

Getting started with the course

Understanding e-commerce and why it matters

Terms, tools, and strategies in e-commerce

Getting started in e-commerce

Video: Market research  
4 min

Reading: Get started with market research  
20 min

Practice Quiz: Activity: Perform a competitive analysis  
1 question

Reading: Activity Exemplar: Perform a competitive analysis  
10 min

Video: Identify your target audience  
2 min

Reading: Learn more about identifying your target audience  
20 min

Video: How to do product research  
7 min

Video: Product sourcing  
2 min

Reading: Researching and sourcing products  
20 min

Video: Branding in e-commerce  
4 min

Practice Quiz: Activity: Identify brand values  
1 question

Reading: Activity Exemplar: Identify brand values  
10 min

Reading: Case study: How Prados Beauty's brand uplifts the indigenous community  
20 min

Review: Introduction to make the sale: build, launch, and manage e-commerce stores

## Case study: How Prados Beauty's brand uplifts the indigenous community

You learned storytelling is an important part of branding. Customers want to understand the values that a company upholds. They want to know how a company is making a difference in the world. [Prados Beauty](#), located in Las Cruces, New Mexico, sells beauty products and incorporates storytelling as part of its branding. This case study illustrates how the indigenous community is uplifted by the Prados Beauty brand.

### Prados Beauty

#### Company background



"Self-starter" is a word that describes Cece Meadows, founder and CEO of Prados Beauty. As a descendant of the indigenous Yoeme and Numanu people who populated present-day Sonora, Mexico, Texas, Arizona, and New Mexico, she established Prados Beauty in part to raise awareness of their stories, resiliency, and beauty.

Cece's own story reflects that resiliency and beauty. Independently supporting herself as a community college student, she was once homeless and relied on tips as a restaurant server just to be able to fill up the gas tank in her car. A friend noticed her customer service and money-handling skills and recommended that she apply to become a bank teller. Within six months of becoming a teller, she became the customer service lead at the bank. From there, she grew her financial skills and invested in real estate and stocks. But at age 27, she was diagnosed with cancer. Before she became a cancer survivor, she didn't think she could have a career using her creativity or personal interests. After beating cancer, she discovered she was wrong about both and founded Prados Beauty.

Today, Prados Beauty is a brick and mortar store and online retailer whose brand is all about the strength of the indigenous people and inclusive economic opportunities for the next generation. Its brand identity is clear from the [Indigenous Marketplace](#) on its website which offers an online platform for indigenous artisans to sell their products in a digital economy. Its brand message to build generational wealth is evident in the "Matriarch Collection," a set of beauty products whose name pays tribute to the strength of grandmothers. These are women who stay home to watch over and nurture their Chicano grandchildren while their parents work hard outside the home pursuing the American dream to build a better future for the next generation. *Chicano* (and *Chicana*) describes someone who lives in the U.S. and is a native of Mexico, or descends from Mexican immigrants.

Prados Beauty proudly gives back to its community through donation, volunteering, and mentoring initiatives. For more information, refer to the [Prados Promise](#).

#### The challenge

In keeping with its brand identity, Prados Beauty wanted to disrupt a common trend of Native American artisans not getting a fair share of profits from sales of their creations. How can indigenous people begin to create generational wealth without first maximizing their profits? Prados Beauty wanted to be an instrument of change.

#### The approach

To create fair business opportunities for indigenous artisans, Prados Beauty welcomes them to sell their products in the Indigenous Marketplace. To support these entrepreneurs and dreamers, Prados Beauty employees have also become marketplace business development managers and marketing coordinators.

#### Marketplace business development

For marketplace business development, Prados Beauty establishes partnerships with indigenous artisans and small business owners. Prados Beauty purchases products at a wholesale price of 50% retail and then advises partners on retail markup to maximize profits. After debuting in the marketplace, partners may sell additional runs of their products or offer other products they've created. When artisans sell products in the marketplace, they can display a photo or bio that often includes information about buying directly from them. With a boost in visibility, some partners choose to launch their own direct-to-customer sales using what they learned from their experience with Prados Beauty.



Meet Founder, Teahya

#### Multi-channel marketing

When a new artisan onboards and is ready to sell a product, Prados Beauty dedicates a certain amount of ad spend to feature and promote the product. The company coordinates marketing efforts on email, Google Ads, and social media to help the product be successful in the marketplace. For example, Prados Beauty partnered with an indigenous artisan to sell ten pairs of beaded earrings in the Indigenous Marketplace.

For its marketing campaign, Prados Beauty:

- Created product images on Canva. These images were uploaded to its Google business page and were displayed in targeted ads. Below are images of the earrings that were used.



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#### Beaded Hoop Earrings

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- Managed emails with Shopify. The email marketing features built into the platform simplified the management.
- Used Google Ads. The recommendations in Google Ads helped improve the effectiveness of ads.
- Rearranged products in the marketplace. The earrings appeared at the top, making it easier for people to find them if they were referred by an ad.
- Incorporated keywords in hashtags. Hashtags like #IndigenousOwnedBusinesses, #NativeOwned, and #SupportSmallBusiness increased the social media engagement of potential customers who were most likely to purchase the earrings.

#### The result

Each success is achieved one artisan at a time. The goal was to sell out in one day. They created a social media post and ran a concurrent email campaign. The earrings not only sold out in one day—they sold out in two hours. The earrings were such a sensation that customers showed up at the Prados Beauty store in Las Cruces asking how they could buy them. The example of the beaded earrings illustrates how products promoted in the Indigenous Marketplace drive sales growth for both the artisan and Prados Beauty.

#### Conclusion

Prados Beauty has demonstrated that its brand identity and strategy bringing products from indigenous artisans to market is a win-win-win (for the business, for the artisans, and for the indigenous community). It's a win for Prados Beauty because unique products generate customer interest, product demand, and profitable sales. It's a win for indigenous artisans because they get a fair stake in profit sharing. And finally, it's a win for the indigenous community because the other two wins uplift an entire community.