



AVON

the company for women

Hogyan támogatja az e-kereskedelmet a tartalommarketing?

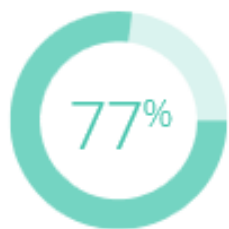
Boruzs Ákos - Digital Manager

Hungary | Croatia | Bosnia and Herzegovina | Slovenia

2015 Szeptember

Hogyan viselkednek a „beauty shopperek” és mi befolyásolja őket?

~50% nem tudja milyen márkát fog vásárolni a vásárlás kezdetekor



ár



minőség



márka



49% termékkategória

46% adott márká

„Youtube is our generation’s TV“

Mobile is the Main Screen for Beauty

48%

Desktop

33%

Smartphone

20%

Tablet



A „beauty shopperek”
66%-a állította azt, hogy
a YouTube pozitívan
befolyásolta őket a
vásárlási folyamatban.

Vásárlók *forgalomterelése*

- Egyedi
- Aktuális
- Kereshető

Avon, Super Extend, Winged Out Mascara (Perfekcyjnie ...

wizaz.pl > ... > tusze do rzęs niewodoodporne ▾

★★★★★ Ocena: 5 - 1 opinia

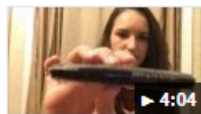
Opinie internautek o Avon, Super Extend, Winged Out Mascara (Perfekcyjnie wydłużający i rozdzielający tusz do rzęs) w katalogu recenzji kosmetyków KWC.

Superextend Lengthening Mascara | AVON

www.avon.com > Makeup > Eyes > Mascara ▾ Tłumaczenie strony

AVON Superextend Lengthening mascara gives you longer lashes for more ... coax a comb every lash up, out and away...beyond your wildest expectations!

avon winged out mascara review - YouTube



www.youtube.com/watch?v=DaxaXowxo08

23 sty 2015 - Przesłany przez: Kimberly Stone

hey this is my first impression of the NEW avon winged out mascara! only \$5.99 get it now on my estore www ...

Super Extend Winged Out Mascara - Avon Sales Reps UK

www.apply-today.co.uk > News > Latest News ▾ Tłumaczenie strony

23 sty 2015 - Coming soon! Avon's super extend "winged out" mascara. Enhance lashes with this lengthening mascara. It's Avon's first mascara with black ...

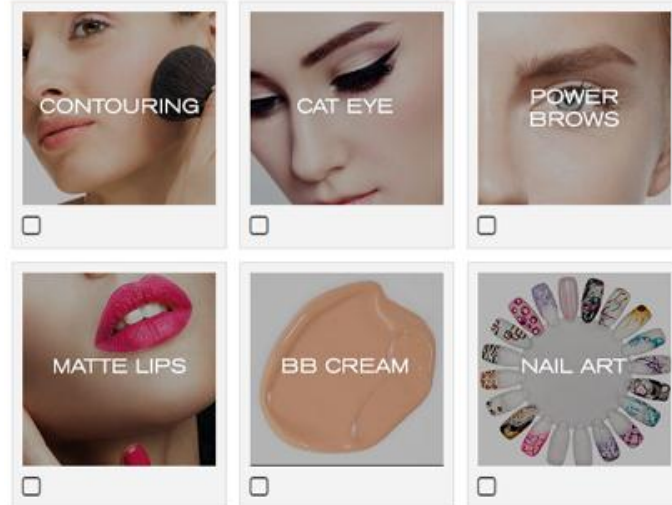


100 years of *beauty*... in *one minute*



Customer *engagement*

- Interaktív
- Megosztható
- Érzelmeket vált ki
- Könnyen kapcsolódhat hozzá /azonosulhat vele a felhasználó / vásárló



A vásárlási folyamathoz kapcsolódó tartalmak

- Termékleírások
- Oktatóanyagok
- Személyre szabott ajánlatok
- Útmutatók

Mega Effects Mascara



It's the next installment in the Mega Effects story – and it's a navy recruit! This revolutionary mascara has fast cemented its cult status with Beauty Editors around the globe. [Read More](#)



♥ 9 out of 9 reviewers recommend this product.



cola

Location: Halls Head WA, Australia
Age: 45-54

♥ Yes, I recommend this product

BEST MASCARA EVER!

21 September 2014

I have used this mascara since it was first launched & will never use any other mascara again. I was a bit apprehensive at first about how to use it, but once you use it a couple of times it is so easy. Gives full, long, lush lashes!

Fantastic!



Vásárlók *megtartása*

- Outbound
- Exkluzív
- Hozzáadott érték



AVON
MAKEUP TV



HANIA



KAROLINA



PAULINA



MILENA

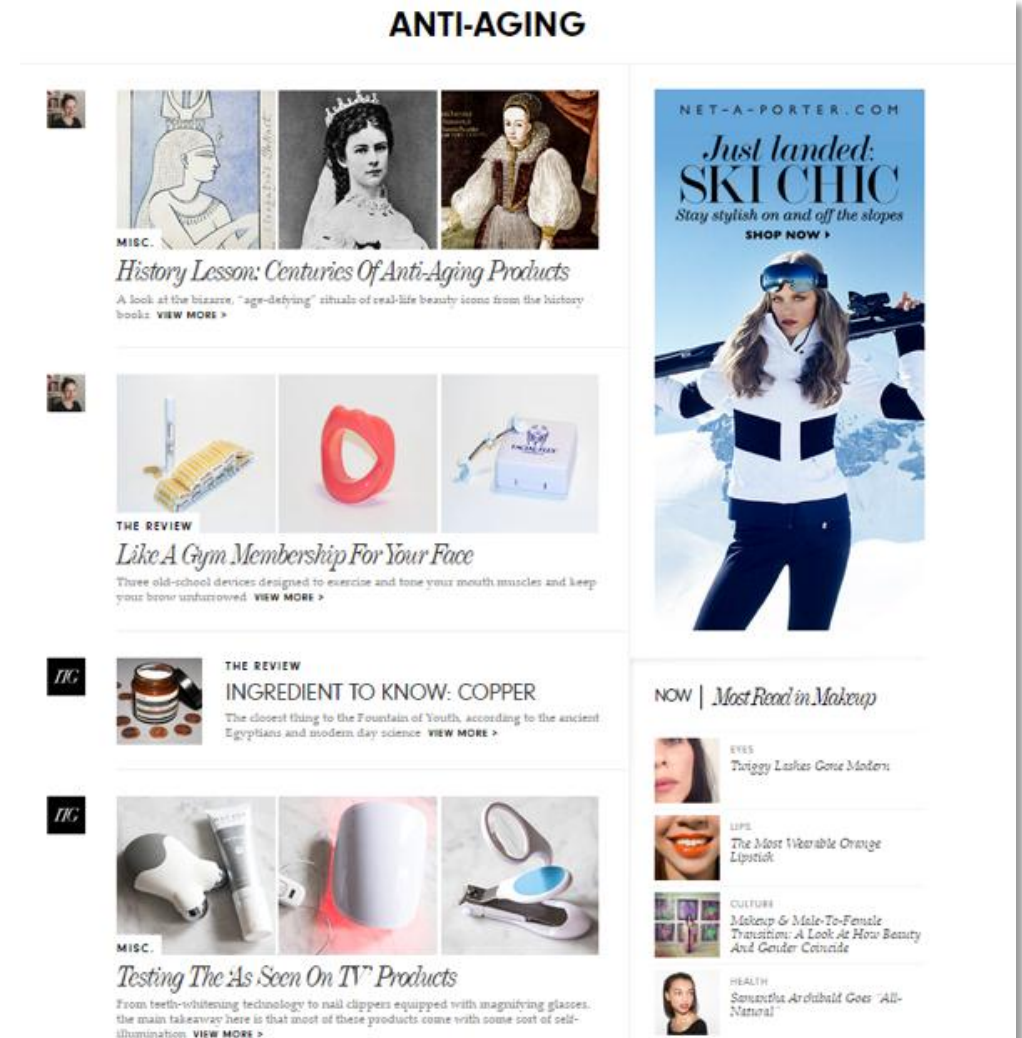
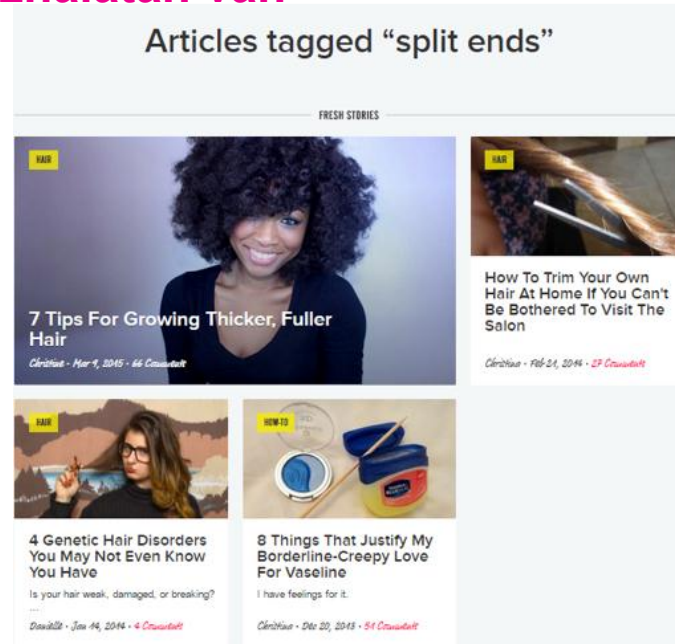


AGNIESZKA

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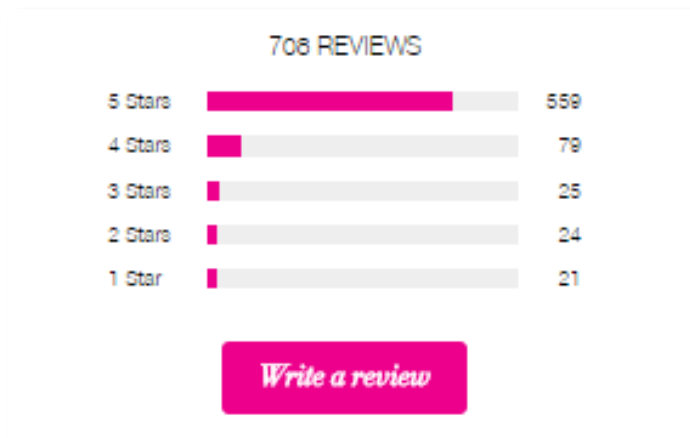
Probléma orientált tartalmak/termékek

- A **felhasználói élmény „fejlesztése”** egyes termékek új kontextusba helyezése.
- Bizonyos **problémákra megoldást kínáló tartalmak** kapcsolódó termékkategóriákkal. Az edukációs és a vásárlási döntések meghozatalát elősegítő tartalmak.
- Fő hangsúly a **termék használatán van**



SEO fókuszú, vásárlásösztönző tartalmak

- **Termék** és **vásárlás** orientált tartalmak kialakítása az Avon Online-on **kategória** és **márka** fókuszokkal.
- **Elköteleződést növelő (engaging)** és **edukációs** tartalmak kialakítása **Tanácsadóknak** és **Vásárlóknak** egyaránt
- **Tartalmak erősítése, vonzóvá tétele** Tanácsadói és Vásárlói ajánlásokkal elsősorban a közösségi vásárlók számára



Look What Lauren Loves / AVON'S GLOBAL MAKEUP ARTIST

 *A leading beauty authority and celebrity makeup artist, Lauren shares her pro makeup tips she learned from her mom, an Avon Representative and her 1st beauty adviser!*

Look What Lauren Loves



PRETTY MODERN

"Make a statement with shimmering shadow, dramatic calligraphy liner and mega black mascara. Give eyes something powerful to say!"

[TRY IT ON »](#)



BOLD & BEAUTIFUL

"Give jewel tones or vibrant shadows paired with an intense liner a try, but keep lips and nails subdued. Embrace being bold but stick to one feature while doing it."

[TRY IT ON »](#)



THE NATURAL

"Keep eyes simple with a single monochromatic color and a quick black line for a classic look. Mascara is a must for a fluttery finish."

[TRY IT ON »](#)

Customer Reviews

★★★★★ **LOVE THESE GLIMMER STICK BROW DEFINERS.**

By *Datedit* on March 14, 2015

1 OUT OF 1 PEOPLE FOUND THIS REVIEW HELPFUL

"I've been using these for years now. So glad they still carry them. I have medium brown hair so I use tawny, has just a hint of red. No need to sharpen, uses twist up feature. Look lasts ALL day! Great price too! I buy in bulk to get free shipping."

Kategória támogatás – edukáció és a termékportfólió bemutatása

- Termékkategória oldalak
- Márka oldalak



Check the best offers from this campaign



How thirsty is your skin / learn more about skin dehydration and how to deal with it



What inspired the perfumers / in creating Attraction



What make this fragrance unique?



What our first testers had to say / about Attraction



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Kategória útmutatók vásárlóknak és tanácsadóknak

- Letölthető útmutatók , tippekkel trükkökkel,
- Eladási útmutatók a tanácsadók részére

BAGS & LIFESTYLE

The bag is a beloved accessory of every woman. It is almost like her best friend whom she can trust. When helping to choose a bag always have in mind the individual needs of your client, her lifestyle and her body shape.

RUCKSACK
is a comfortable accessory to take on a city exploration or a lake trip. The weight balance is spread evenly on the shoulders and it keeps hands free.

CLUTCH
is a great accessory for an elegant night out, every woman should have one in her wardrobe. It is an ultimate outfit decoration. It easily holds all bare necessities like keys, mobile, lipstick and credit cards.

SEASONAL BAG
always comes in handy in summer. It is lightweight and great for beach! The colorful designs make it a trendy choice.

MEDIUM OVER SHOULDER BAG
is a great choice for work highlighting elegant style. Can be recommended to women with pair shoulders who want to turn attention away from their hips.

WEEKENDER
is a type of bag your client may find practical for a quick getaway. It fits all essentials needed for an overnight stay. You can also recommend it to travelers, as its size usually fits the air plane requirements for hand luggage.

FITNESS BAG
is perfect for active women, providing enough space for a pair of trainers, towel, cosmetics and small fitness gear.

MEDIUM CROSS-BODY BAG
enables to walk hands-free and fits all items, as it's a good choice both for work and casual meetings. Adjustable strap allows to fit the bag to different types of silhouettes.

BIG CARRY-ALL BAG
fits in everything you need and everything you want to carry just in case. The best choice for women who like to have all accessories at hand.

SMALL CROSS-BODY BAG
is a must-have in every woman's wardrobe. Spacious enough to fit all essentials and convenient to wear. This small item can enhance every outfit.

4 SHADES OF STYLISH LOOK

Check out how to find perfect sunglasses matching face shape and make your clients look their best.

ROUND FACE
PULL CORNERS CONCAVE FOREHEAD AND CHIN.
YES: Wide, rectangular frames
NO: Round or colorful frames

SQUARE FACE
PROMINENT CHIN, WIDE FOREHEAD
YES: Round or cat-eye frames
NO: Sharp, geometrical shapes

TRIANGULAR FACE
WIDE FOREHEAD, PROMINENT CHIN AND THIN CHIN
YES: Cat-eye or round frames
NO: Excessively decorated glasses

OBLONG FACE
THIN LIPS, LONG AND CHIN
YES: Oversize glasses to balance the shape of face by adding width.

JEWELRY STYLING

Even such tiny accessories like jewelry can dramatically change your look. Match jewelry not only to the shape of your face but also to the whole silhouette. Learn how to do that and provide professional advice to your customers.

SHORT NECK
Elongate the neck with trendy necklaces on a long chain and earrings with longer castings. They can be worn all year around and in various styles.

TALL WOMEN
Bold jewelry, watches, earrings and castings in bigger sizes. They should stay in the right proportion to the body.

PETITE FIGURE
A long necklace with a casting, delicate earrings and romantic bracelets.

WIDE SHOULDERS
Recommend delicate, thin jewelry that will optically balance the silhouette.

ROUND FACE
The best for this type of face will be eye-catching and decorated dangle earrings, which can be worn together with a long necklace, optically elongating your face.

OBLONG FACE
Practically all models fit the shape. Try to avoid earrings, whose length would cross the chin line.

SQUARE FACE
Choose round shaped jewelry that will contrast the sharp features. A short necklace is a good idea. By forming an arch on chest it softens the sharper line of chin. Avoid angular earrings.

TRIANGULAR FACE
Fashion products can boost your sales significantly. That is why it is important that your customers can rely on you and trust your recommendations. Show them your professional approach at every step.

EXPLORE FASHION WORLD

Fashion products can boost your sales significantly. That is why it is important that your customers can rely on you and trust your recommendations. Show them your professional approach at every step.

Stay updated
Get to know fashion products from FOCUS Magazine and brochure to be able to answer your customer questions. Use our offers demo to get your accessories before everybody else. Remember, while buying pretty items from AVON, you can also be an investment that can earn you a lot of money.

Show your engagement
Try to listen actively and maintain eye contact when communicating with your customer. Don't forget to smile too, but always stay natural. Advise your customer when she can't make a decision and clarify any doubts that may occur.

Recommend from heart
Help your client make the right decision. Show your initiative and be honest with your recommendations. Never push clients to purchase. If they are satisfied they will come back to you with more orders.

Spend quality time
Reserve enough time for the meetings. If you are going to meet your client for the first time, book some more time. Do not check your watch too often during the meeting and never show your impatience. The first impression you make counts the most and influences your future contacts. Be there for your client.

Become a stylist
Try to match fashion items to your client's complexion, body shape and needs. You can also take a measuring tape with you. In that way you will show your professional approach and ensure your client that fashion shopping at AVON is risk-free.

Endorse & inspire
Always wear current AVON accessories for meetings with your clients. Match them with your outfits to make sure they go together and create desirable look that every woman will want to adapt. Be an inspiration for women you meet.

Ensure satisfaction
If your client is not happy, nor are we. Although AVON fashion products are of good quality, it may happen that the product doesn't live up to the expectations of your clients. In such cases it may always be returned complying with AVON returns terms and conditions. Knowing that, your clients will be more willing to shop for fashion at AVON.

YOUR CHECKLIST:

- ✓ AVON brochure
- ✓ AVON fashion accessories matching your outfit
- ✓ Measuring tape
- ✓ Notebook and a pen

Új termék landingek – megkönnyítik a vásárlási döntéseket

Home / Home / Necklaces

Like 135k

Share: [f](#) [t](#) [p](#) [t](#) [g](#)

Belle and Blush Shaky Necklace

★★★★★ 1 Review

£16.99

− 1 +

Add to Bag

Add to my Wishlist



Enlarge Image



Plusz tartalmak a
brosúra fotózásokból:

- Termékoldalak
- Kategória oldalak
- Hangulatképek
- Termékelőnyök bemutatása



Termék tartalmak – Social media támogatás

Plusz tartalmak a brosúra fotózásokból:

- Fotók & videók
- Gif-ek & Vine fájlok
- Hangulatképek
- Termékelőnyök bemutatása



Új platform: maximális tartalom és e-commerce szinergia

dini
makes it
BEAUTIFUL

Meet Dini, a personal chef, as she shares her passion for life and beauty and get inspired to create your own beautiful story.

SHOP NOW

Avon Ambassador

Dini's Avon



ULTRA COLOR LIPSTICK
★★★★★ (120)
\$8.00



ANEW VITALE DAY CREAM
BROAD SPECTRUM SPF 25
★★★★★ (28)
\$28.00



MEGA EFFECTS MASCARA
★★★★★ (377)
\$10.00



TRUE COLOR EYESHADOW
QUAD
★★★★★ (100)
\$8.00



ANEW VITALE NIGHT CREAM
★★★★★ (34)
\$28.00



Több mint szépség
AVON

Specialized Treatments

Fine Lines & Wrinkles

Loss of Firmness & Deep Wrinkles

Most Advanced Signs of Aging

Advanced Targeted Treatment

Damage From Environmental Aggressors

Multiple Signs of Aging

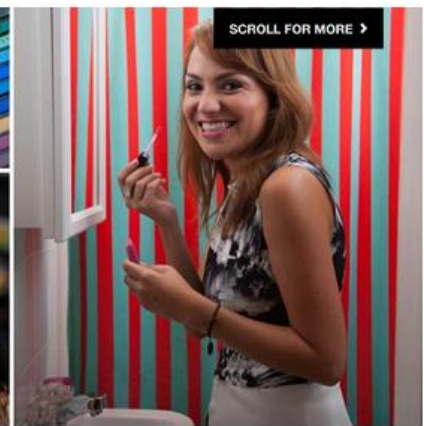


Skin color and tone

Vitale, with VitaTone Complex, restores radiance and clarity to the look of stressed-out, sleep-deprived skin.



Behind The Scenes / LIGHTS, CAMERA, ACTION



SCROLL FOR MORE >

the company for women

Digitális ütemterv a havi kampány aktiválásokhoz (példa)

Hol?

Mit?

	Avon Online	Tanácsadói oldal	E-mail marketing	Közösségi média	Külső támogatás
Racionális alapú vásárlásösztönzés					
Érzelmi alapú vásárlásösztönzés					
Edukáció					
Elköteleződés növelése					
Avon Online platform promo					

Vásárlásösztönző tartalmak – Attraction brand page

FIND A REPRESENTATIVE | BECOME A REPRESENTATIVE | CUSTOMER LOGIN / REGISTRATION | REPRESENTATIVE LOGIN / REGISTRATION

AVON C13 18 days left of the CURRENT CAMPAIGN

Search product name or ID

(0) Shopping Bag > LISTA ZYCZEN >

PRODUCTS QUICK SHOP ONLINE BROCHURE OFFERS COMMUNITY HOW TO SHOP

TYLKO ONLINE MAKIJAŻ PIEŁĘGNACJA SKÓRY TWARZY PIEŁĘGNACJA CIAŁA PIEŁĘGNACJA WŁOSÓW RYTUAŁY SPA ZAPACHY FASHION MORE

Strona główna / Zapachy / Avon Attraction

(Facebook like) Share: f t p t 3+

What's New Top Rated

PRICE 5,00 zł to 5,00 zł

Feel the power of attraction

try new scents

What inspired the perfumers / in creating Attraction

 "I was inspired by that intense feeling of attraction between two people and all of the many emotions that overcome you in such a short moment of time."

Master Perfumer
Monoline Blanc

 "We took the notion of masculine sensuality to a whole new level by leveraging a very innovative accord and bringing together two tensions of sensuality: freshness and warmth."

Perfumer
Adilson Rato

For her

woody, fruity, blackberry, magnetic musk, vanilla amber

Design to draw you closer together this irresistible scent can last all day with tempting blackberry, magnetic musk & vanilla amber.



For him

woody amber, ginger root, magnetic musk, smokey woods

Sexy, long lasting scent designed with ginger root, magnetic musk and smokey woods for all day attraction.

What make this fragrance unique?



Exclusive to Avon and crafted from a unique blend of captive musks and liquid woods, Magnetic Musk Accord captures the undeniable rush of attraction between two people. It creates a spark of sensual energy that leaves a long lasting addicting trail that captures the attention of the opposite sex.

Combined with the other ingredients, it uncovers an alluring sensation in the heart that radiates throughout the fragrance.

What our first testers had to say / about Attraction



"I can't describe it but if someone walked by me with it on, I would turn around and look."

"She said it smelled great and should use it more. It couldn't stop smiling at the fact it attracted her so much."

"Made me more attracted to my partner and made me notice him more."

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Vásárlásösztönző tartalmak – Attraction cikkek és grafikák

„Az érzelmeket kiváltó illat”



Vásárlásösztönző tartalmak – Attraction cikkek és grafikák

„Randizz érett felnőtteként!”



Vásárlásösztönző tartalmak – Attraction social media (covers & posts)



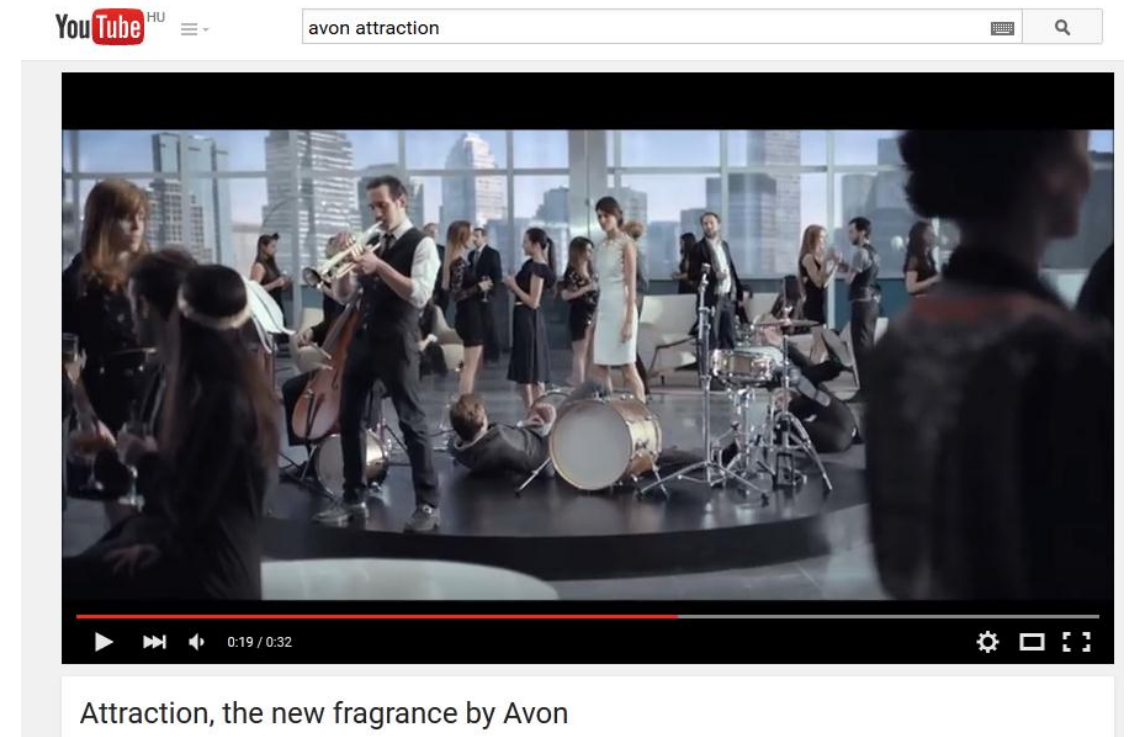
Vásárlásösztönző tartalmak – Attraction social media (posts)



Vásárlásösztönző tartalmak – Attraction bannerek (onsite / off-site)



Vásárlásösztönző tartalmak – Attraction globál filmek



A tartalmak hatékonyságának megfelelő mérése kulcsfontosságú!

Engagement mérése

- Time Spent on Page
- Bounce Rate
- Comments
- Shares
- Likes

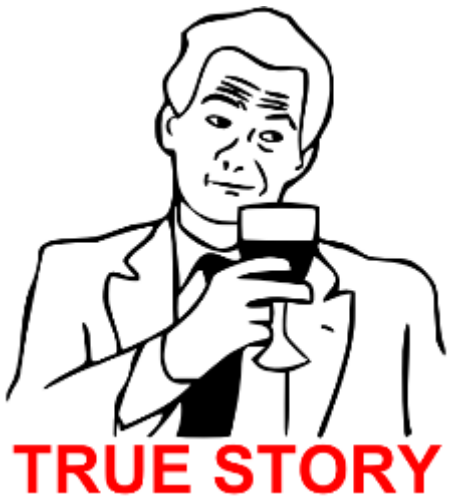
Ismertség mérése

- Page Views
- Visits
- Unique Visitors
- Daily Unique Visitors
- Post reach

Forgalmi források mérése

- Entry/exit page
- Next/previous page
- Referring domains

Tartalommarketing a vállalaton belül



ILLATKATEGÓRIA:

- orientális-fás

ILLATJEGYEK:

- borssal fűszerezett bergamott
- friss moha
- érzéki, aranyló ámbra

Hogyan érhetjük el a kívánt eredményt?

Mindig az adott üzleti célnak kell meghatároznia a tartalommarketinget egy előre lefektetett stratégia és ütemterv mentén, ahol pontosan meghatározzuk célcsoportunk összetételét, ismerjük igényeit és elvárásait.

Kizárólag minőségi tartalmakat hozunk létre, lehetőség szerint lokális megvalósítással, ahol fontos szerepet kap a kollégák képzése is.