



the.self.effect

E-business and Marketing Final Project

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Introduce to the company

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About the business

- Personal blog
- Service provider
 - Fashion and Beauty
 - Fashion News
 - Designer Story (Knowledge)
 - Brand Story (Knowledge)



The costumer

- Modern lifestyle
- Pay attention to art and fashion
- Attend art exhibitions, fashion weeks, fashion event
- Like to try new things and accept new things
- Be very concerned with their appearance
- Who wants to change their self

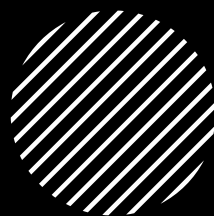
Personal blog statistics

- Each month, approximately 409 million people view more than 20 billion pages.





Introduce to
the offering



- 1 on 1 Styling define
 - “Resource”
 - Trend Analysis
 - Personal Fashion and Beauty Tips
 - Communicate





Website Operations

- Cooperate with brands and e-commerce
- Efficient marketing strategies to find and capture new readers
- Unique and useful content that provides value
- An extremely narrow niche or a unique selling point to stand out from others in the same niche



Welcome to the.self.effect

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