

Awareness

Discovery

Basket

Purchase

Fulfillment

Post-purchase

CUSTOMER

BROWSING

Receive tailored adverts on social media, Fb or Instagram and via Goole Ads.

ONLINE RESEARCH

Search online for products, concerns or routines and getting organic or paid results.

EMAILS

Receive email with tailored content based on: previous purchases, new or best selling products, new content, offers or promotions.

NAVIGATION

Access to categories and products via primary and secondary nav.

QUIZ

via homepage or category page to get products recommendations (routine).

CONTENT

Beauty Articles via homepage.
Real People Blog via homepage.
Spotlight on Brand pages via homepage or main nav.

#ICAREABOUT

Specific products and content

TRENDS

Trending products via homepage

REVIEWS

Product Reviews on product page

EDIT BASKET

Basket update, amend product quantity or remove products.

SELECT FULFILMENT

click and collect or delivery.

PRODUCT AVAILABILITY

Enter postcode to check avail. for click and collect or delivery.

PROMO CODE

FREE SAMPLES

Depending on type of purchase made. From 1 to 3 samples.

SECURE CHECK OUT

Payment methods:
- Standard Credit/Debit card
- Pay Pal
- Apple / Google Pay
- Amazon Pay

+ Financing methods:

- Pay Pal credit
- Klarna

CHECK OUT AS:

- Guest
- Registered user

SIMPLE SIGN ON

- Google Account
- Facebook Account

CLICK & COLLECT

Go to nearest store to pick up products in determined timeframe.

HOME DELIVERY

Receive products on time

RETURNS

Customers could return item if not happy with purchase, if product is faulty or if product received doesn't match with the one ordered.

CUSTOMER SUPPORT

Customers can access help and support via: FAQ, enq. form, email, chat, phone call

REVIEWS / FEEDBACK

Receive an email reminder to provide reviews about purchased product and experience.

FOLLOW UP

Receive email with tailored content based on: previous purchases, new or best selling products, content, special offers or promotions.

BUSINESS

TARGETED ADV.

Set up social media account and Google account or use existing.

Create SM + G campaigns.

Launch tailored adverts for SMI customers on social media, Fb or Instagram and via Goole Ads.

SEO

Set up SEO capabilities

EMAIL MKTG

Create email campaigns.
Launch email campaigns to SMI customers with tailored content based on: previous purchases, new or best selling products, new content, special offers or promotions.

NAVIGATION

Create Navigation and Taxonomy for the beauty category.

CMS

Set up CMS or use existing capabilities

PAGE TEMPLATES

Homepage, Category, Brand, Article / Blog, Product list, Product details page

PRODCUT INFO MNG

Set up or use existing capabilities

DIGITAL ASSET MNG

Set up or use existing capabilities

REVIEWS API

Set up Reviews API to verified review provider or use existing capabilities

BASKET COMPONENT

Basket component, to allow customer to amend product quantity or remove products.

Offer & promotions

Promo code input

Sample selection component

FULFILMENT

Click and collect / Delivery component to allow customer to input their postcode and check product availability

Product availability check functionality / **API**

PAYMENT GATEWAYS

to allow different methods:
- Standard Credit/Debit card
- Pay Pal
- Apple / Google Pay
- Amazon Pay

+ Financing methods:

- Pay Pal credit
- Klarna

ACCOUNT SETTINGS

Set up Check out as Guest or as Registered user

SINGLE SIGN ON

to allow customers to register via:
- Google Account
- Facebook Account

CRM

Set up or use existina capabilities

INVENTORY MNG.

Stock availability
Stock location
Stock digital visualisation

ORDER MNG.

Receive order
Process order
Order history

FULFILMENT CAPABILITIES

Click & Collect

Get order ready for pick up in determined timeframe.

Home delivery

Set up partnership with delivery company or use existing partnership.

Set delivery terms and conditions. (free delivery for order over £xx).

RETURNS

Set returns policy, conditions, process, method.

CUSTOMER SUPPORT

Set different ways for Customers to access help and support like: FAQ, enq. form, email, chat, phone call

REVIEWS / FEEDBACK

Create emails to prompt existing/ recent customers to write reviews and/or feedback.

RETENTION

Create emails with tailored content based on: previous purchases, new or best selling products, content, offers or promotions.