

COMMUNICATIONS BRIEF FOR

Provision Aesthetics Website

Project Summary

Provision Esthetics is a post-secondary technical training organization known only to a niche community in the Cosmetology field providing continuing education courses to fulfill Georgia State Board of Cosmetology license renewal requirements. The majority of courses are a combination of lecture and hands on performing spa services on live models. They currently have a static site through a free hosting service that places interstitial advertisements which cover a large portion of their content on all pages. They seek a web site redesign.

Immediate goals include moving the site to another provider to eliminate the outside advertising, adding interactive capabilities so it is easy to update course details, and a course search capability.

Long-term, Provision Esthetics would like to Blog about industry topics, and also develop and incorporate online courses to broaden offerings and draw year round client participation. They are interested in the possibility of integrating with Mail Chimp to deliver newsletter/email campaigns, YouTube to deliver custom video materials, and Moodle an open source education platform for course delivery.

Target Audience

Provision Esthetics **primary** target audience consists of licensed Cosmetologists seeking continuing education courses. These individuals are looking at the website to decide if the courses meet their need for education while learning new or updated services.

The **minority secondary** audience are individuals seeking free spa services in exchange for being a treatment model.

Perception/Tone/Guidelines

- Professional, experienced, interesting, new
- Sleek, niche, high quality, leading edge
- Increase marketing and branding efforts
- Easy to navigate and find information

Communication Strategy

The web site will provide a call to action Home page, summary and detailed course information, instructor qualifications, FAQs, along with a contact page. In the first phase of development, the site will be mostly a brochure-type site with limited interactivity, a password protected administration area to maintain course information and database integration. The later stages of development will start with Mail Chimp integration, followed by YouTube and Moodle for future company needs.

Competitive Positioning

Provision Esthetics has very few high quality competitors in the Cosmetology community, mostly sites providing courses for Hair Stylists/Colorists and notebook home study booklets. Quality courses for Aestheticians and Nail Technicians are extremely limited. Highlighting advanced treatment science, products and a wider variety of course offerings will attract professionals for reasons other than fulfilling State License requirements.

Single-Minded Message

Competent

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Date: June 1, 2015