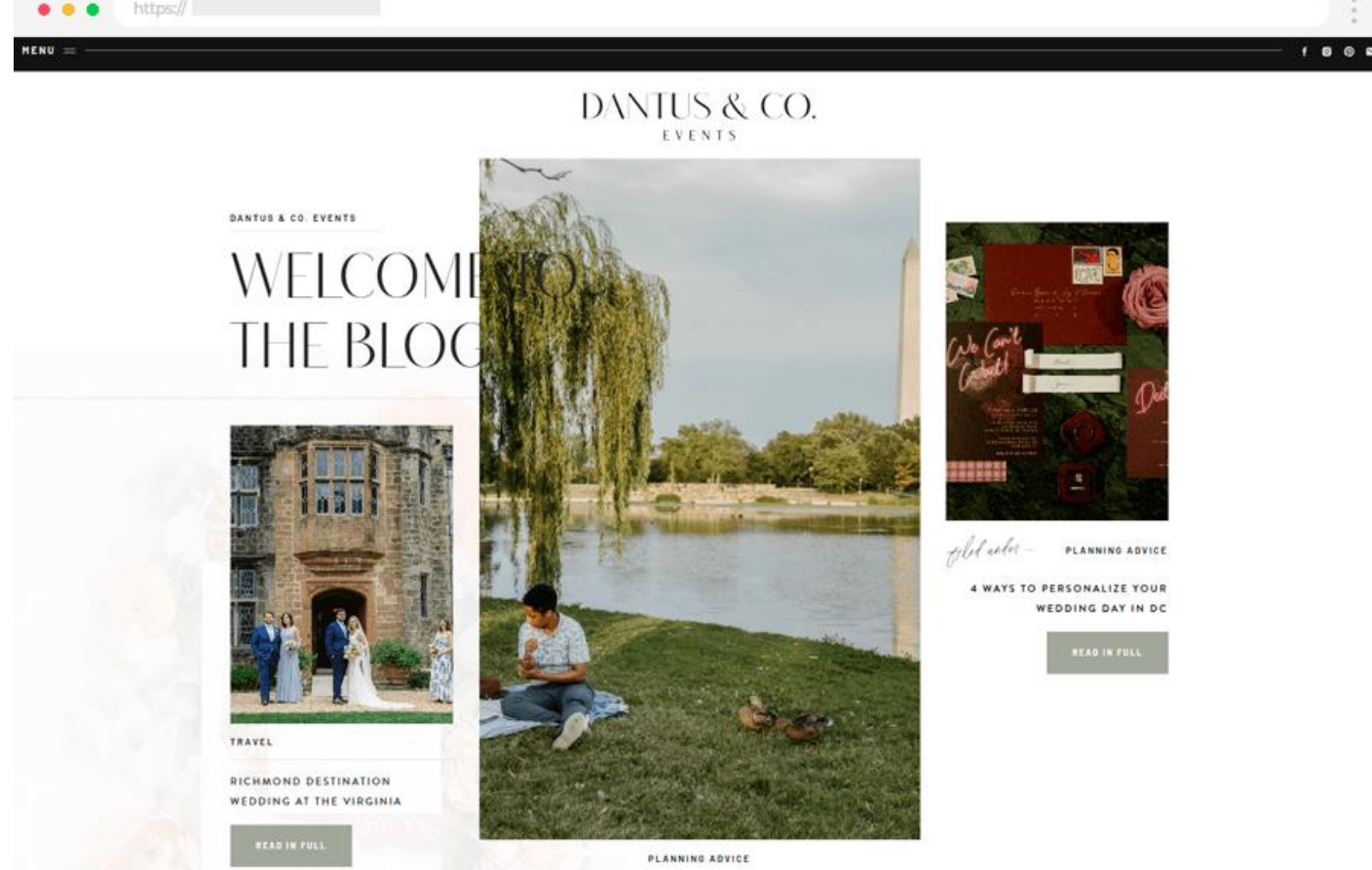
Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	264,571	83.76%	221,003
1 Organic Search	234,041		
2 Direct	17,939		
3 Email	9,467		
4 Referral	2,496		
5 Social	490		
6 (Other)	138		

- **79% of sales were from Organic Search**
- **Around 250.000 users/year achieved by keywords related to the beauty industry**

Blog - Examples

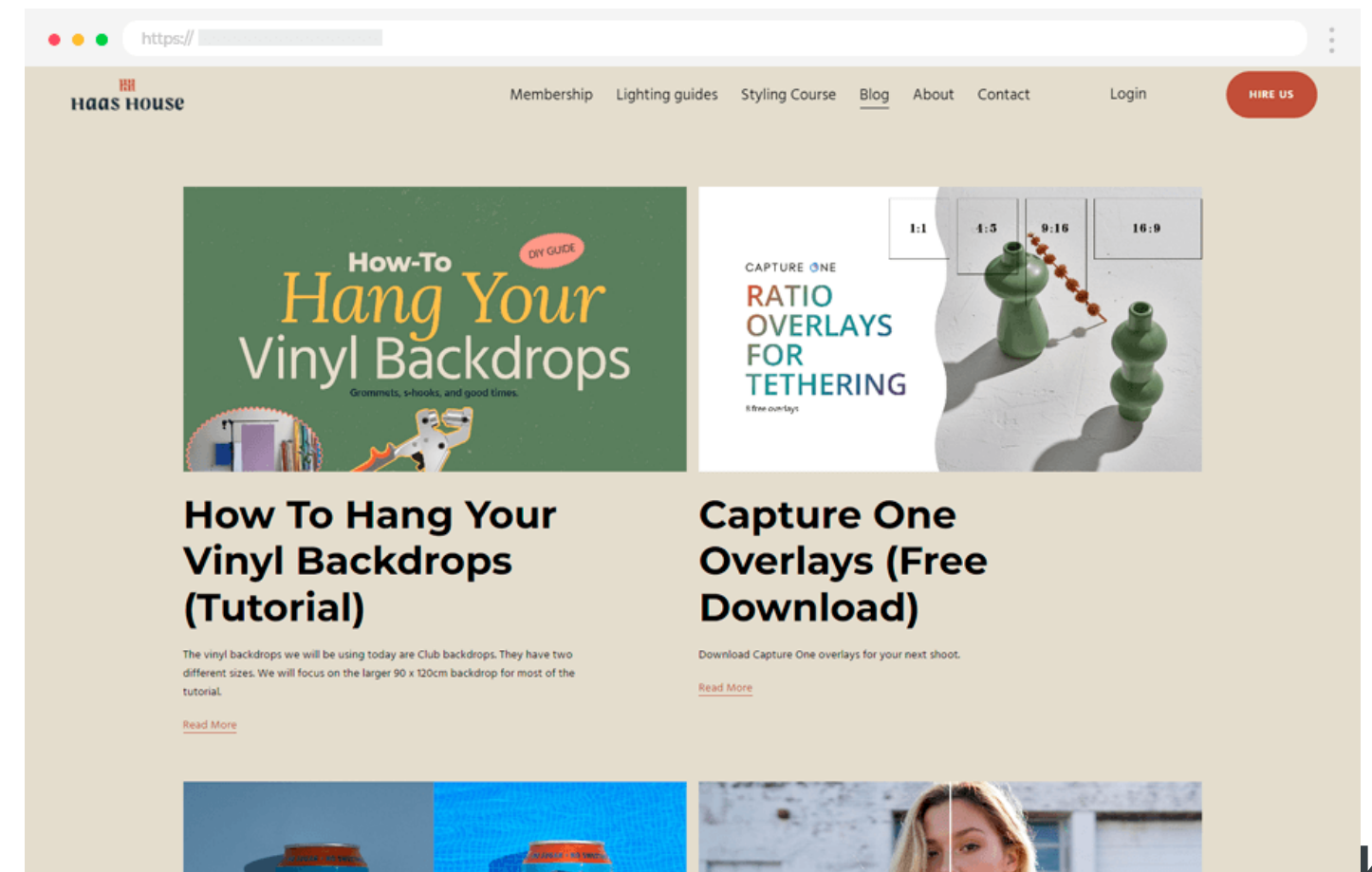
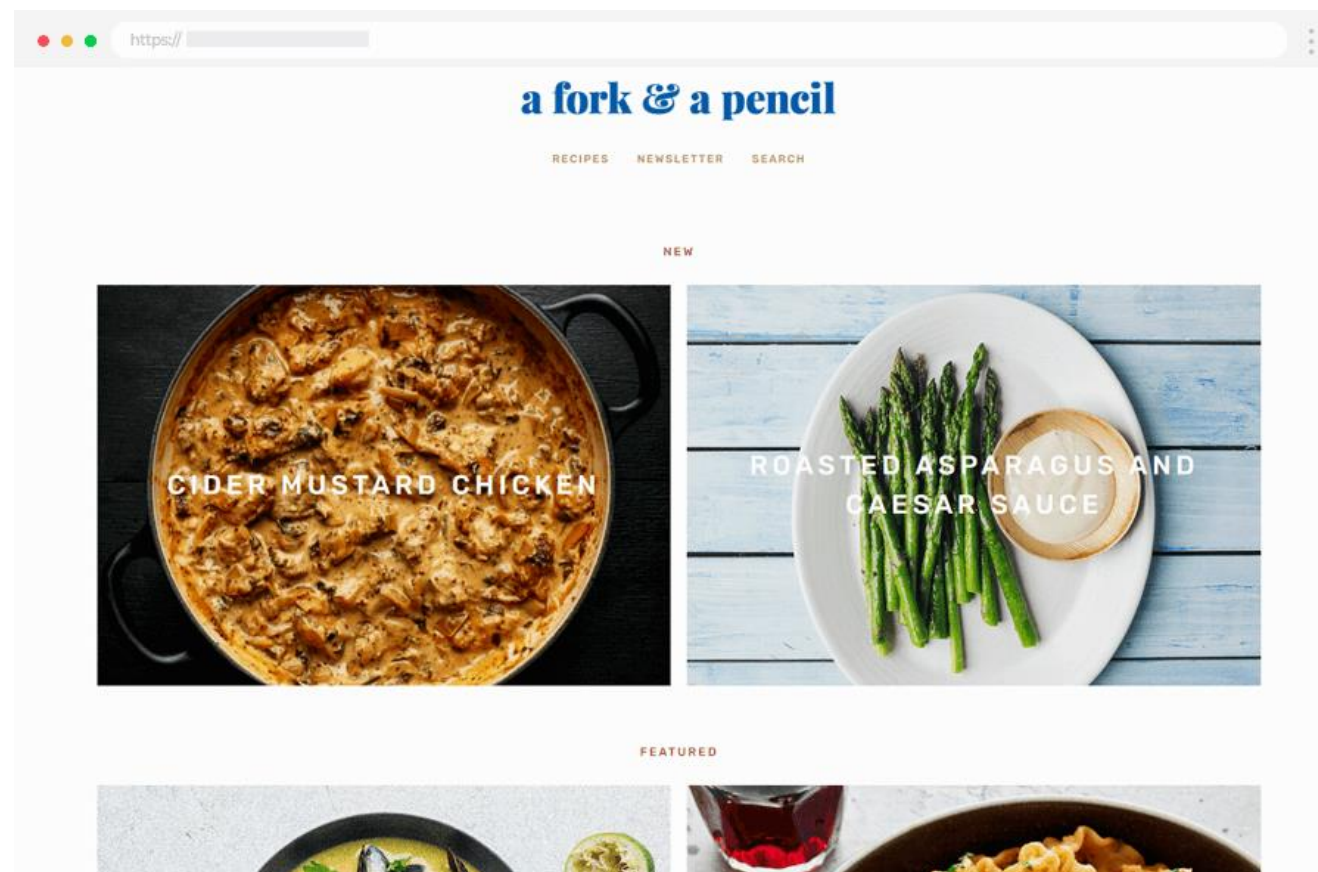
[Blogs Squarespace](#)

[Blogs Wordpress](#)



Tips

- **Quality** content
- **Update** and create **new content**
- **Branding** Consistent
- **Engage** with your audience
- **Share** your content on other platforms
- Optimize for **SEO**



Data

- Hotjar – Website Heatmaps & Behaviour Analytics Tool

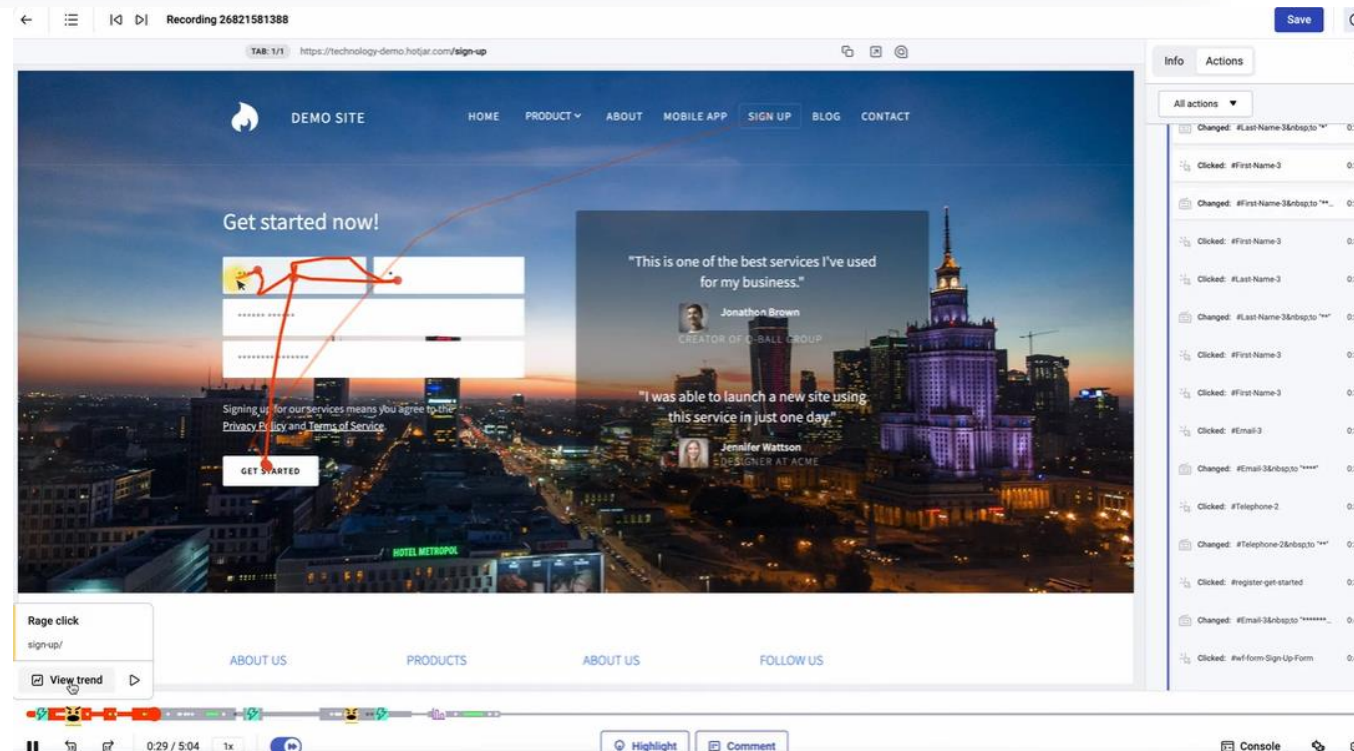
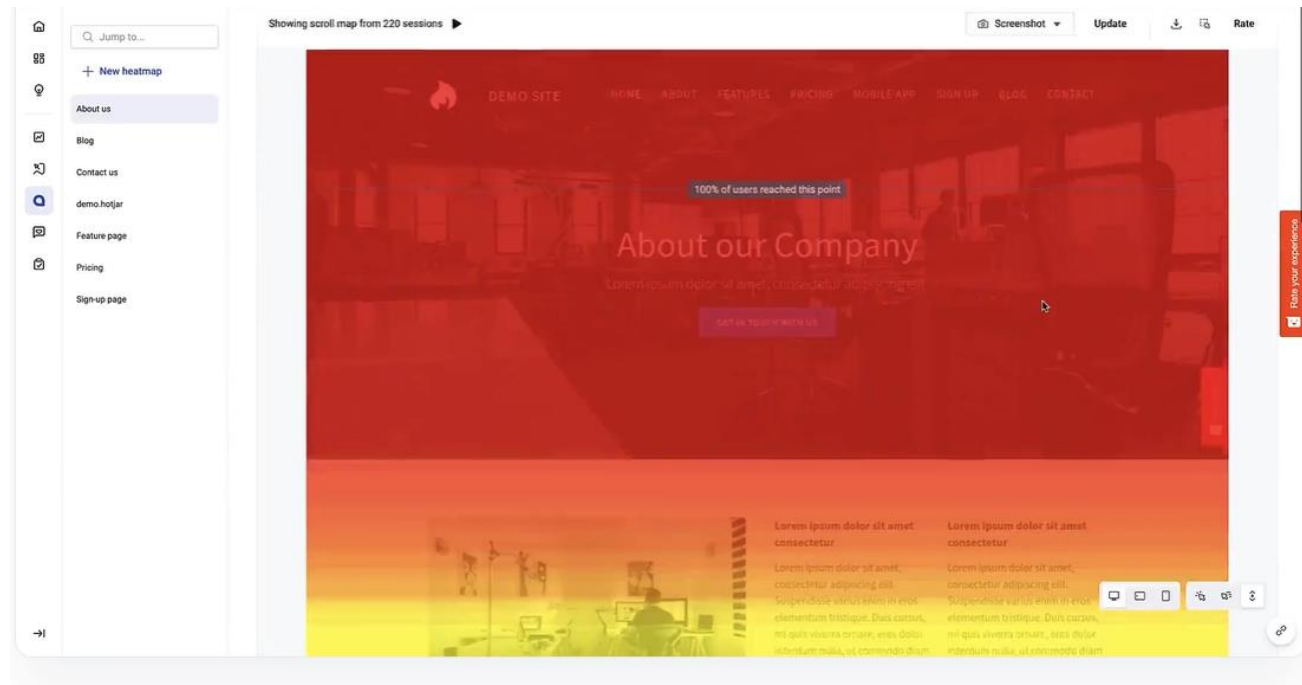
<https://www.hotjar.com/>

Hotjar scroll down

- How far down your page people are scrolling

Hotjar Heatmaps

- Identify Quick Wins
- What frustrates users and why
- Design for every device (desktop, mobile, tablet)

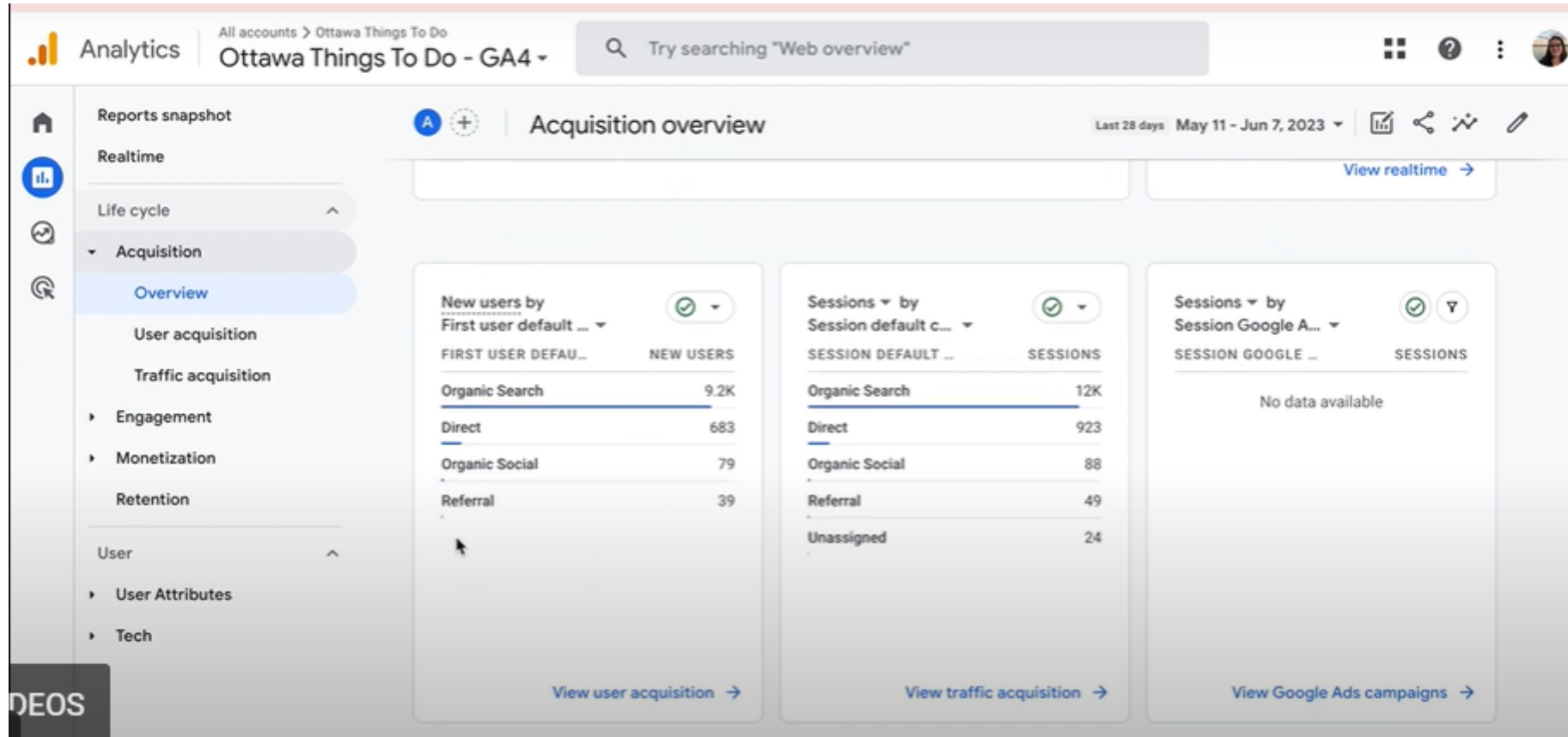


Hotjar - Recordings - See what users see

- Recordings of real users on your site
- How to improve your site
- Find and fix bugs (errors)

Data

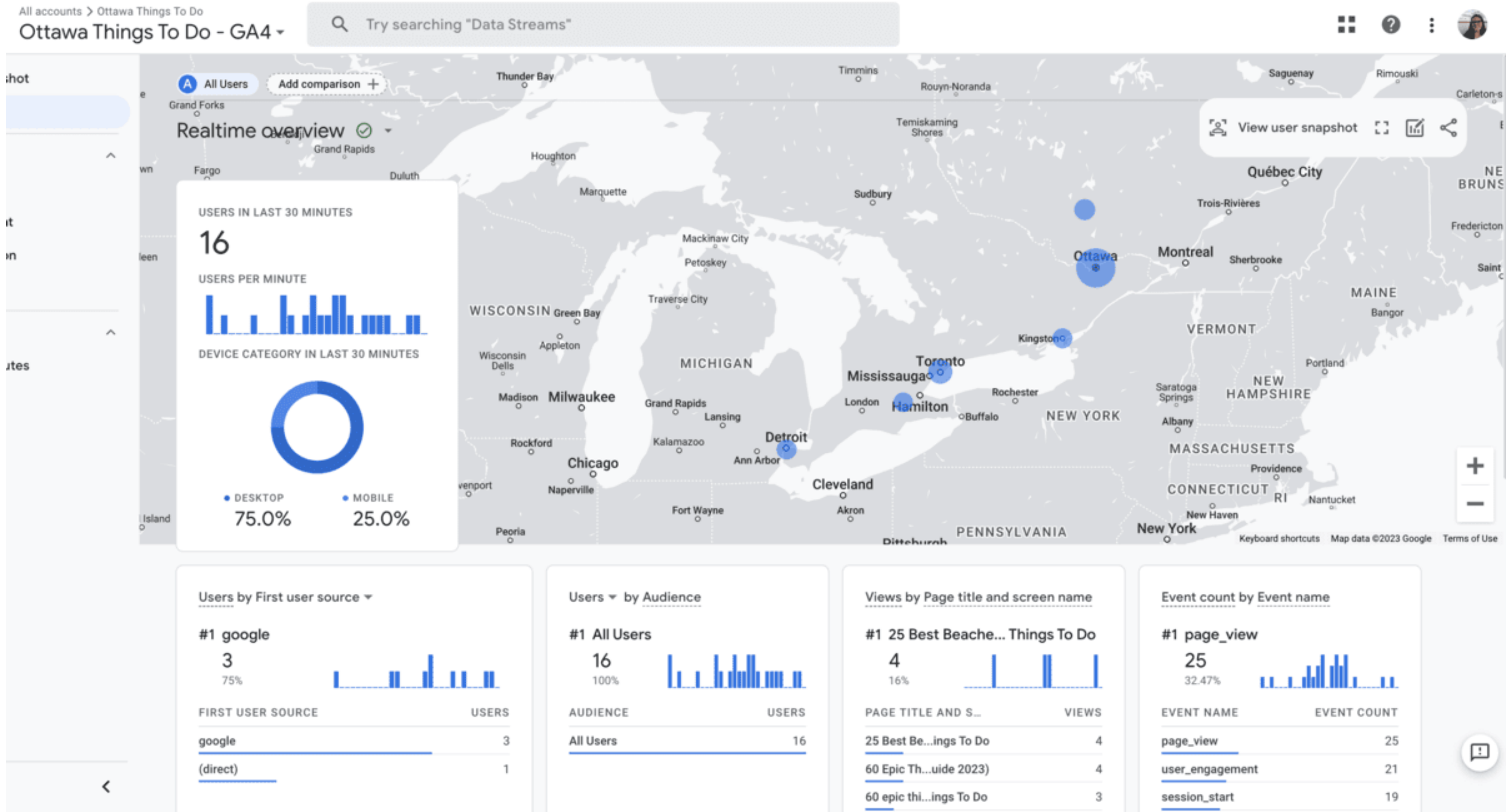
- Google Analytics (GA4) – Analyse Web traffic



Important metrics to analyse

- **Session** (every new session generates a session ID to track events)
- **Bounce Rate** (percentage of sessions that were NOT engaged sessions. Bad content?)
- **Conversions** (goals: sales, new contacts in forms...)
- **Sessions per Users** (understanding the frequency of visits' users)
- **Event count** (how often users interact with specific elements on a website within a given time span)

Data in real time (users connected, channels, pages...)



Data

- **Google Analytics (GA4) – Analyse Web traffic**

Acquisition metrics

- Sessions
- New Users
- Total Users
- Even Count

Engagement metrics

- Page View
- Bounce Rate
- Active Users
- Engagement Rate
- Average Engagement Time
- Conversions

Monetization metrics

- Customer Lifetime Value
- Total Revenue

[Concepts Google Analytics GA4](#)

[GA Tutorial 1](#)

[GA Tutorial 2](#)

Why I need a website if I have an App?

- **Promote** your app before it's released
- Explain **what your app does** in more detail
- Provide support and **useful advice** for a better experience
- Reach a **wider audience** who may enjoy your app
- Easier to **retain** existing app users

What Should You Include On Your Website?

- **App name and icon**
- **Information about what the app does**
- **Compatible devices on which the app is available**
- **Call to action buttons to download the app**
- **Videos, screenshots and images to demonstrate the main features**
- **Info about using the app**

Tools – Websites (CMS)



SQUARESPACE

[Squarespace](#)

(Not free)



shopify

[Shopify](#)

(Not free)



WORDPRESS

[Wordpress](#)

(free)

WIX

[Wix](#)

(free)

Webflow

[Webflow](#)

(free)

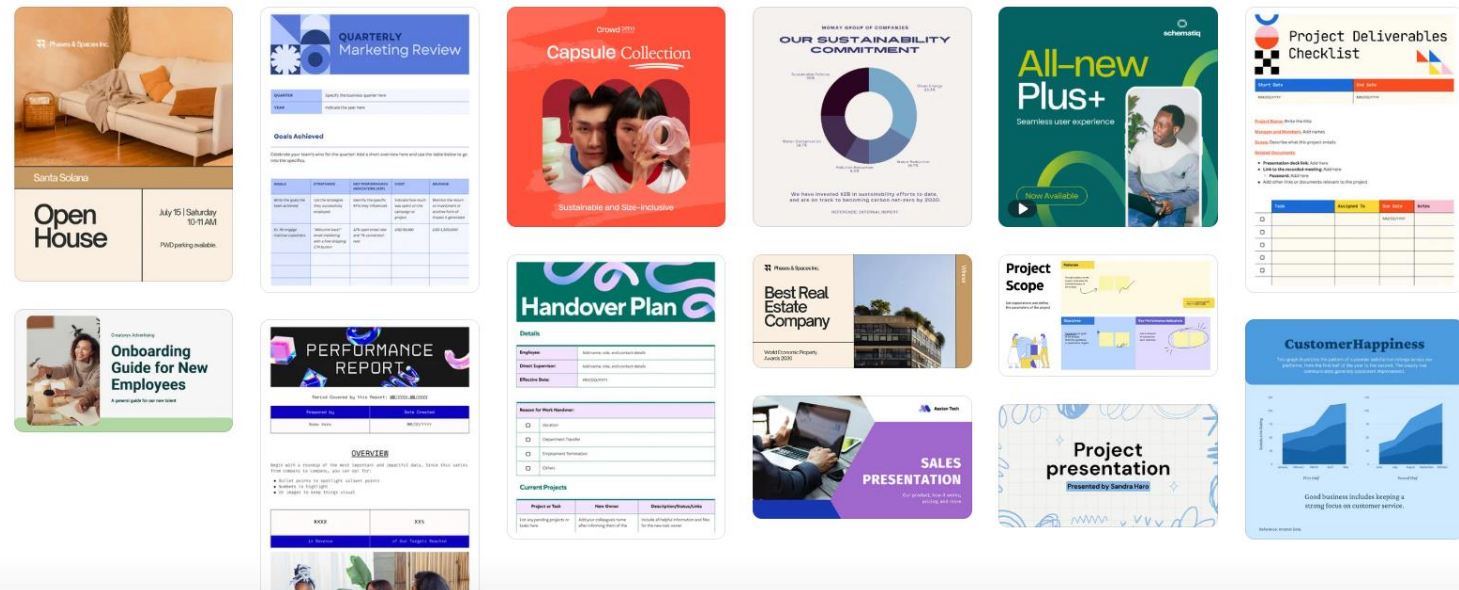
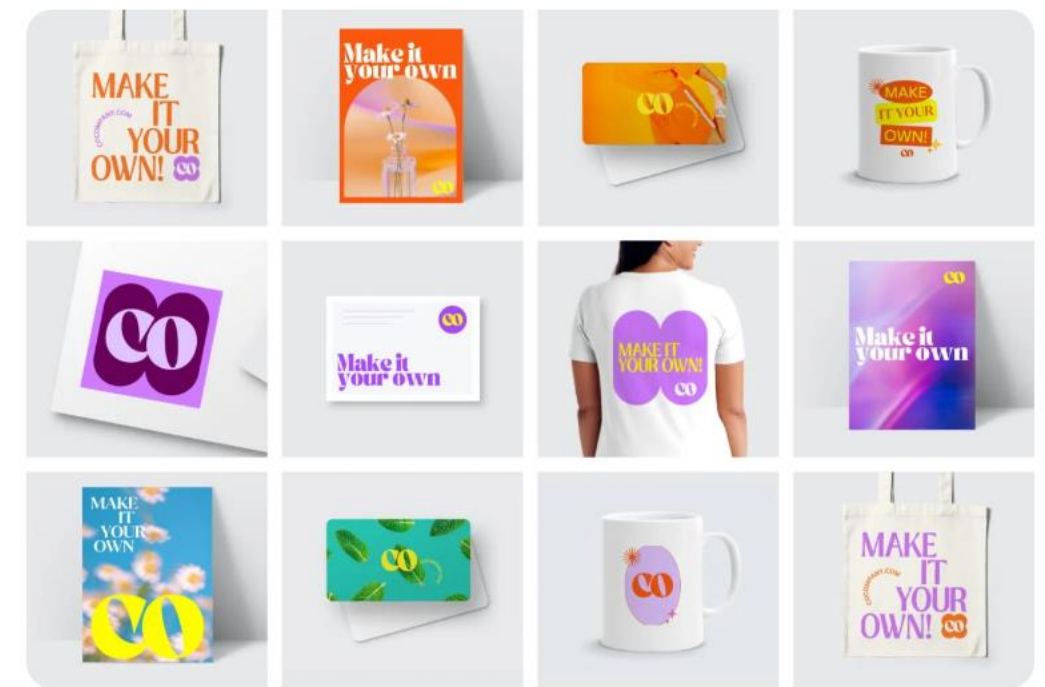
Don't forget!!

- Chose a CMS simple if you don't have knowledge (Webflow, Squarespace)
- Every CMS has a different maintenance cost!
- **Register your web domain** (around £10-15/year) and invest in your website!
- Plugins if you need to add features (depending on the CMS)
- Monitor your website (down, up...) [Uptime robot](#) (free tool)

Tools - Design

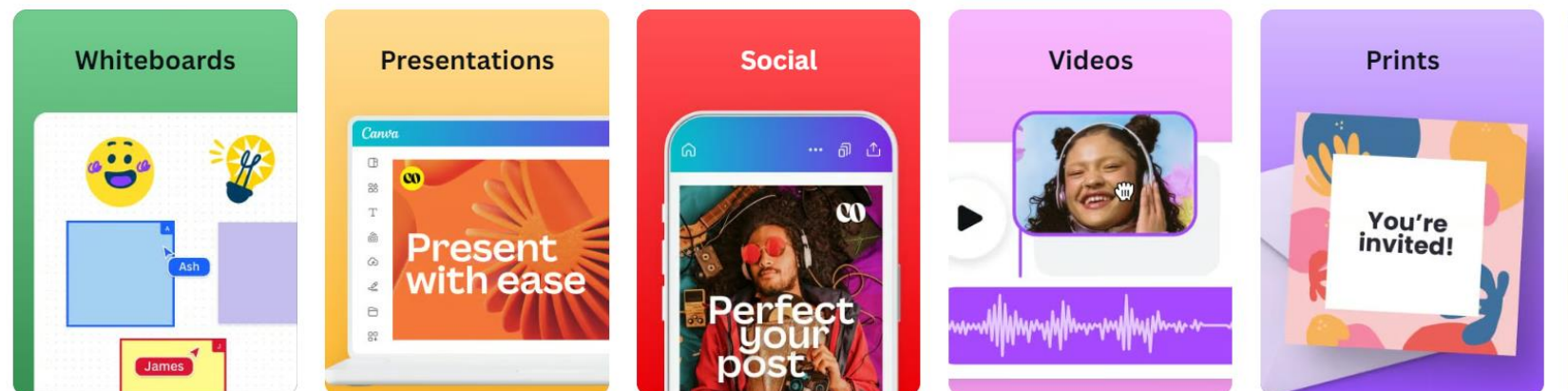


Canva Website builder



Canva Creative Tool

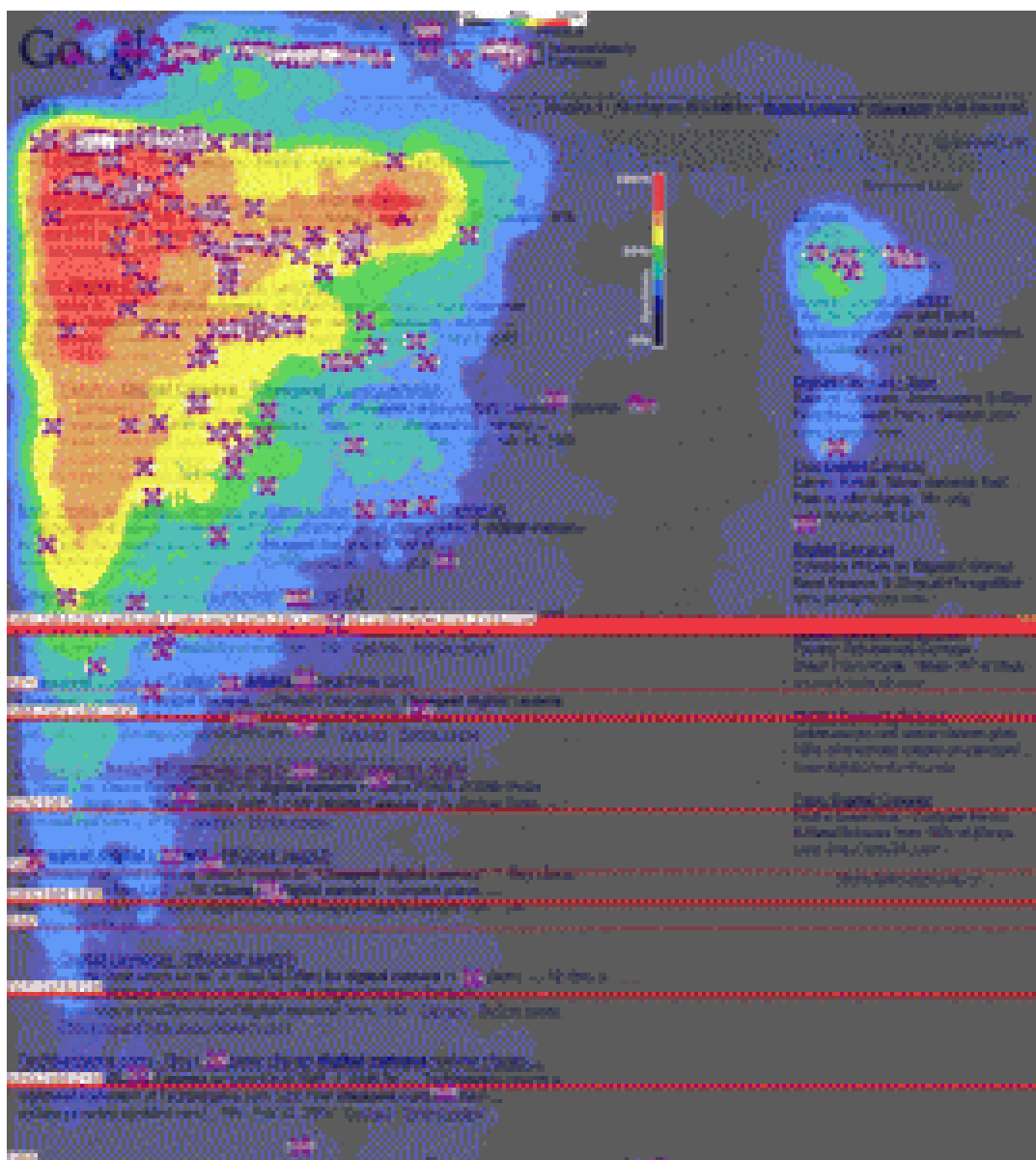
- Design and photo grids
- Text Animations
- Icons
- Free images
- Photo effects
- Infographics
- Video editor
- Presentations
- Portfolios
- Social Media images
- Templates



SEO (Search Engine Optimization)

Why SEO is important

- When people search on the Internet they usually check 2 pages (around 20 webs)



[Website Heat Maps:- Page Progressive](#)

Google search results for "customer data platform". The search bar shows "customer data platform" and the results page displays "About 3,780,000,000 results (0.61 seconds)".

Ad 1: 2.1% <https://visit.bloomreach.com/customer-data/cdp-software> **Customer Data Platform | Customer Data Platform Company**
Bloomreach is the top-rated CDP on G2 & adds marketing AI to get more out of **customer data**. Choose the highest-rated CDP **platform** and take your marketing budgets to the next...
Forrester Wave For DXP's
Bloomreach named a strong performer Download and learn about Bloomreach
Customer Data Platform
The world's most powerful CDXP. Enable personalization at scale.

Ad 2: 1.4% <https://www.segment.com/> **Customer Data Platform | Request A Demo | segment.com**
Enable high-performing teams to make **data**-driven decisions using a complete **data** toolkit.

#1: 39.8% <https://tealium.com> > ... > Fundamentals > What-is-a-cdp **What Is a Customer Data Platform CDP - Tealium**
1. Single View of the **Customer** – CDPs are purpose-built to collect **data** from a wide range of sources, unify it together to form a comprehensive view of ...

#2: 18.7% <https://blog.hubspot.com> > service > customer-data-plat... **What's a Customer Data Platform? The Ultimate Guide to CDPs**
Oct 5, 2020 – A **Customer Data Platform (CDP)** is a software that aggregates and organizes customer data across a variety of touchpoints and is used by other ...

#3: 10.2% <https://en.wikipedia.org> > wiki > Customer_data_platform **Customer data platform - Wikipedia**
A **customer data platform (CDP)** is a collection of software which creates a persistent, unified customer database that is accessible to other systems.
Capabilities · Data Collection · Marketing automation systems · CDP vs DMP

#4: 7.4% <https://martech.org> > Marketing Operations **What is a customer data platform (CDP) and why do marketers ...**
Sep 22, 2021 – A **customer data platform (CDP)** is a marketer-managed platform designed to help marketers better understand, engage, and retain customers.

Why SEO is important

- Search engines work every day by going through all the websites on the Internet **looking for the best and highest quality for their customers** (Robots)

Process

- Google **catalogues domains** (websites)
- Google **catalogues the pages of the websites**
- Google **classifies pages** and websites by category, topic, and content
- Google **puts a note** on each entry in its catalogue



SEO strategies

- **SEO On Page**

- SEO related to the web, such as the structure of the web and its content

- **SEO Off Page**

- All the visibility actions we carry out outside our website.

It is a Long-Term Strategy.

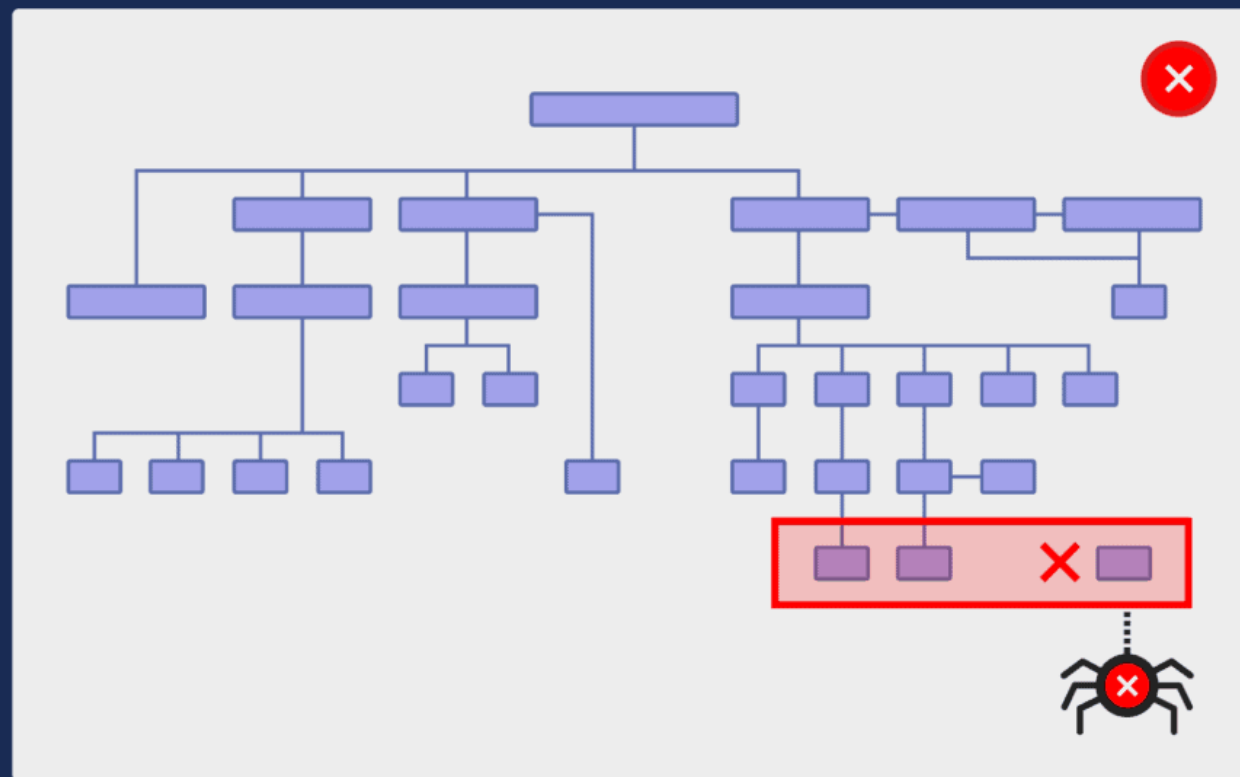
Seo requires time and experience. However, you do the following strategies:



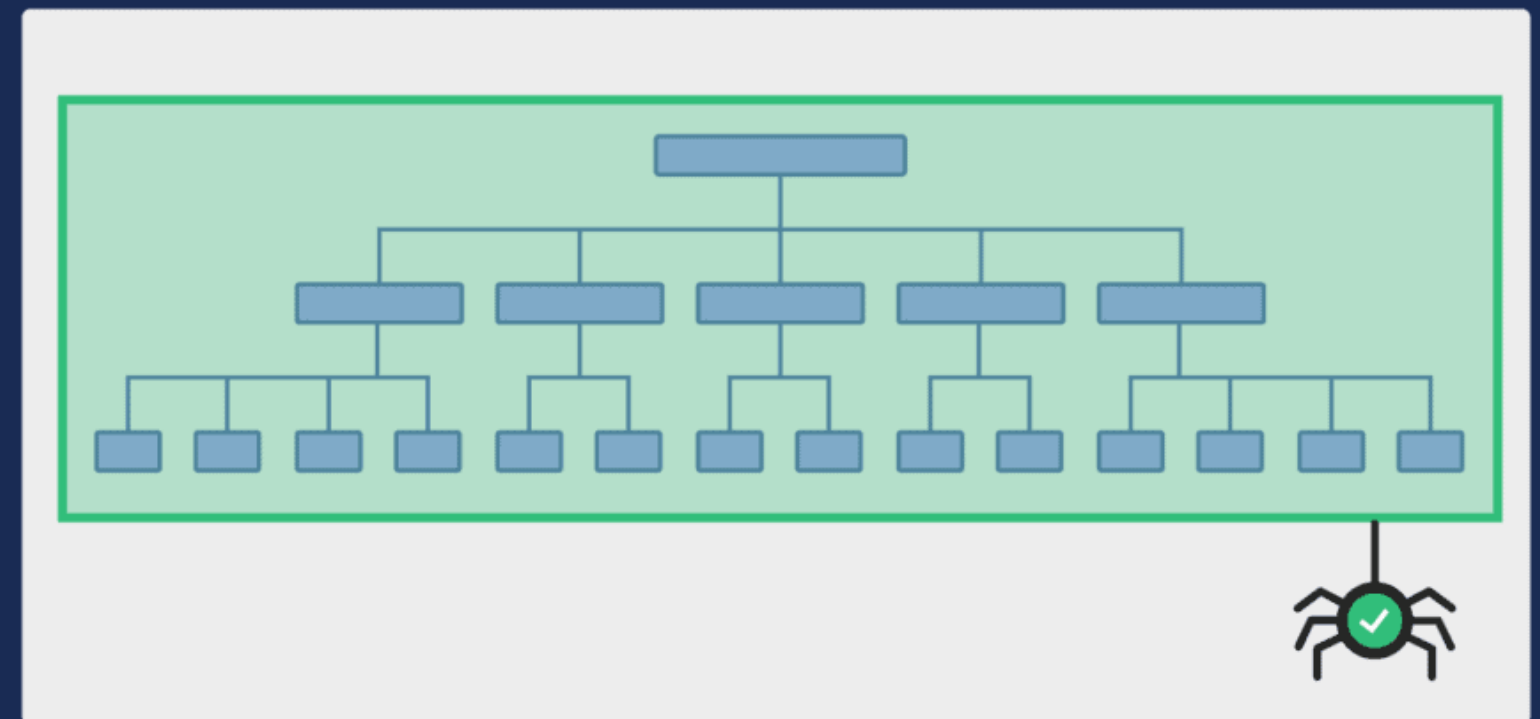
SEO strategies

SEO On Page – web architecture

PAGES SEVERAL CLICKS AWAY FROM HOMEPAGE MAY NOT BE INDEXED



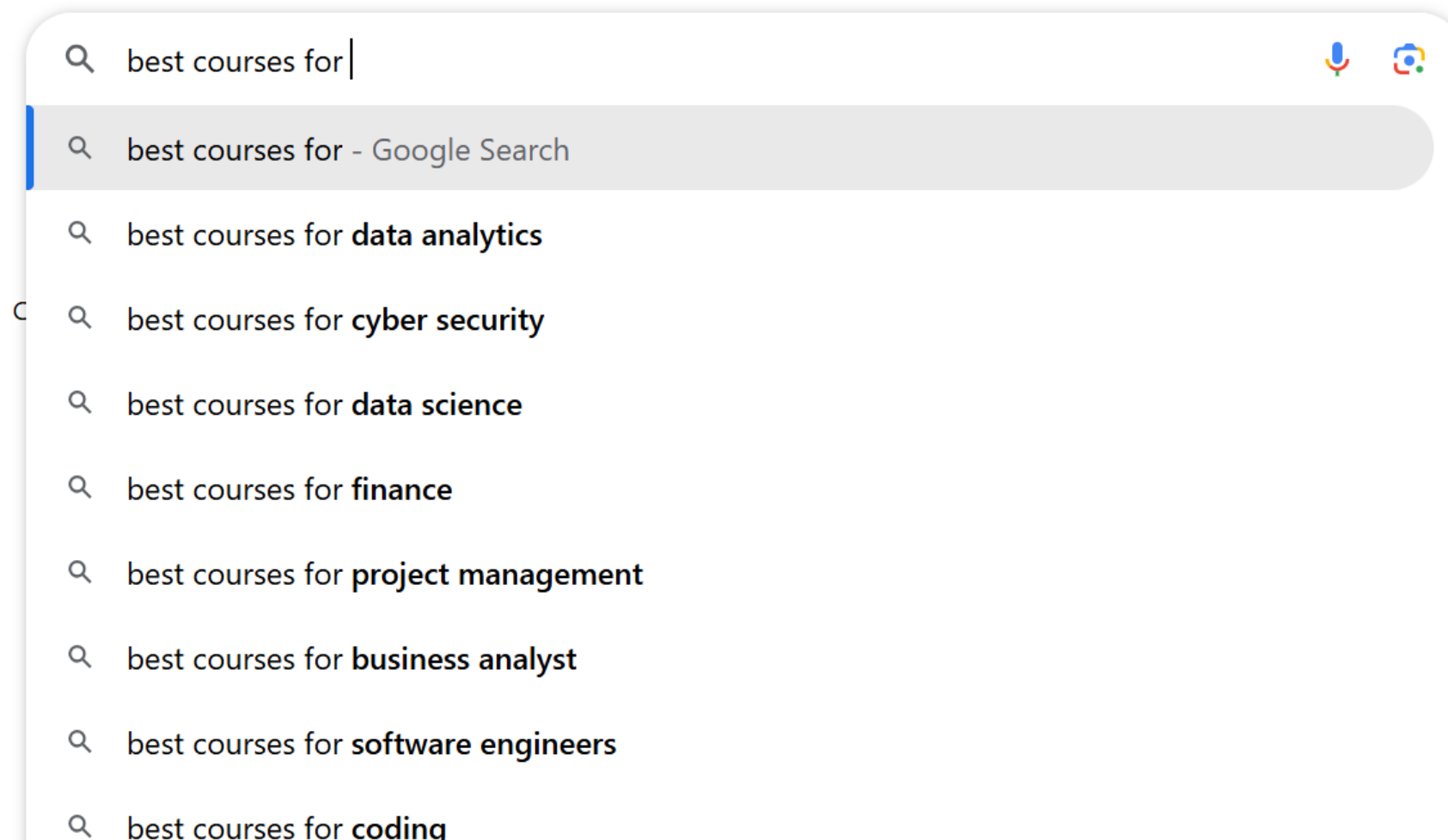
INTERLINKING SITE ARCHITECTURE = EASY INDEXING



[How to Setup an SEO-Friendly Website Architecture](#)

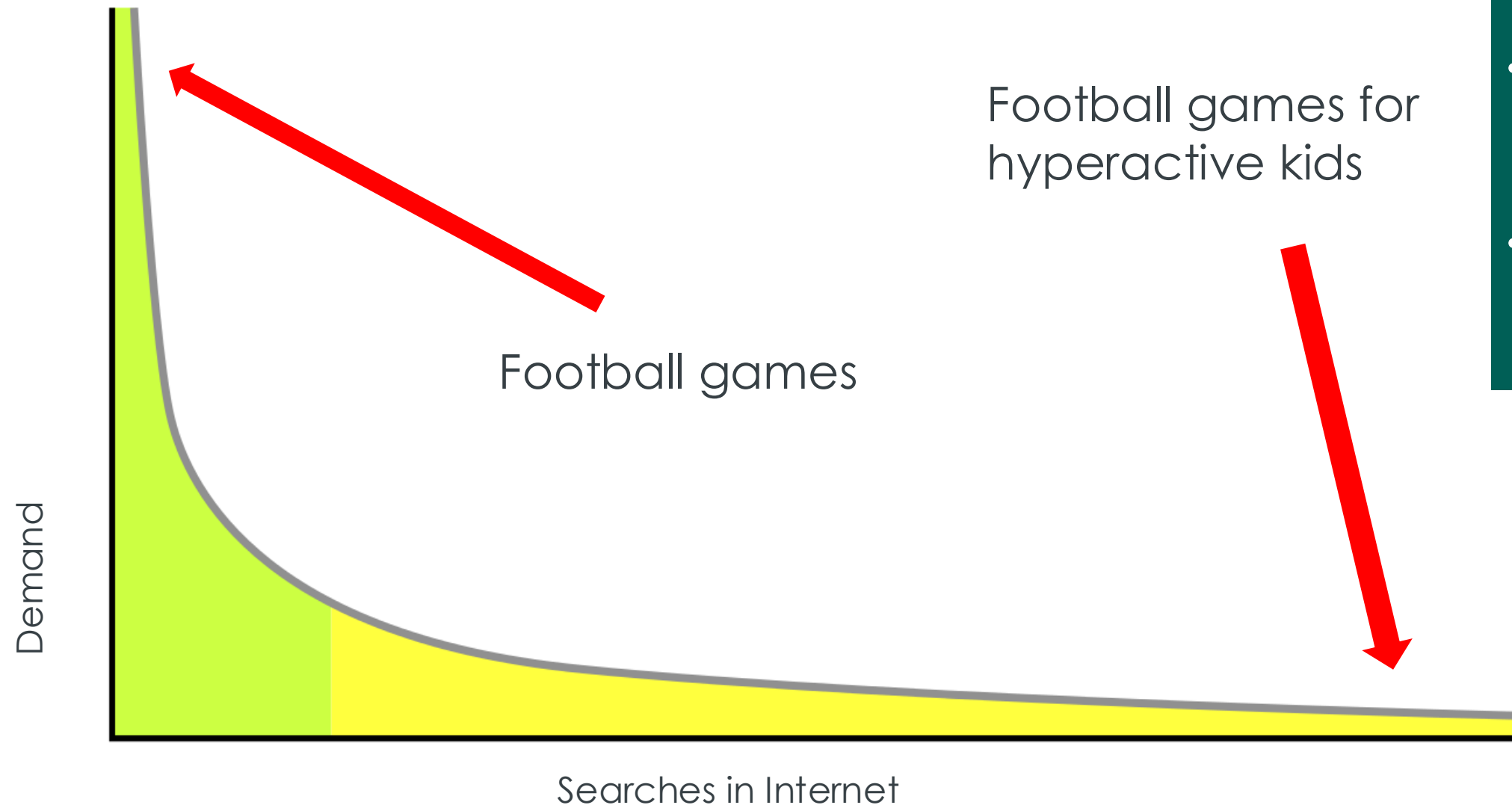
SEO strategies

SEO On Page – What is a keyword?



SEO strategies

SEO On Page – The Long Tail (Digital demand)



- The higher the demand, the more competition.
- Less competitive niche searches.
- There are more niche searches than common searches.
- Our strategy will depend on our budget.

SEO strategies

SEO On Page – Inbound marketing (Content Marketing)

- **Blog** on your website
- Let's make a **content plan. Unique and quality content**
- If we know **what our customers are looking for on the Internet**, we know what worries them and what their needs are.
- Content Marketing is based on **writing to solve these doubts and needs** (Not everything is sales nowadays)
- Inbound Marketing is appearing in the middle of our customer's search without disturbing.

SEO strategies

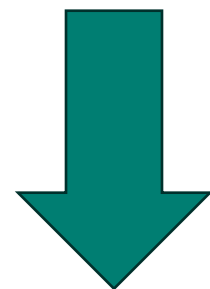
SEO Off Page

- **External links** pointing to our website

Example: Write ranking about fashion bloggers (potential influencers of your brand) and they will probably share this ranking on social media and their blogs.

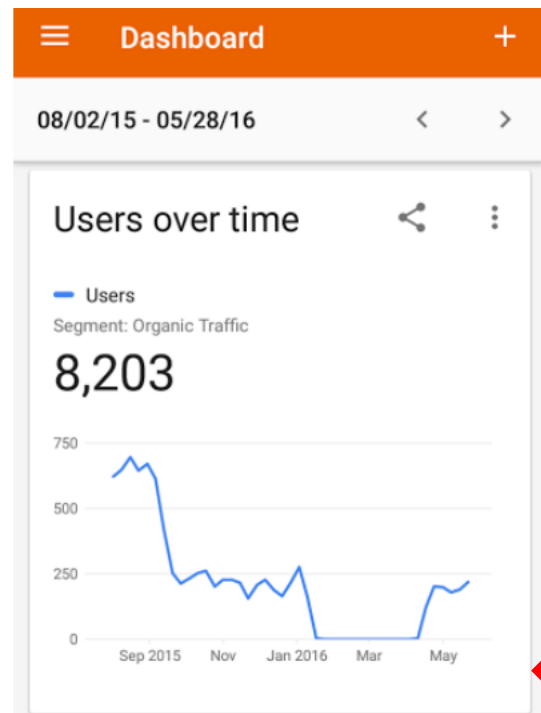
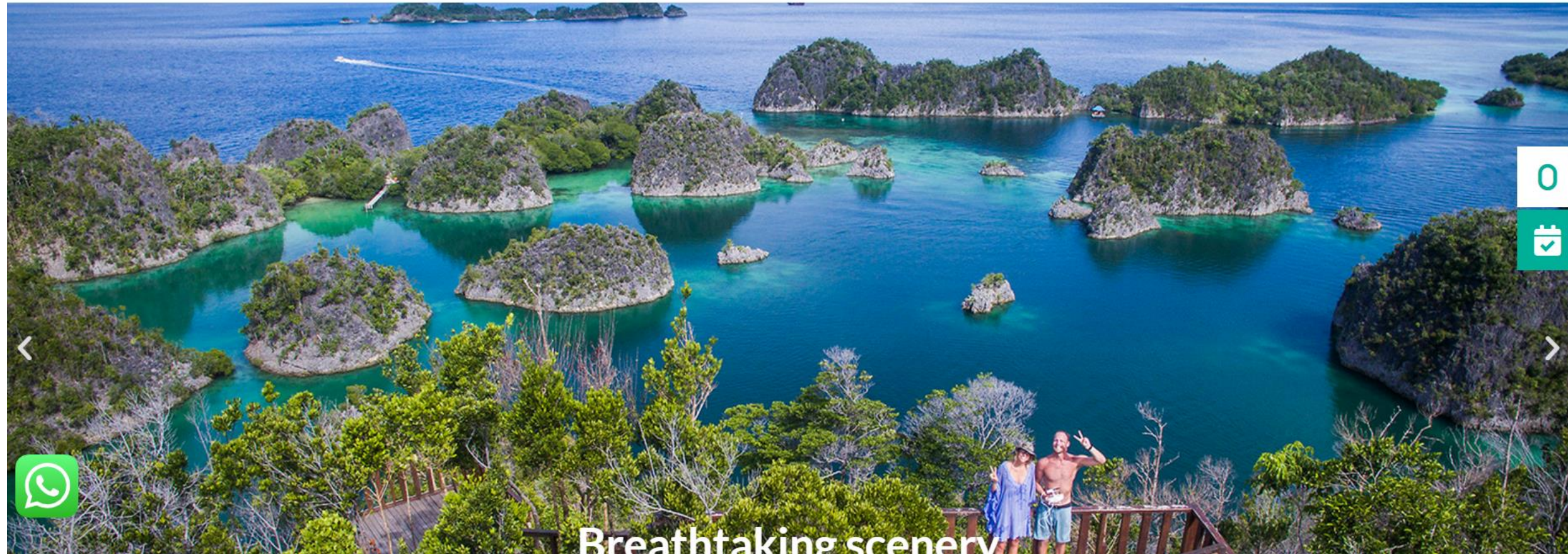


- **Guest posts** (you write in other media and viceversa)
- Referrals (social media platforms, forums, directories...)
- Shares on social media (not all is linkbuilding)
- **Not all links help your website!** It depends on the topic and the quality of each site



PR and Content Marketing is so important!!!

The screenshot shows a webpage from Influencer Marketing Hub. The article is titled "20 Trendiest Fashion Blogs to Follow in 2025" and was published on November 20th, 2024, with a 16-minute read time. The article discusses the importance of fashion bloggers and provides a list of 20 trending fashion blogs. A table of contents is visible on the right side of the page, listing the following blogs: 1. Atlantic-Pacific, 2. The Daileigh, 3. Egg Canvas, 4. The Fashion Guitar, 5. Girl With Curves, 6. theUndone, 7. Hello Fashion, 8. My Fash Diary, 9. One Dapper Street, 10. Gracie Mercedes, 11. We Wore What, 12. In the Frow, 13. Glamazon Diaries, 14. Fashion Steele NYC, 15. Mia Mia Mine, 16. Stylishly Me, 17. Akanksha Redhu, 18. The Fashion Advocate, 19. Camila Coelho, 20. The Chriselle Factor, and a link to Frequently Asked Questions. The article also includes a preview of the first blog, Atlantic-Pacific, with a thumbnail image showing a gift guide for dog lovers.



Wrong SEO and Wrong design



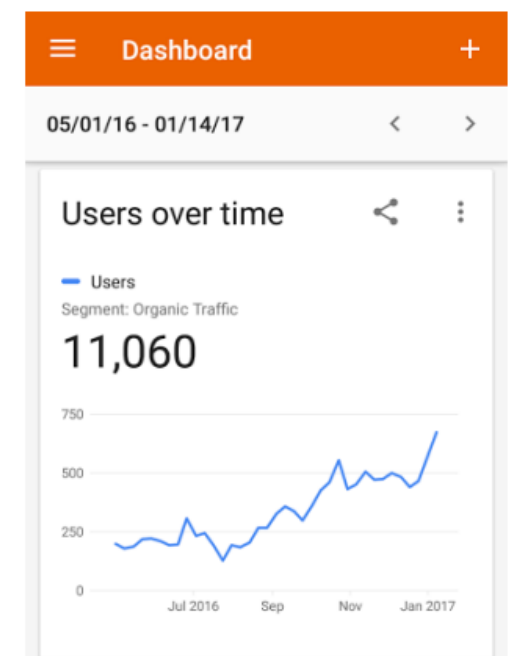
The number of budgets requested increased by 600% in 6 months

USA

raja ampat, how to get to raja ampat, raja ampat package, raja ampat diving package, paket diving raja ampat, best resort in raja ampat, raja ampat resorts, eco resort raja ampat, raja ampat dive sites, raja ampat resort, raja ampat blog, ...

España

raja ampat, blog raja ampat, islas de indonesia, islas raja ampat, mejor isla de indonesia, mejores islas de indonesia, islas de indonesia, islas indonesia, eco resort raja ampat, raja ampat resort, ...



ESPAÑA



USA



UK



AUSTRALIA



- The organic traffic increased by 320% in 6 months
- New markets – Spain, USA, UK, Australia

MAKE AN APPOINTMENT

CHILD BIRTH ASSISTANCE AT QUIRON SALUD UNIVERSITY HOSPITAL

So that the end of your pregnancy takes place in one of the best hospitals in Madrid.
With all the guarantees of the Quirón group.

Virtual Tour



- The conversions increased by 300% in 1 year
- Organic traffic increased by 400% in 19 months
- The clinic ranked in 5th position in Google by different keywords related to medicine

Top 16 Network Monitoring Tools

by Pandora FMS team | Last updated Feb 23, 2024 | Community , Networks , Technology



Do you want to know which is the best network monitoring tool for you or your company? Below we will make a comparison between the best network monitoring tools currently on the market (free and paid).

Network monitoring is one of the most important aspects of the various network tools we have. To make it easy for you, we have used our experience with IT monitoring software and have assembled those that we did not know about so that we can compare them on equal terms.

Our goal is not to show that Pandora FMS is the best software for network monitoring, but to give you an objective view so that you can choose the tool that best suits your needs. Each installation is a different world and not all network tools are suitable for all environments.

Due to the success of this article and the different questions we are receiving regarding different network monitoring tools and recommendations to follow when choosing them, we wanted to expand the information to make the article more useful and complete for all of you.

Content:

- When should we implement network monitoring in our organization?
- What are the benefits of network monitoring?
- Checklist for choosing the perfect network monitoring tool
- Top 16 Network Monitoring Tools Compared
 - Nagios • Zabbix • Pandora FMS • Solarwinds • GroundWork
 - Zenoss • Monitis • Icinga • Manage Engine / OPManger
 - Observation • Op5 Monitor • Opsview • PRTG Network Monitor
 - Whatsup Gold • OpenNMS • Cacti
- Conclusions

If you want to monitor your network or your company's network for free and with everything that these 16 tools offer, sign up:

Explorador Resumen de navegación Analítica de página

Número de visitas a páginas frente a Seleccione una métrica

Día Semana Mes



● Número de visitas a páginas



SEO Tools



[Free SEO Tools - Made by Ahrefs](#)

(free tools with limited free options)



[Screaming Frog](#)

(free tools with limited free options)



[Semrush](#)

(some trials for free)



[Google Search Console](#)

(free tool)



[majestic SEO
Backlink Checker
& Link Building](#)

(not free)

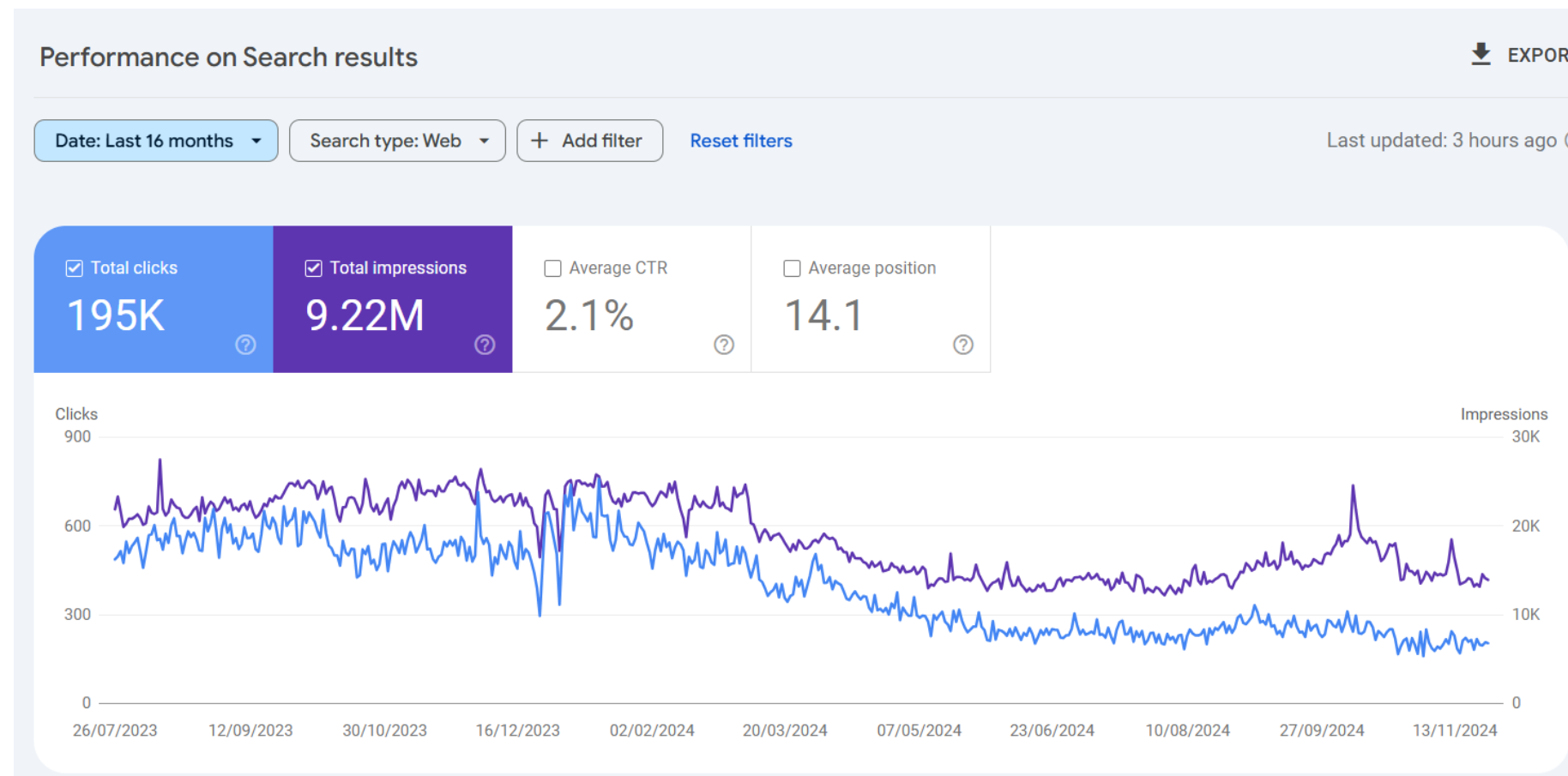


[Google Trends](#)

(free tool)



Data



Google Search Console

Google Search Console

(free tool)

Date: Last 16 months Search type: Web + Add filter Reset filters Last updated: 3 hours ago

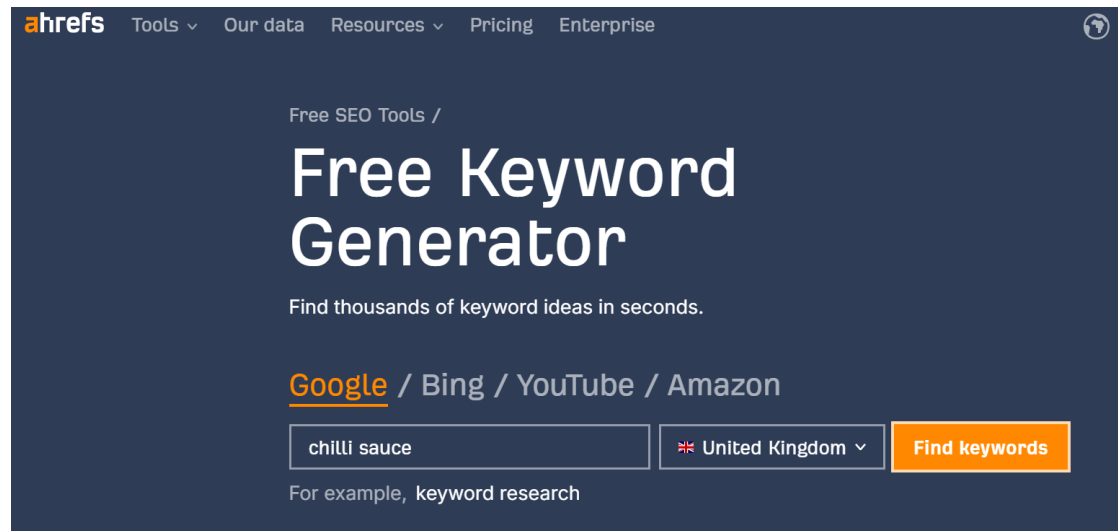
QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
				↓ Clicks	Impressions
korean skincare brands				1,128	7,344
korean skincare brands				881	8,122
best korean skincare brands				859	3,132
best korean skincare brands				774	3,633
harajuku style				750	31,891
best korean skincare brands 2023				608	3,846
cosrx reviews				607	2,416
skincare routine for dry skin				570	4,244
korean skincare brands				570	3,662

- Clicks
- Impressions
- CTR
- Keywords
- Page views
- Keyword ranking

Data SEO Tools



[Free SEO Tools - Made by Ahrefs](#)



- Number of links to the website and content
- Ranking of tools
- Keyword raking
- CTR
- Response time of our website
- Organic visits
- % Bounce rate
- Number of shares

Keyword ideas for “chilli sauce”

The first 20 keywords out of 5,077

[Phrase match](#) / [Questions](#)

Keyword	KD ⁱ	Volume [↓]	Updated ⁱ
chilli sauce	Medium	>1000	about 4 hours
sweet chilli sauce	Medium	>1000	about 2 hours
chilli sauce recipe	Easy	>1000	1 day
sweet chilli sauce recipe	Hard	>1000	2 days
blue dragon sweet chilli sauce	Easy	>100	3 days
how to make chilli sauce	Medium	>100	3 days
linghams chilli sauce	Easy	>100	3 days
honey chilli sauce	Easy	>100	2 days
kebab shop chilli sauce	Easy	>100	5 days
hot chilli sauce	Easy	>100	4 days

Data

Explore what **United Kingdom** is searching for right now

Google Trends

[Google Trends](#)

Chinese tea
Search term

+ Compare

United Kingdom

Past 12 months

All categories

Web Search

Interest over time



- Trends in **different countries and dates**
- Check **what to sell** and potential **keywords** for your content
- **Compare** searches

Chinese tea
Search term

Japanese tea
Search term

+ Add comparison

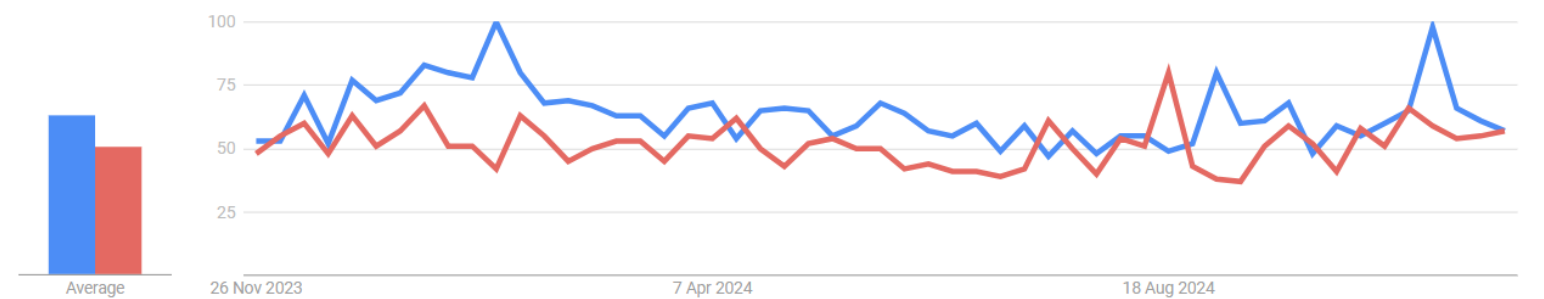
United Kingdom

Past 12 months

All categories

Web Search

Interest over time



PR

Why PR is important

- Networking (journalists, experts in your industry/market or other industries)
- Understanding what is going on in your industry
- Increase Reach
- Increase Reputation
- Increase Brand Awareness
- Visibility
- Helps SEO strategy with linkbuilding

Strategies

- Conduct **studies** and **share data** (e.g. add forms on your website and visitors can fill the survey. Tools for surveys)
- **Milestones** in your business (e.g. new market, new products)
- Relevant news (e.g. Brexit)
- **Trends** in your industry



Example



At the last Shanghai Fashion Week in October, François-Henri Pinault, chairman of Kering and promoter of the Fashion Pact initiative, declared that "there is no luxury without sustainability and there is no sustainability without China." The phrase may be just a truism, but it reveals the concern of international players regarding the key element that will move the sector forward – or not – in the right direction.

We associate Chinese production with low quality, negative environmental impact and working conditions incompatible with Human Rights, and this is the case in many cases. However, all changes have a beginning and it seems that the Chinese one has already happened: Stella McCartney chose China's largest fashion week to launch her sustainable capsule collection with MyHeresy and gave talks at various universities.



Photo: iStock.com

Prada has just organised an event in Shanghai to present Re-Nylon (a sustainable line of the brand's iconic bags made with ECONYL, a nylon regenerated through a process of purification and recycling of plastic from the oceans, fishing nets and textile fibre scraps) and designer Zhang Na is the promoter of Reclothing Bank, a project to recycle clothing, educate consumers and take on technological advances that add to the path towards sustainability. The above are just some examples of recent movements that look at China and that the specialist portal BoF has just published.

SUSTAINABILITY: PRIORITY NUMBER ONE

Mónica Maurici is the founder of the Fashionable Asia platform, the reference site in our country to learn about and understand Chinese fashion beyond the clichés. Maurici reviews for TEA some data that show that there is growing awareness and interesting measures regarding the structural changes that must take place in the Asian giant.

"Chinese fashion is undergoing a restructuring of its production processes," says Maurici. "It is true that China is the world's largest exporter of textiles and fashion, but these sectors are experiencing problems of overproduction and a constant rise in the wages of the workforce. For example, the minimum wage in Shenzhen, one of the most developed Chinese cities at the moment, is more than double that in other regions of Southeast Asia."



Gua Sha, what you still don't know about this beauty tool



Photo: Miin Cosmetics

ELISA GARCÍA FAYA @https://twitter.com/elisagfaya?lang=es I am a journalist and audiovisual communicator specialising in wellness. I studied at the Sar Master's degree at Condé Nast College in London. I am currently studying nutrition and her 09/15/2021 10:00 UPDATED: 09/15/2021 10:00



Influencers and celebrities are responsible for the huge impact that Gua Sha is experiencing in the United States and the United Kingdom. According to a study carried out by Fashionable Asia and published in Business Insider, 71% of women who had not previously heard of Gua Sha, after learning about its characteristics, confirmed that they would believe in the benefits of this technique. Men, despite being the most skeptical and despite not knowing Gua Sha, 50% of them believe in its benefits. 45% of those surveyed confirmed that the greatest benefit is the reduction of bags and dark circles. Improved circulation in the facial area is the second most relevant benefit, with 36% of the votes. But what aspects of Gua Sha are we still unaware of?

46.8% of online beauty shoppers will not return to brick-and-mortar stores, study finds

By [Wellness](#) Published December 16, 2020



...we know that due to the pandemic, brick-and-mortar businesses have had to close their doors and many consumers have started to shop more online. Fashionable Asia has conducted a new study to understand how consumer behavior has changed during the pandemic and what it will be like when it is over.

Thus, after a survey of its readers, they wanted to know if the consumer has really increased their online shopping during the pandemic, and if they plan to go back to buying in traditional stores once the pandemic is over. These are the main results:

- 43.35% of respondents have increased their online purchases during the pandemic.
- 69.53% will buy the same or more online than during the pandemic.
- 46.8% of those who buy more online now have no intention of buying the same things as before in traditional stores.
- While in Spain 35.48% of consumers who have moved their purchases to the Internet have no intention of returning to traditional stores, in LATAM it is 5.88%.

The main problem consumers encounter when purchasing online is security (63%), followed by return systems (48%) and shipping times (44%). Customer service is only a problem for 28%.

On the other hand, the beauty services most affected by COVID are hairdressing, manicures or pedicures and facial treatments, since 34.6%, 22.99% and 22.99% respectively of those surveyed have had these services performed at home during the pandemic.

69.7% of respondents who have started to do their own waxing at home do not intend to pay for it again. For manicures or waxing, 55% will not return, and for facial treatments, 53% will not return.

+120 external publications

- Collaborator as a beauty & Fashion Expert
- Study about specific beauty trends "Gua Sha tool and beauty"
- How Covid impacted consumer behaviour (beauty, online, offline...)
- How influencers impact purchases on social media

increased hair loss at this time or an itchy scalp.

Skin: Stress, anxiety and depression caused by confinement can worsen existing dermatological diseases such as acne, atopic dermatitis, psoriasis or rosacea.

How to take advantage of the time of confinement to take care of yourself

Lockdown can become a perfect time to dedicate more time to yourself, take up some pending care and escape for a while. Some suggestions:

- Take a relaxing bath. All you need to do is fill the tub with a good shower gel or bath salts and create the right atmosphere (dim lights and your favourite music).
- Apply a mask to your hair for as long as necessary.
- Same, but with a face mask.
- Get a facial cleansing and take advantage of the opportunity to give your face a massage and do some facial exercises.
- A good manicure with a nail polish color that will lift your spirits.

Women's beauty routine and confinement

When it comes to beauty, women care about different things now as they did before lockdown? A recent study published by Fashionable Asia, a platform specialising in Asian fashion and beauty and winner of the 20Minutos Awards, concludes that they do not.

According to this survey, conducted among 250 women living in Spanish-speaking countries, the area of the face that has become the top priority for care during quarantine is the forehead (32%), followed by the eyes (28%) and cheekbones (22%).

Fashionable Asia also refers to a study carried out by the Faculty of Psychology of the Complutense University of Madrid (UCM) and the University of East Anglia (England) in which the psychological effects on people due to confinement are evaluated. "It highlights how anxiety, sleep problems and depressive symptoms are present in a high percentage of people. It is possible that this mood may be affecting many women today, and therefore, they show greater susceptibility or concern about the state of their forehead than in a time before confinement. In addition, let us remember how expression lines in this area of the face

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Ch

How to build a Data Base for PR

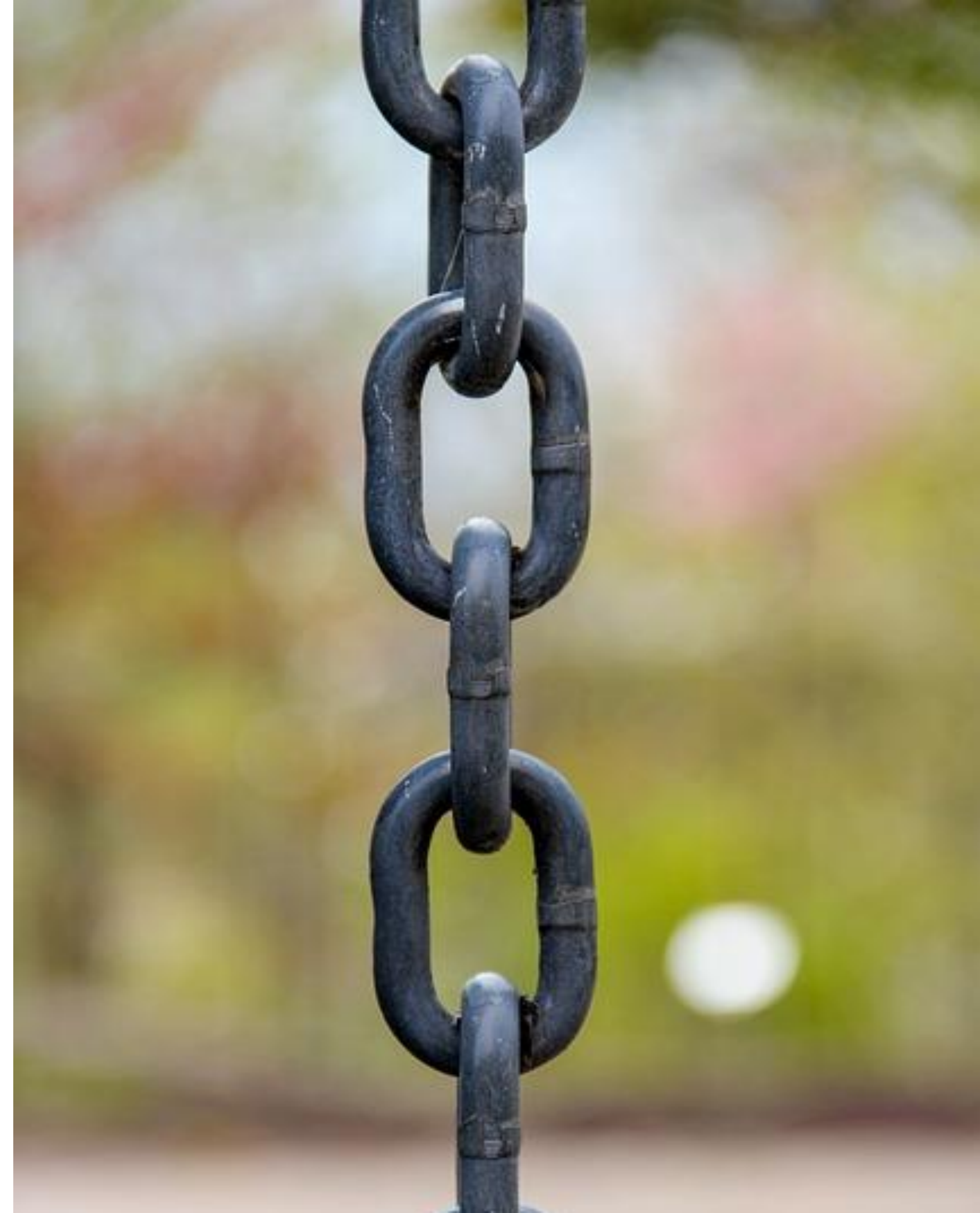
- Listen the industry (Google Alerts)
- Check Press Releases from your competitors
- Search for journalists and add these contacts in a Data Base
- ALWAYS send your news to ALL journalists
- Phone journalist over the phone
- LinkedIn (writers, journalists, magazines...)

Tools

- Excel (Data Base)
- Email Marketing ([Mailchimp](#), [Brevo](#))
- [BuzzStream](#) (not free)

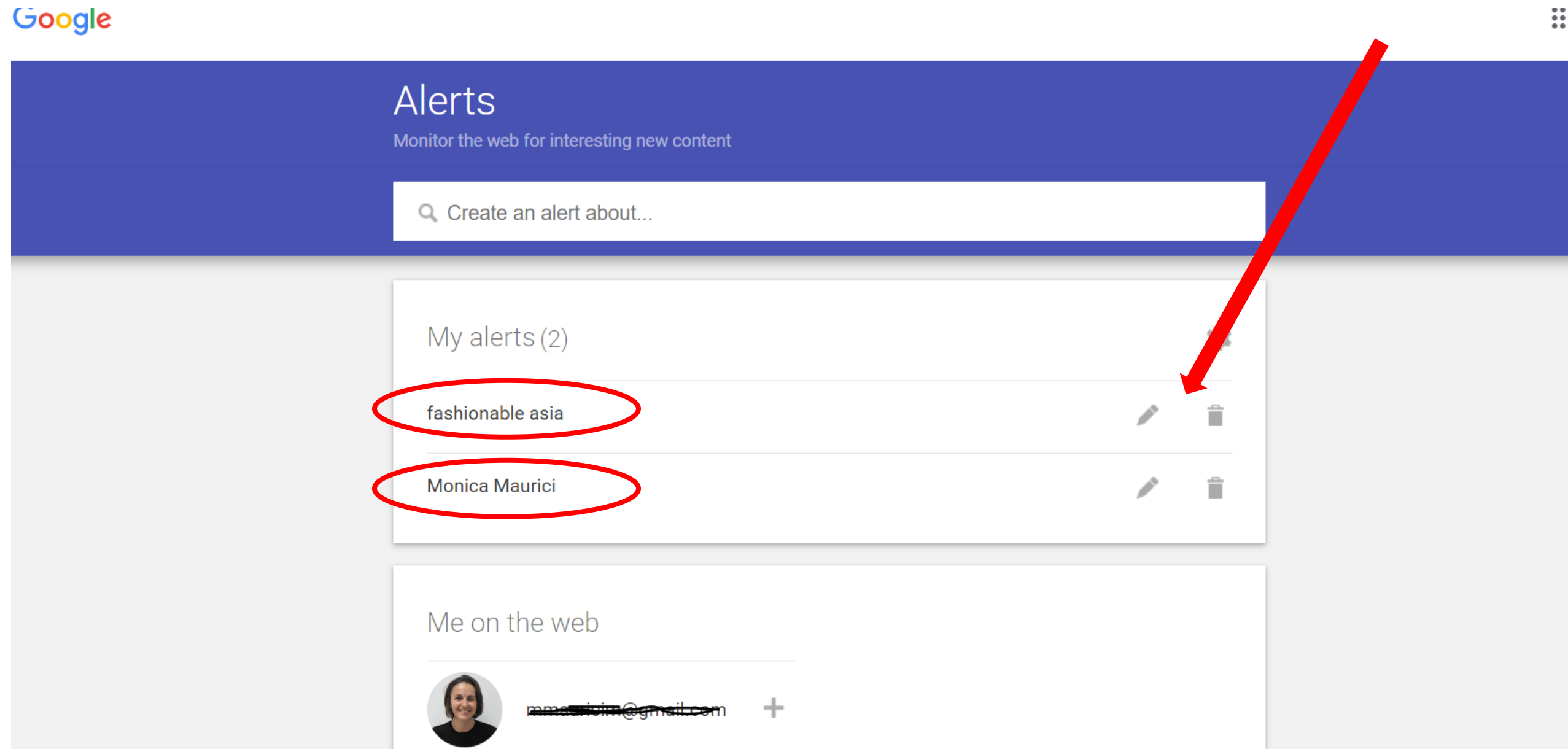
- Google Alerts (news and journalists)

- [Typeform](#) (forms - not free)
- Google forms (surveys)
- Hotjar (surveys)



Tools

[Google Alerts - Monitor the Web for interesting new content](#)



The screenshot shows the Google Alerts interface. At the top left is the Google logo. The main header is blue with the word "Alerts" and the subtitle "Monitor the web for interesting new content". Below this is a search bar with the placeholder text "Create an alert about...". Underneath the search bar is a section titled "My alerts (2)". This section contains two alert entries: "fashionable asia" and "Monica Maurici". Both entries are circled in red. To the right of each entry are icons for editing and deleting. A red arrow points from the top right towards the editing icon of the "fashionable asia" alert. Below the alerts section is a section titled "Me on the web" which shows a profile picture and the email address "mmassim@meil.com" with a plus sign next to it.

Networking & Partnerships

Why Networking and Partnerships are important

- Beneficial collaborations and **complement** your business
- Tap into a **new audience** of prospective customers while **sharing the cost**
- Get the most value from **testimonials, reviews, and referrals**

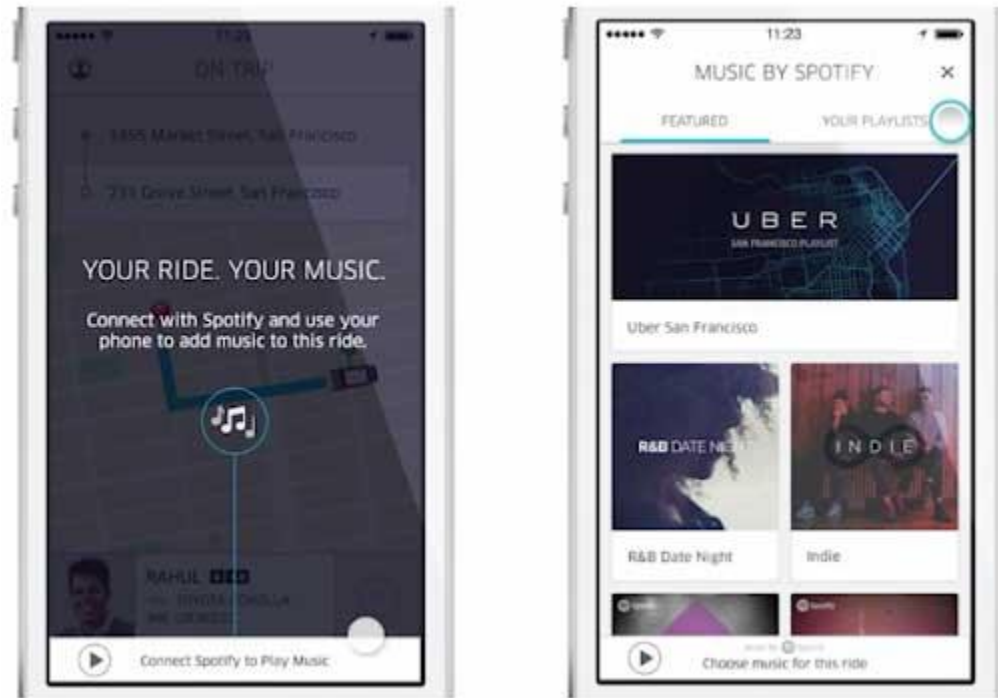
Strategies

- Share **partner's products in your newsletter** as a complement of your products or services (or viceversa)
- **Micro-influencers** (send products for free to review and post on social media). These communities are **more loyal and eager to help you grow**. Send them **coupons** or **giveaways**
- Joining and contributing to online communities and **forums**
- List your company or profile in **Business directories**



Examples Partnerships Big Brands

[10 Strategic Alliance Examples From Top Brands](#)



UBER- Spotify

Uber's partnership with Spotify lets Uber riders easily stream their Spotify playlists whenever they take a ride

Starbucks - Target

There are thousands of Target stores that host Starbucks cafes to help fuel people's Target runs

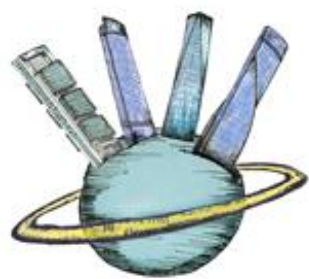


Examples Microbloggers



STYLE4LIFE

Lifestyle, Enoturismo y Más



Madrid Muy Chic

RESTAURANTES – OCIO – COMPRAS

Mi dulce Belleza



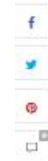
Por Cristina dulce

Raqueleita Blog



Trying and learning more K-Beauty techniques

16/10/2018 by ENRIQUETA RODRIGUEZ



This post has been read 4305 times.
As one of those in Spain, I have had the privilege of trying a new batch of Korean products this summer. So here I am, after having filled out the relevant questionnaires requested by FA, I have decided to write about the products reviewed because they are good and because I have learned more details about the Korean beauty ritual.



I'll start with the oil-based facial cleanser: **Klavuu Pure Pearlisation Divine Cleansing Oil** (50ml RRP: €33,50 in their online store. It's out of stock now but there is a substitute that I assume will be of the same quality).

A little explanation about Klavuu: it is a natural cosmetics brand, respectful of the environment, that promotes love and care for the ocean ecosystem. Its team of researchers has developed an exclusive methodology to offer you the highest quality pearl extract. It is a unique cleansing oil, which will mark a before and after in your beauty routine.

Main benefits: Deeply cleanses your skin pores. Fresh, tight-free skin. Removes oil-based impurities such as grease, sunscreen, pollution. Removes all makeup from your face, including around the eyes. You won't need to use different products to remove your makeup. Hydrates your skin to the max thanks to its ceramide content, a hydrating protein. Contains a high content of antioxidants thanks to the star ingredient in the formula: pearl powder. Acts as an anti-wrinkle agent, boosting cell regeneration and combating premature skin aging. Creates luminosity in your skin.

Directions for use: To cover the entire face, you only need the amount of product obtained by squeezing the dispenser once. Apply the oil to the palm of your dry hand and massage it into your dry face with your fingers, making small circles. Remove the product with warm water, massaging your face again to help dissolve makeup and impurities. Use it in your morning and evening routine, every day of the week.

Asian Cosmetics: Benton's Fermentation Eye Cream



As I told you that I had rediscovered Asian cosmetics, which a few years ago were the only ones I used. If you go back to the beginning of the blog you will find a lot of 'is type' of cosmetics that I have always been passionate about. In recent years, I've followed the Asian beauty routine. I have been alternating Asian, natural and I cosmetics, but currently I am trying a lot of new products and new brands that I had before.

One brand is Benton, whose Fermentation Eye Cream I have been testing for a little while thanks to the online store FA Beauty Lab, of which I am an ambassador, and where a lot of treasures from the top brands of Korean, Japanese, Chinese and Thai beauty, which has its headquarters in the UK, has recently opened a warehouse in Madrid to solve problems and delays in orders due to Brexit, from which our purchases are 24 to 48 hours and with free or reduced shipping costs.

Very good references about Benton but I hadn't tried anything yet. It's a Korean brand that formulates its products based on natural ingredients and follows a philosophy of respect for the environment in the manufacture of its products. Its formulas are very respectful to the skin, it's cruelty free and suitable for vegans.



COSRX Advanced Snail 96 Mucin Power Essence

Hello guys!
The first review of the COSRX brand, and this time I'm going to tell you about my experience with the Advanced Snail 96 Mucin Power Essence, which I've used since I started this blog. I'm sure many of you already know it, and for those who haven't heard of it yet, I'll tell you a little more about the brand.

COSRX, due to its innovative formulas, is one of the most famous and popular Korean brands in the world. It is a commercial brand, committed to research, to provide the right treatment for each problem and skin type. Using formulas that contain high concentrations of active ingredients and completely free of harmful ingredients, they can form a series of unique cosmetics for your daily care.

Advanced Snail 96 Mucin Power Essence by Cosrx

About me



Marta Bermejo

I am passionate about the world of beauty and I love to travel. In this space I want to share my experience and some tips and recommendations.

Contact

lascosasdedama@gmail.com



Search this blog

Look for

You can't miss it...

YSL BEAUTÉ launches the "ABUSE IS NOT LOVE" program to raise awareness among young people about abusive relationships.



Raqueleita Blog

Removing Makeup and Moisturizing My Skin with Asian Cosmetics from Fashionable Asia

Cleansing and removing makeup from the face is a very important step if we want to maintain young and beautiful skin, a ritual that takes on greater importance in Asian beauty routines, hence why Asian women have such beautiful and young skin. But if we also moisturize the skin while we clean and remove makeup, the result is even better.

That's what I got with a product I purchased from Fashionable Asia, Klavuu Pure Pearlisation Divine Cleansing Oil, an oil-based facial cleanser that deeply cleanses the skin while moisturizing it. In addition, along with this cleanser, there were two facial masks: Dr. Althea Herb Therapy Velvet Mask, a hydrating facial mask, which soothes skin irritations, inflammations and redness; and Benton Snail Bee High Contact Mask, a mask that deeply hydrates the skin while nourishing it, achieving a better texture and tone on the skin.



Klavuu Pure Pearlisation Divine Cleansing Oil is a cleanser suitable for both the face and eyes, making it the ideal product to take on holiday and save space in your travel bag. A product that allows us to minimize the cosmetics in our beauty routine.

- There are many benefits it offers us, since:
 - Deeply cleanses pores, leaving skin fresh and lush, and most importantly, without tightness.
 - Eliminates impurities thanks to its oil-based formula, perfectly removing sunscreens, waterproof cosmetics and impurities that pollution deposits on the skin.
 - Removes all makeup from both your face and eyes, so you won't need multiple products to remove your makeup.
 - Hydrates the skin to the maximum thanks to the incorporation in its formulation of active ingredients such as Ceramide, a hydrating protein that gives the formula a silky texture.
 - Provides a high amount of antioxidants.
 - Provides anti-aging properties, enhancing cell regeneration and combating premature aging as well as providing greater luminosity to the skin.



Social networks



Subscribe to Raqueleita Blog



Followers

Seguidores (1.452)



DO YOU WANT TO CONTACT ME?

If you want to contact me to collaborate, suggest or ask a question, if you want me to try a product,.....

You can do so by writing to:

raqueleita.raqueleita@gmail.com

Personal data



Raqueleita Blog See my full profile

Cara Chanel

"Nature gives you the face you have at twenty, at fifty it depends on you"

Raqueleita Blog 2.6 mil seguidores

Raqueleita Blog



Raqueleita Blog 1.4 mil seguidores

Para disfrutar la subprotección solar, L'Oréal Paris nos ofrece la fórmula perfecta para la prevención de la selección natural del sol.

Do you follow me on Twitter?



Referrals, Reviews, Testimonials

- After purchasing products or finishing a service, send an email asking for a review!
- More visibility
- How is your service?, your product?, are your customers happy?



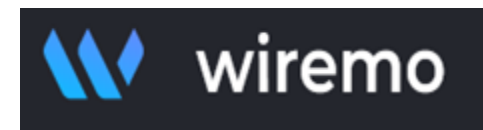
4.88

Review score



304

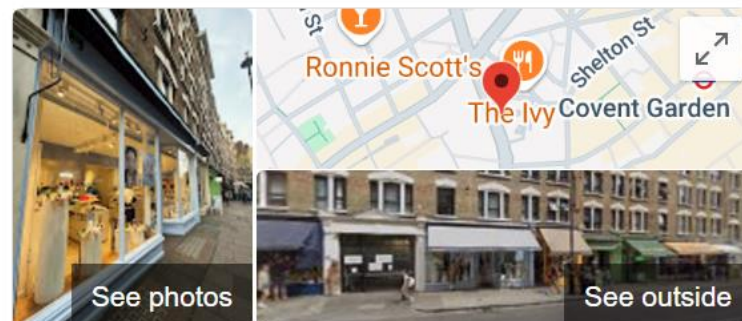
Total reviews



(not free)

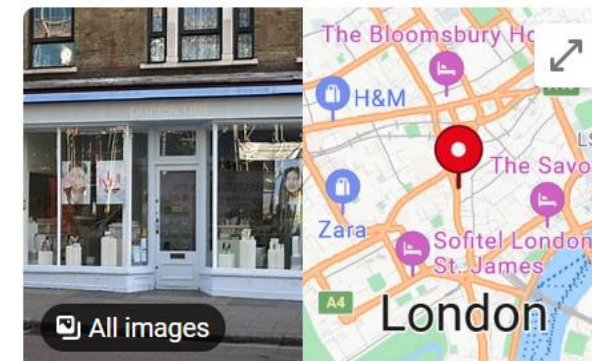


(not free) [Feefo](#)



Google MyBusiness

(free)



PURESEOUL Soho - Korean ...

★★★★★ Trustpilot (7,971) · Cosmetic & beauty supplies in London

[Website](#) [Directions](#)

70 Charing Cross Road, London WC2H 0BB · 8.4 mi

Closed · Opens tomorrow 12:00

[Suggest an edit](#) · [Your business? Claim now](#)

TrustPilot [Trustpilot](#)



(Limited free)

Forums

- Find sites where your customers look for solutions and recommendations to their problems.
- Search for forums in your sector, industry, and niche (Health Forums, Psychology Forums, Nutrition Forums?)
- Sign up and enter the conversation.
- **Never sell.** Advise and **provide solutions.** Earn your **reputation.**

Directories

- Search for directories in **your industry**
- Analyse directory reputation and **visibility** (comments?, regularly updated?...)
- If the directory has visibility, spend time and improve your value proposition.
- If the directory brings you visits or requests, spend more time on it (message, description, photos, videos, ...)
- See if you can **promote offers, products, and services.**

Tools

General Forums

The Quora logo features the word "Quora" in a bold, red, serif font.

[Quora](https://www.quora.com)

The Reddit logo consists of an orange circular icon with a white alien head (the "reddit" mascot) and the word "reddit" in a black, lowercase, sans-serif font.

[Reddit](https://www.reddit.com)

Directories

The Freelancer logo features a blue starburst icon and the word "freelancer" in a white, lowercase, sans-serif font on a black background.

[Freelancer](https://www.freelancer.com)

The PeoplePerHour logo features a red circular icon with two white dots and the text "peopleperhour" in a black, lowercase, sans-serif font.

[PeoplePerHour.com](https://www.peopleperhour.com)

Look also for specific forums about your business!!!

The Mumsnet logo features the word "mumsnet" in a blue, lowercase, sans-serif font, with the tagline "by parents for parents" in a smaller blue font below it.

[Mumsnet](https://www.mumsnet.com)

The PC Gamer logo features the words "PC GAMER" in a bold, white, uppercase, sans-serif font, with "PC" in a red box and "GAMER" in a black box.

[PC Gamer Forums](https://www.pcgamer.com)

The HealthUnlocked logo features the text "HealthUnlocked" in a green, lowercase, sans-serif font.

[HealthUnlocked](https://www.healthunlocked.com)

The South Bank Works logo features a green square icon with a white stylized "S" and the text "South Bank WORKS" in a black, uppercase, sans-serif font.

Email Marketing

Why Email Marketing is important

60% of consumers prefer to be contacted by brands through email

59% of consumers say marketing emails influence their purchase decisions, with over 50% saying they purchase from an email at least once a month

80% of small and mid-sized businesses say that email marketing is their most important online tool for customer retention

[40+ Email Marketing Statistics You Need to Know for 2024](#)



Why Email Marketing is important

- Build a list of customers/clients/journalists...
- It helps you to **keep in touch** with those that want to hear from you and your brand (news about your business, new products, discounts, offers...)
- Increase **communication** with your costumers, keeping them informed
- Improves your **revenue**
- Tailor content to your audience
- Retain customers
- Cost-effective marketing campaigns
- Drive **traffic** to your website

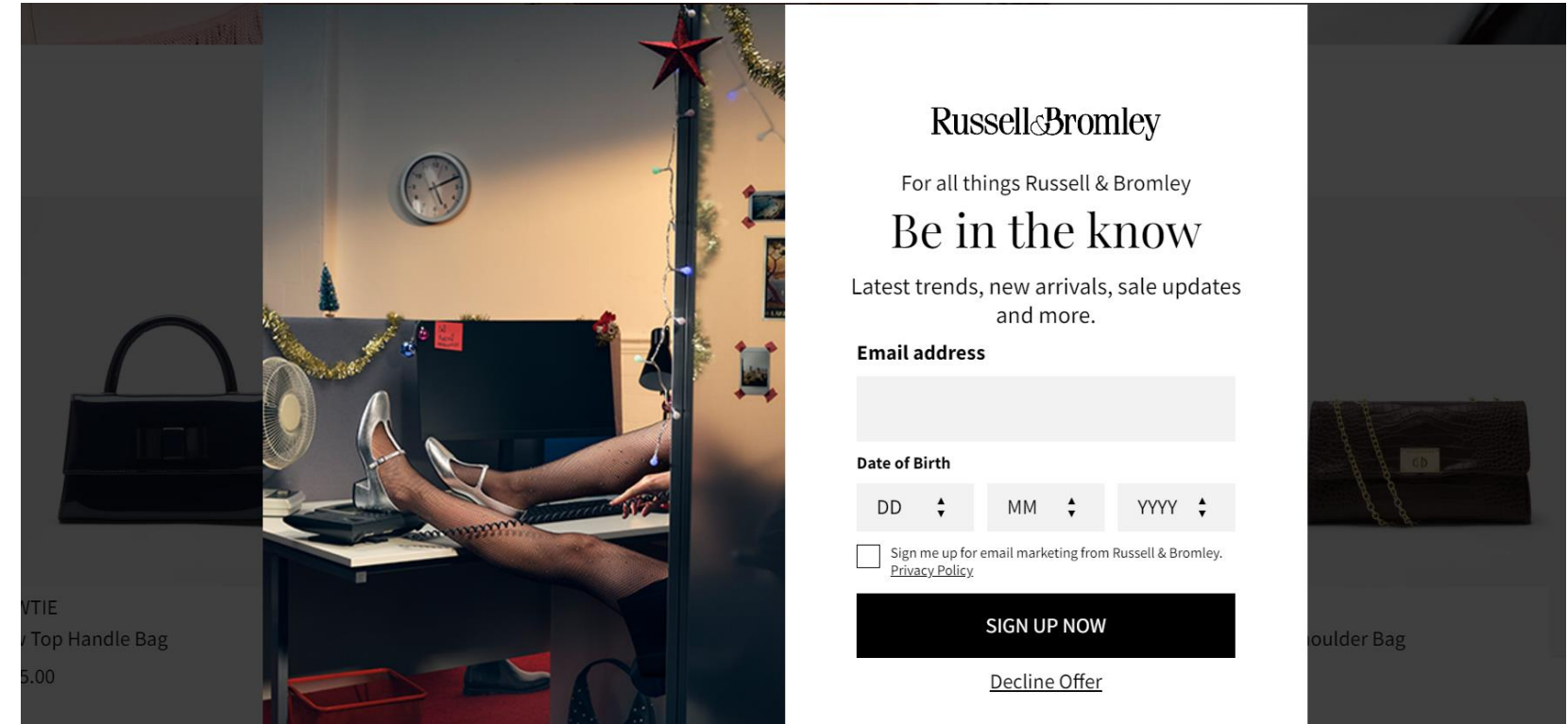
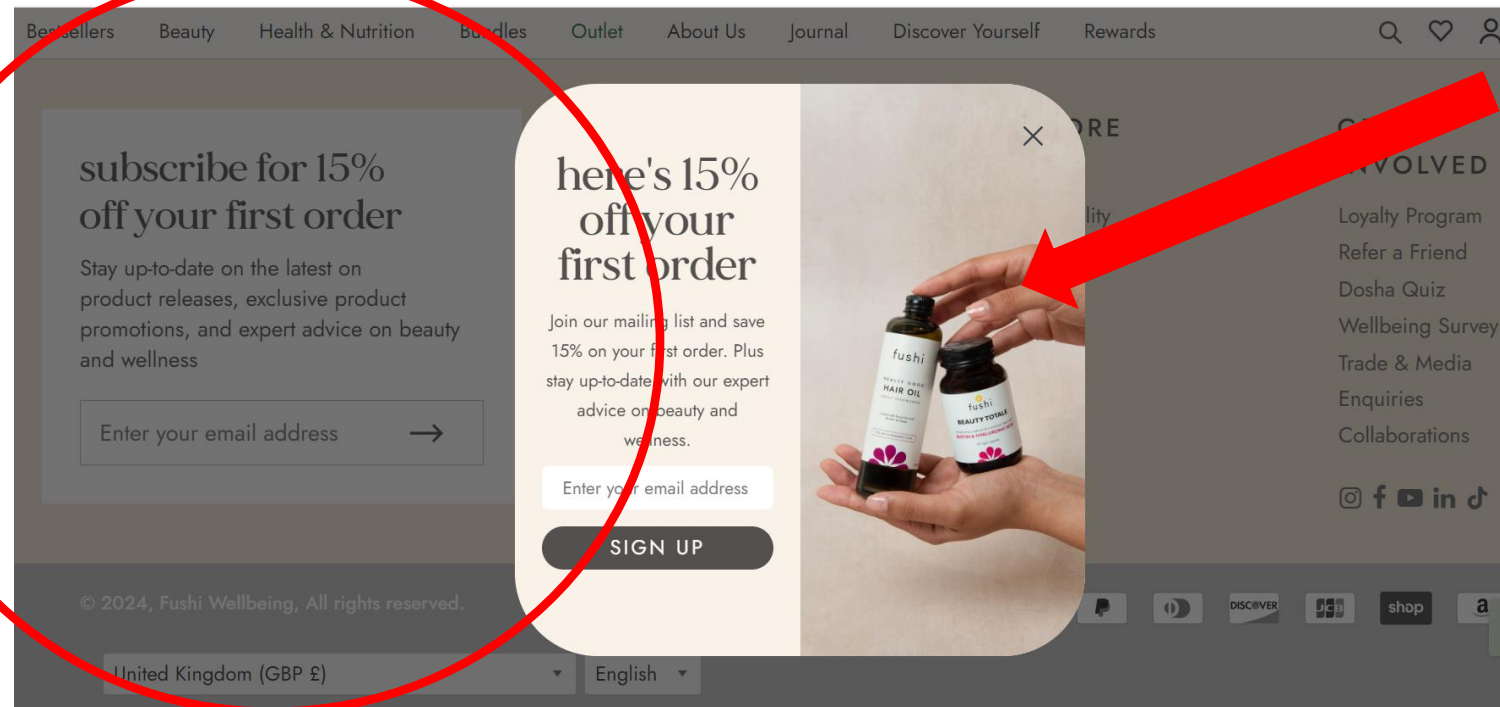
Data Metrics to analyse

- Open Rate
- Click-Through Rate (CTR)
- Conversion Rate
- Bounce Rate
- Unsubscribe Rate
- Spam Complaints Rate
- Device statistics (mobile, desktop, tablet)



Strategies

- Add **newsletter forms** on your website to get leads (permanent forms in your website, like homepage)
- Add **Pop-up banners** for specific occasions or in pages with highest web traffic



- Offer **lead magnets** (e.g., free eBooks, templates)
- Provide **free trials and free resources**. Free trials allow you to show them how you are solving their problem before they fully commit. It will also help you to get feedback about products/services
- Send case studies, guides, reports...
- Conduct **surveys**

Tools

Brevo

(Free version)

[Brevo](#)



(Free version)

[Mailchimp](#)



(Free version)

[Zoho Campaigns](#)



(Free version)

[MailerLite](#)

Social Media

Why Social Media is important

- Build brand authority and reputation
- Engage directly with customers and learn what they want
- Reach a wide audience easily and affordably
- Great vehicle for disseminating important company news and messages
- Provide customer service
- Improve customer satisfaction
- Build your business's brand and drive traffic to your website
- Increase brand loyalty



But remember...

- **Not all social media networks are for all businesses!** Analyse your business and choose the right one/ones! (who are your customers, type of business, industry...)
- Being viral is not achievable without a **good product or service**
- You must post regularly and create **content with value**

Who is your audience?

How can you reach them?

What are your goals?

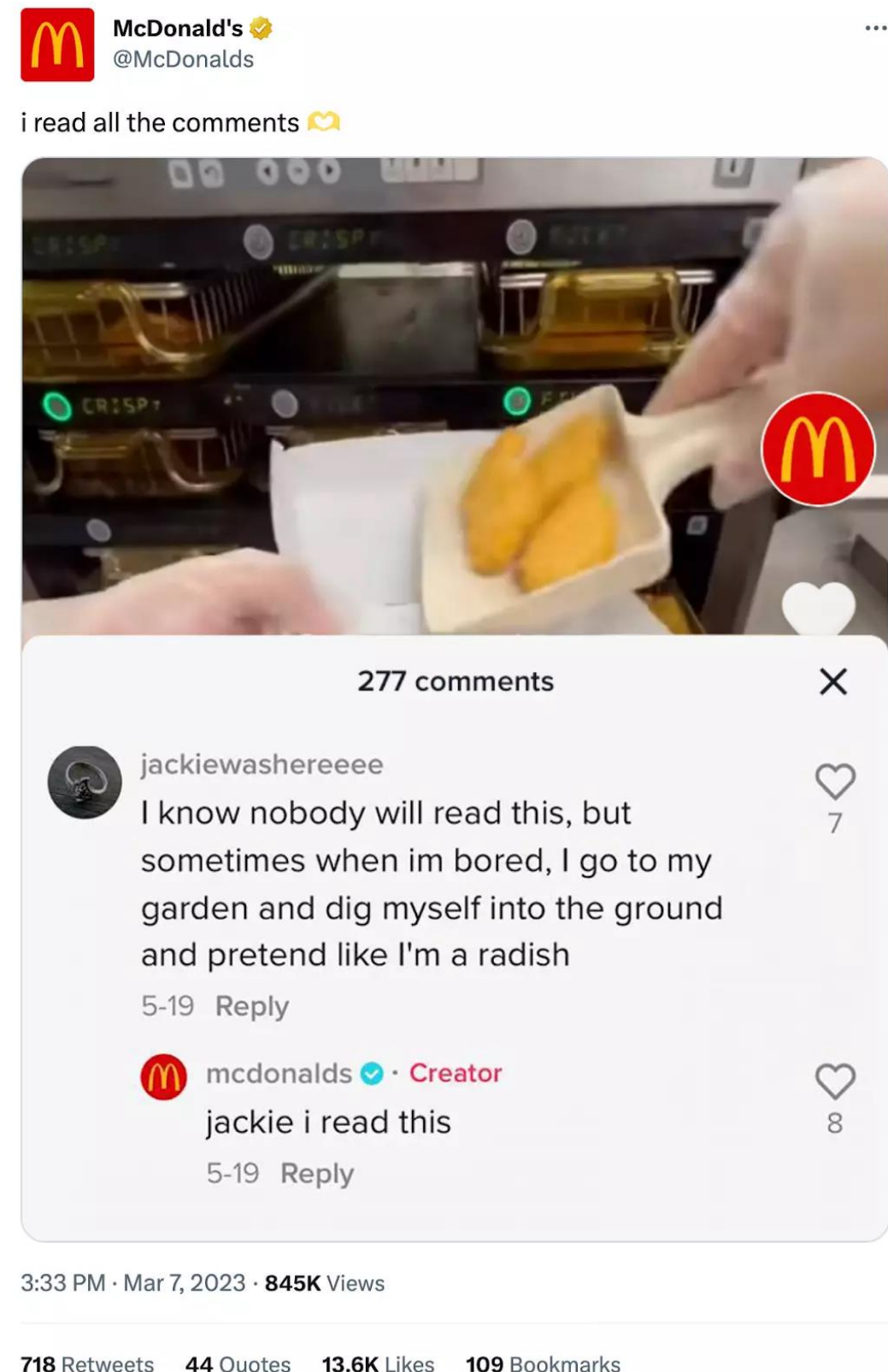
[How to Build a Social Media Marketing Strategy \[2024 Updated\]SocialPilot](#)

CHOOSE THE RIGHT SOCIAL MEDIA PLATFORM

	Facebook	Twitter	Pinterest	LinkedIn	YouTube	Instagram	TikTok
Demo-graphics	2.7 Billion Users Age 25 - 34	353 Million Users Age 30 - 49 68% Male	442 Million Users Age 30 - 49 78% Female	740 Million Users Age 46 - 55	2.3 Billion Users All Age	1.2 Billion Users Age 25 - 34	689 Million Users Age 18 - 24
Purpose	Building Relationships	News & Articles; Conversation	Scrapbooking	News & Articles; Networking	"How to" Lifestyle, Educational	Building Relationships Conversation	Building Relationships Conversation
Best For	Building Brand Loyalty	Public Relations	Lead Generation Clothing, Art & Food Businesses	Business Development Brand Awareness	Brand Awareness; Lead Generation	Lead Generation; Retail, Food, Entertainment, Beauty Business	Building Brand Loyalty & Community
Downside	Limited Reach	280 Characters or less	Images & Video Only; Narrow demographic	Limited Interactions	Resource Intensive	Images & Video Only	Videos Only Very Specific Demographic
							

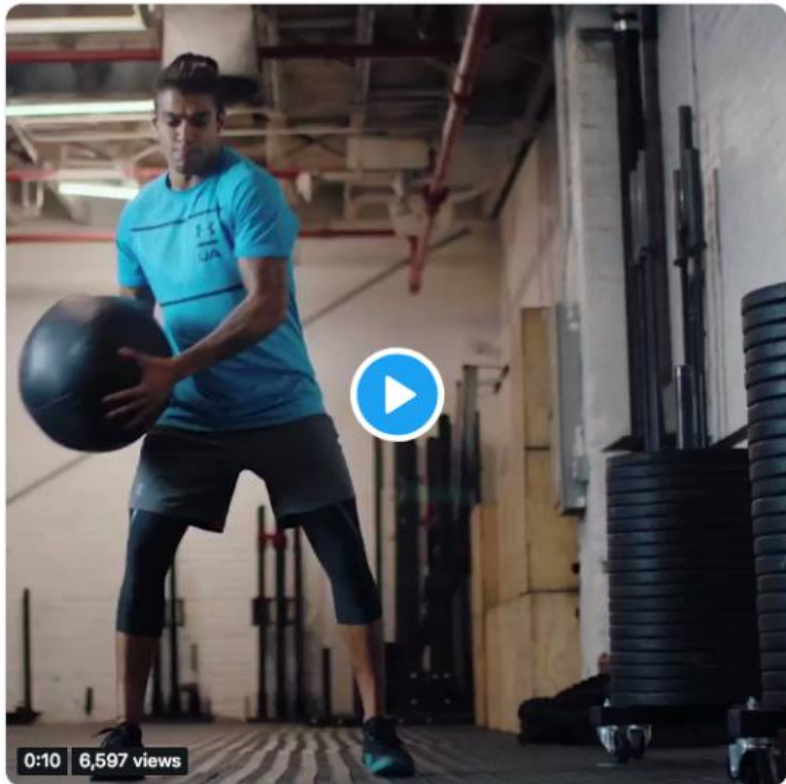
Strategies

- Encourage user-generated content (UGC). It serves as social proof, it's reusable, and it can require little effort on your part
- A **video testimonial** from a customer
- A **social media post** from a customer
- A feature on a **blogger's or influencer's website**
- Thinking about how to **incentivize** your customers to create this content that will serve your company (e.g. sharing a customer's review on social media while tagging them in the post - you get UGC, while the customer gets recognition from your followers)

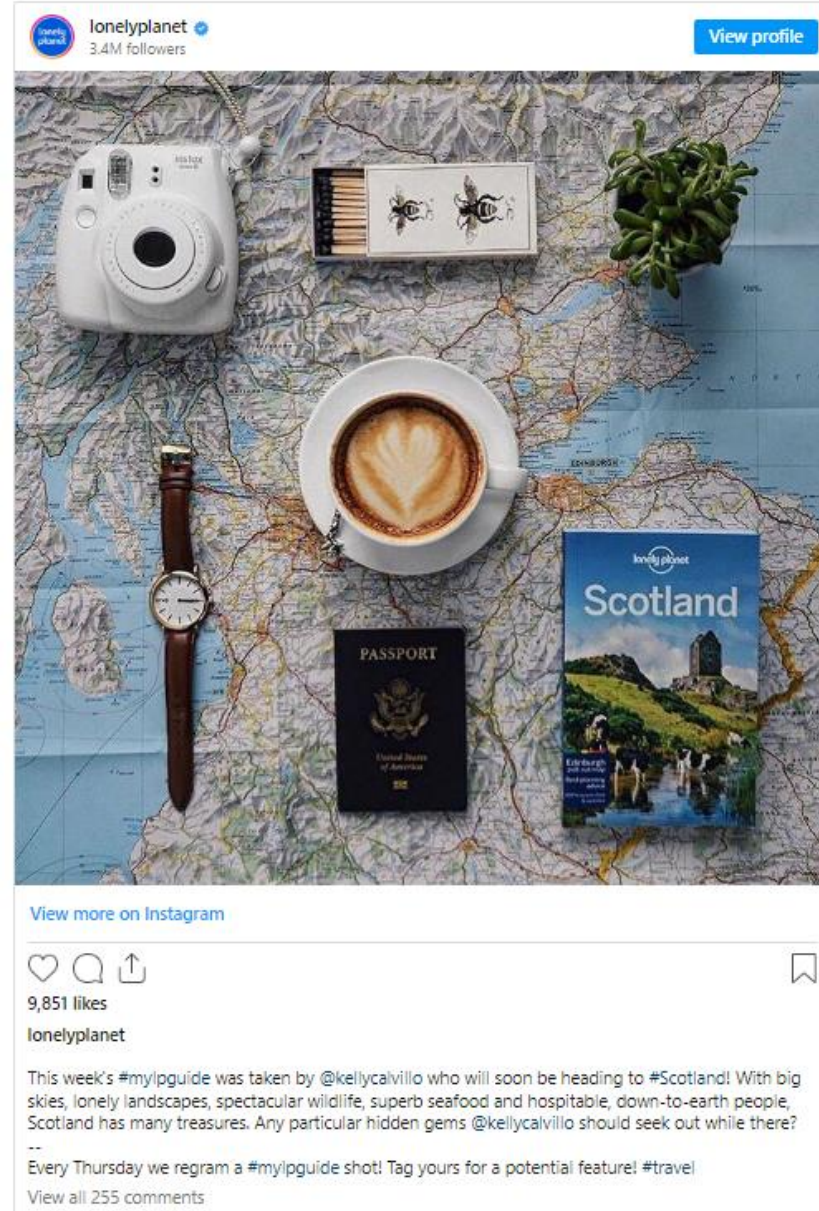
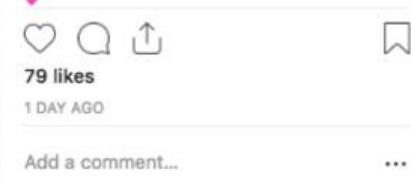




In Week 🍷 of UA 360, Nik Naidoo and Katie Crewe are getting back to fundamentals. Doing less, better. Strengthen your entire body now 🍷 undrarmr.co/2AATd9b



dovedermaseries "I am beautiful because of my skin, not despite of it. The bumps remind me of the mountains I had to climb to get to where I am. The redness reminds me of the pain I've already endured, and the stares people give me remind me to be kind. By posting this I hope it reminds you of the strength your scars give you 💙💙" - @sirenamarie.cruz
#DoveDermaSeries #DermaSeries #Regam #Eczema #EczemaWarrior #SkinStories #LoveYourSkin #Scars #Strength #Confidence #SkinCondition
trachthomaspx I 💙💙💙💙💙💙💙💙 this @sirenamarie.cruz .cruz you ARE DOPENESS mama 🍷🍷🍷
samaraterese Yes eczema is beautiful!
turnbull357 You go girl! I have eczema too! Thank you for being so inspiring!



[Social Media Storytelling: 10 Examples of How to Do It Right](#)

Dove, DermaSeries

Photo Collection – Lonely Planet

[15 Brilliant Examples of Visual Storytelling On Instagram](#)

Some advice

- Find the social network that best suits your market and budget.
- **Start with a social network and scale** your strategy.
- Study all the possibilities of that network.
- The rule of the same content does not apply to all networks.
- Measure the result of your social media impact.
- You **accept criticism** as good feedback.
- Redirect traffic to your **website**. The web is the core of your strategy.
- **Social networks are not just content** (contests, offers, contacts, appointments, etc.).
- Design a parallel strategy but different from your content strategy.
- Use hashtags
- **Tell a story**
- Use videos and images
- **Beware of copyright**. Let's use platforms that have author-free images



Data

- Each social network usually has its **monitoring tool** associated with it
- Reduce time by using specific tools
- Measures **interactions** and sentiment (good, fair, or bad)
- Number of **comments, likes, favourites, retweets, shares, ...**
- Number of **direct messages**
- In Google Analytics:

Traffic received by sources

% Bounce Rate

Conversions

Visiting Time

Pages per visit

Number of shares

Tools

- Check the analytics in each social platform first!



[Canva Website builder](#) (design)



[BuzzSumo](#)

(free trial, but not cheap)



[Raventools](#)

(free trial, plans for SMEs)

The LikeAlyzer logo is displayed on a light gray rectangular background. The word "LikeAlyzer" is written in a bold, sans-serif font, with "Like" in black and "Alyzer" in a green color.

LikeAlyzer

[LikeAlyzer](#)

(free)



Masterclass Week 10

MARKETING WITH NO BUDGET

Task

After having reviewed various marketing strategies today, think about which of **these strategies and actions** your business needs. Remember that it is important to know who your customers are, whether your business sells a product or a service, the time you can dedicate to your marketing strategy, and above all, establish a list of priorities for your strategy.

We only have 2 more feedbacks left !!!

2 prizes of £50 online voucher available

- The winners will be announced on 17th of December 2024*.



- Scan the QR code
- Or access to survey via the link <https://bit.ly/feedback021224>

[*Terms and Conditions apply](#)