



NICLOR

Final Client Report - December 2, 2022

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Niclor Executive Summary

Objectives

Strategy & Implementation

Results & Value to Client



Objectives

Establish a consistent brand image - Establish

- Create consistency across all digital platforms

Improve brand awareness - Increase number of people going to the website & making the brand more visible online

- Increase website visitors by 20%
- Increase number of conversions by 50%
- Achieve at least 2,000 impressions through ads

Grow social media presence - Grow

- Gain 10 followers
- Increase profile visits by 5%



Strategy & Implementation

Establish a consistent brand image

- Develop a brand guide for consistent branding across all platforms
- Adjust social media pages to be consistent with the website and brand image

Improve brand awareness

- Run Google Ads
- Analyze Google Ads Analytics & Shopify Website Analytics

Grow social media presence

- Update Instagram page
- Post more consistently
- Run Instagram and Facebook ads
- Work with influencers



Results & Value to Client

Established a consistent brand image

- More professional digital presence
- Brand is more identifiable to customers

Gained brand awareness

- Total Website Visitors: **392** (61% increase)
- Total Website Sessions: **457** (69% increase)
- Total Google Ads Impressions: **3,807**
- Total Google Ads Clicks: **39**
- Total Conversions: **11** (117% increase)

Grew social media following

- Gained 10 new followers
- Engagement increased
- Social media presence is more consistent on Instagram and Facebook



Meet The Team



Stephany Reyes



Jason Coughlin



Robbie Geddes



Nicole Haughie



Camrynn Referente

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Client Overview



Company Background



Vegan Drawstring Bags

- Niclor is a small business established in 2021
- Based in Philadelphia
- Focused on vegan and luxury drawstring bags



Founder & Owner, Nicole Friend

Overall Value to Client



Value to the Client

Established a brand image:

- The visual identity - the logo, fonts, images, colors, and any other visual elements associated with the brand, play an important role in building brand awareness.
- A consistent visual identity establishes a visual standard for NICLOR.
- Consistent branding makes NICLOR more memorable.

Improved brand awareness:

- Increased traffic to social media pages and website
- More people are familiar with the brand and products
- Helps people learn about the values of the brand and be able to recognize it
- Increased conversions on websites, more interest in products than before

Grew social media presence:

- Larger audience/following to keep up with products and promotions
- More people are familiar and knowledgeable about the brand
- Informs that there has been an increase in the brand's reach



Thank you!

