

'Project Outline': luxury spa treatment consulting

Organisation's name and address:

Balance Yourself, Ridge Court
9B, 21 Repulse Bay Road, Hong Kong

Tel number and email: (852) 96 81 73 72

Description: One-person structure

Field of activity: luxury spa treatment consulting

Name of the supervisor within the partner organisation: Frederique Stref-Carayol

Name of students: Julia Feste, Cyrielle Kleffer, Tianjie Xu

Objective (s):

Website development for Balance Yourself

- Create a whole website in English and in Chinese to sell Frederique's services by highlighting her references and experiences in the most well-known French spas.
- Define and implement direct marketing campaigns to create online traffic: create the company's image and enlarge its clientele.

Project Articulation:

Specs

Creation of Internet site

Defining direct marketing campaigns to create online traffic: Google referencing

Create newsletter

Technical Characteristics:

Defining the web pages:

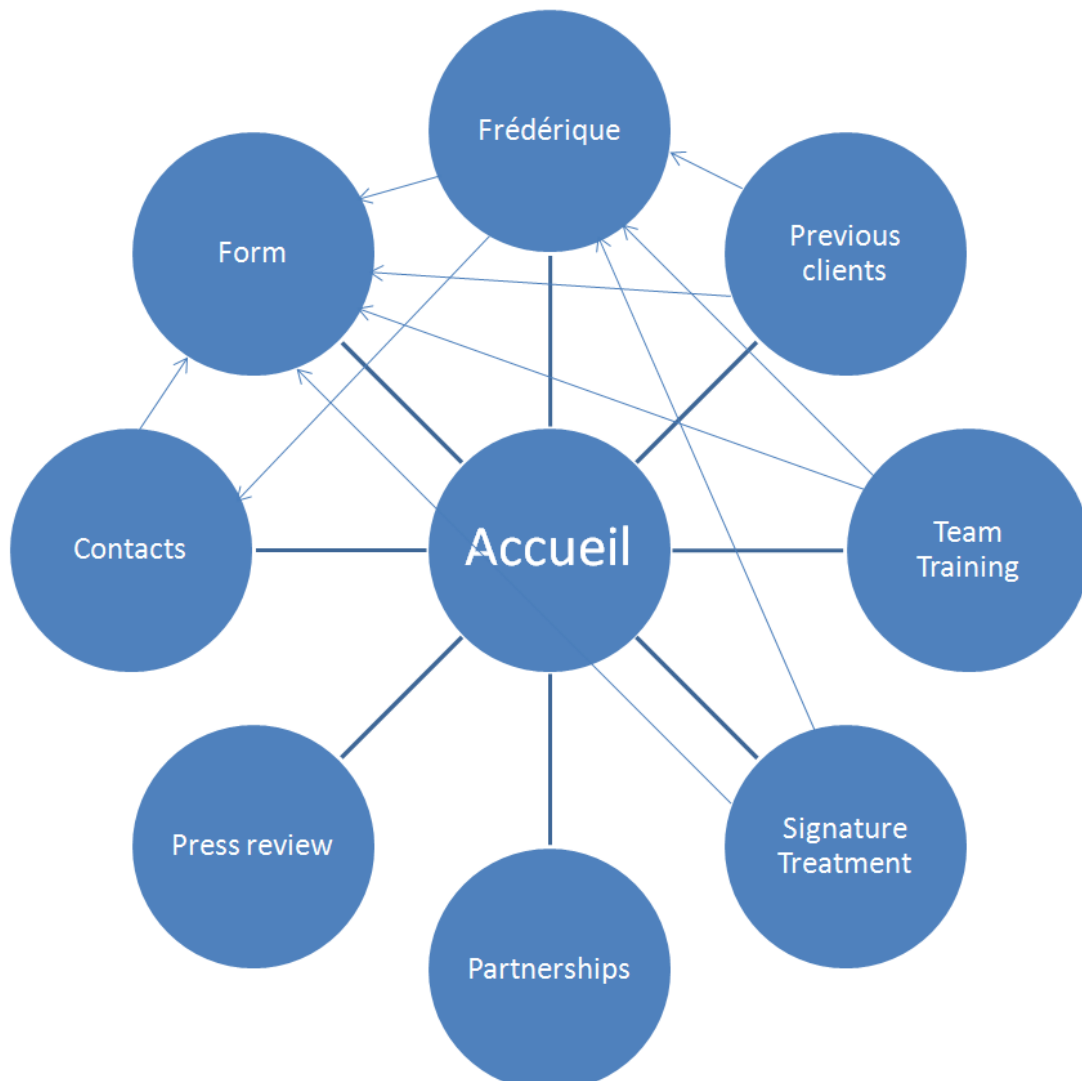
- Featuring of Balance Yourself company
 - o Signature treatment
 - o Team Training
- Previous clients
- Partnerships
- Press review
- Contact
- About Frederique Stref-Carayol
- Ask information (form)

Visual style guidelines: delicate, sober, subtle, quiet, like the starwood.com and sixsenses.com.

Choosing a host: not defined

Ad campaign on Google Adwords

1st option for the links:



Schedule and intermediary objectives (for the 4 meetings with your tutor):

Obj of the 1st talk via e-mail: Week 7

- Internet site specs definition;
- Defining page content, arborescence and links;
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Obj of the 2nd meeting: Week 11

- Creating the site part I (choosing the tools, hosts, texts, etc.);

Obj of the 3rd meeting: Week 12

- Defining direct marketing strategies to create online traffic

Obj of the 4th meeting: Week 13

- Creating the site part II, visual style guidelines
- Google Adwords campaign (tests)