

IT 3008 Introduction to E-Business/E-Commerce

LUXURY GIFT SHOP

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1. Course Details

As a student in this course, I gained a comprehensive understanding of how e-commerce works in today's digital world. We started by learning about the history and evolution of e-commerce and explored different business models like B2B, B2C, and C2C. A major part of the course focused on the technology behind e-commerce, including websites, mobile apps, and secure payment systems. We also studied digital marketing strategies such as SEO, social media marketing, and personalized advertising.

Legal and ethical issues were discussed, helping us understand topics like data privacy and consumer protection. I especially enjoyed the practical sessions where we worked on projects, presentations, and real-world examples. Overall, this course helped me understand how online businesses operate and what it takes to build and manage an e-commerce presence.

It prepared me to think critically about digital business models and apply marketing and tech strategies effectively in an online environment.

2. Target Market Analysis

2.1 Common E-Commerce Features & Elements for Luxury Gift Shop

1. Navigation & User Experience

- **Easy-to-Use Navigation**
 - Clear menu with categories: Home Décor, Beauty, Chocolates, Gifts for Men, Women, Couples.
 - Dropdown to Sort By.
 - Sections for "New" and "Sale".

2. Powerful Search & Filtering

- Search bar featuring autocomplete suggestions.
- Sorting options include Recommended, New, Price Decreasing, and Price Ascending.

3. Security & Customer Trust

- **Strong Security Measures**
 - Secure payment gateways (Credit Cards, PayPal).

4. Shopping & Product Experience

- **High-Quality Content & Product Descriptions**
 - HD images.
 - Detailed product descriptions with materials.

5. Wishlist & Personalization

- "Heart" option to save favourite items.
- Personalized product recommendations based on browsing history.
- Custom message option for gift box purchases.

6. Checkout & Customer Support

- **Fast & Simple Checkout**
 - Guest checkout option
 - Multiple payment methods
 - Order summary before final payment

7. FAQ & Help Center

- Common questions on *ordering, Shipping, Returns, and Customization*
-

1.1 Defining Products and Niche

2.2.1 Home Décor

- **Luxury Throw Blankets & Pillows:** Made from cashmere or fine silk, these items could add a touch of elegance to any home.
- **High-End Lighting:** Luxury chandeliers, designer lamps, or unique light fixtures to elevate any space.
- **Sculptural Art Pieces:** Fine art sculptures or collectible designer figurines.

2.2.2 Beauty Products

- **Luxury Skincare Sets:** Anti-aging creams, serums, and masks from exclusive brands.
- **High-End Perfumes:** Limited-edition fragrances or niche perfume brands.
- **Exclusive Makeup Sets:** Professional-grade makeup collections and limited-edition items.
- **Luxury Bath Products:** Bath oils, salts, and spa-quality products made from rare ingredients.

2.2.3 Gourmet Chocolates

- **Gold-Dusted Chocolates:** Edible gold leaf or other luxury finishes.
- **Chocolate-Covered Fruits:** High-end chocolate-covered berries, figs, or other exotic fruits.
- **Gift Sets:** Curated boxes with a selection of chocolates
- **Limited-Edition Chocolate Bars:** Featuring rare ingredients, such as single-origin cacao or bespoke

Categories for Target Audiences

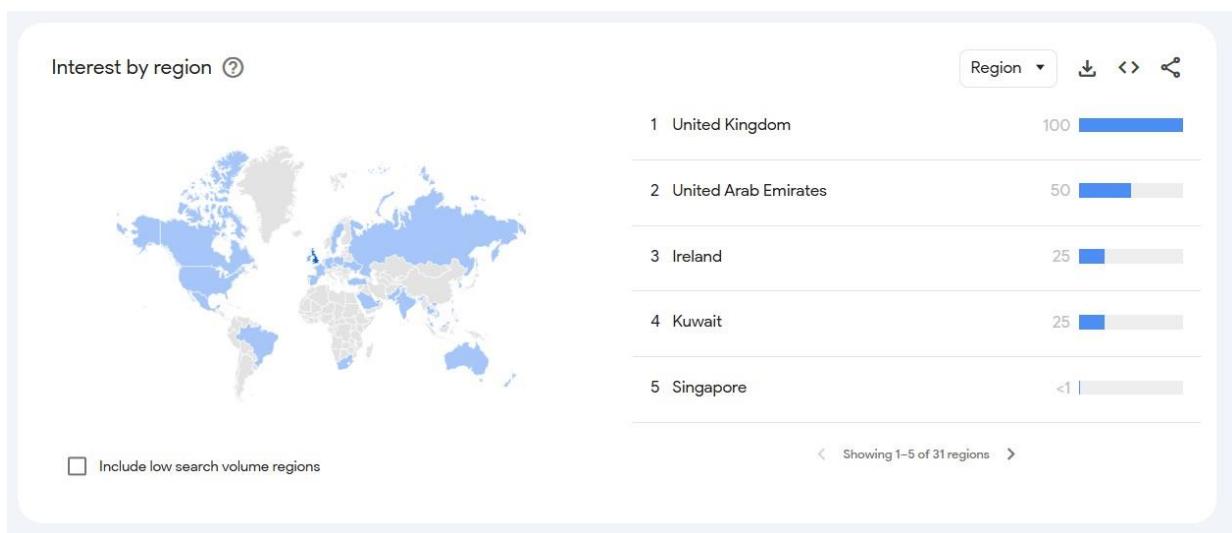
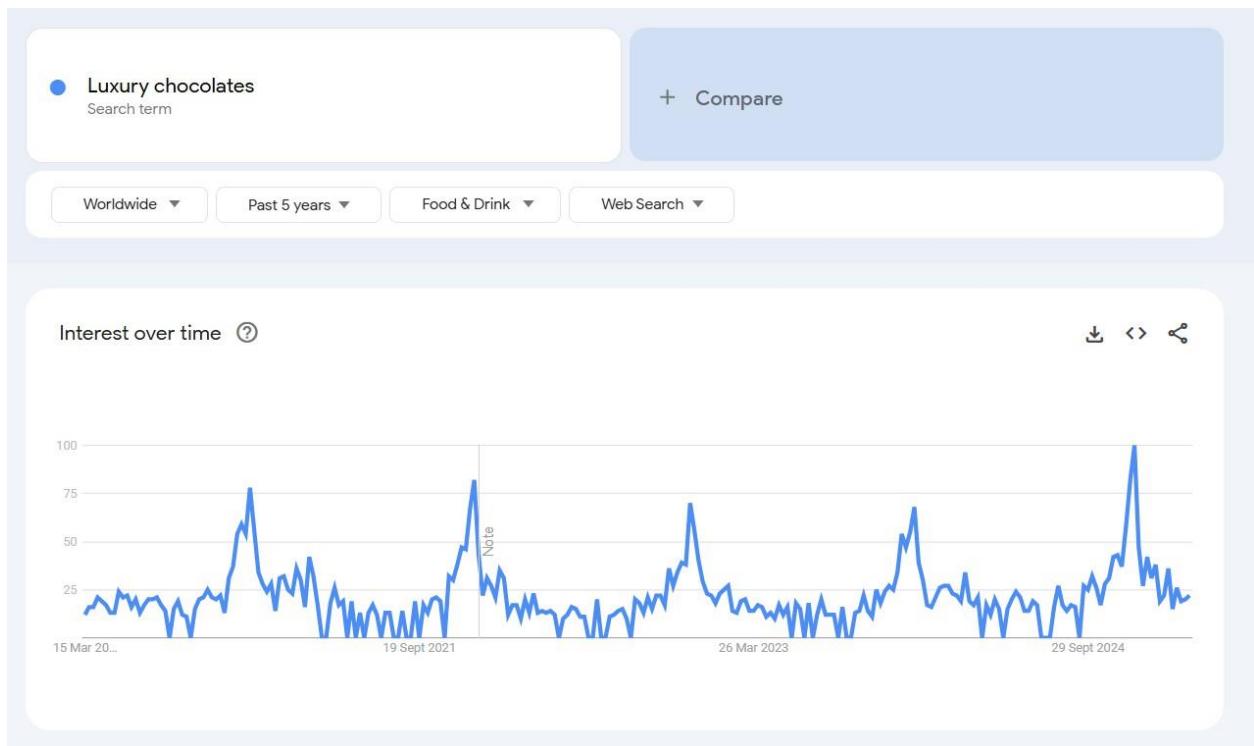
- **Men:** Exclusive gifts and accessories curated specifically for men, such as luxury grooming products and premium tech gadgets.
- **Women:** High-end beauty products and elegant home décor items that align with women's luxury lifestyle preferences.
- **Couples:** Thoughtful gifts for couples, including matching items like luxury robes, paired perfumes, and romantic gift sets that include chocolates, home décor, and personalized items.

1.2 Researching market demand

To better understand the demand for the products in my luxury gift shop, I conducted research using tool *Google Trends tool*. Below is a summary of the searches I conducted to gauge market interest.

Luxury Chocolates

A search for "luxury chocolates" on Google Trends shows increasing interest, especially during holiday seasons like Valentine's Day → strong market potential for high-end chocolate products.



Related topics

Rising

Rank	Topic	Type
1	Belgian - Topic	Breakout
2	Kirkland Signature Belgian Chocolate Asso...	Breakout
3	Hotel Chocolat - Topic	Breakout
4	GODIVA - Topic	Breakout
5	Marks & Spencer - Topic	Breakout

< Showing 1–5 of 22 topics >

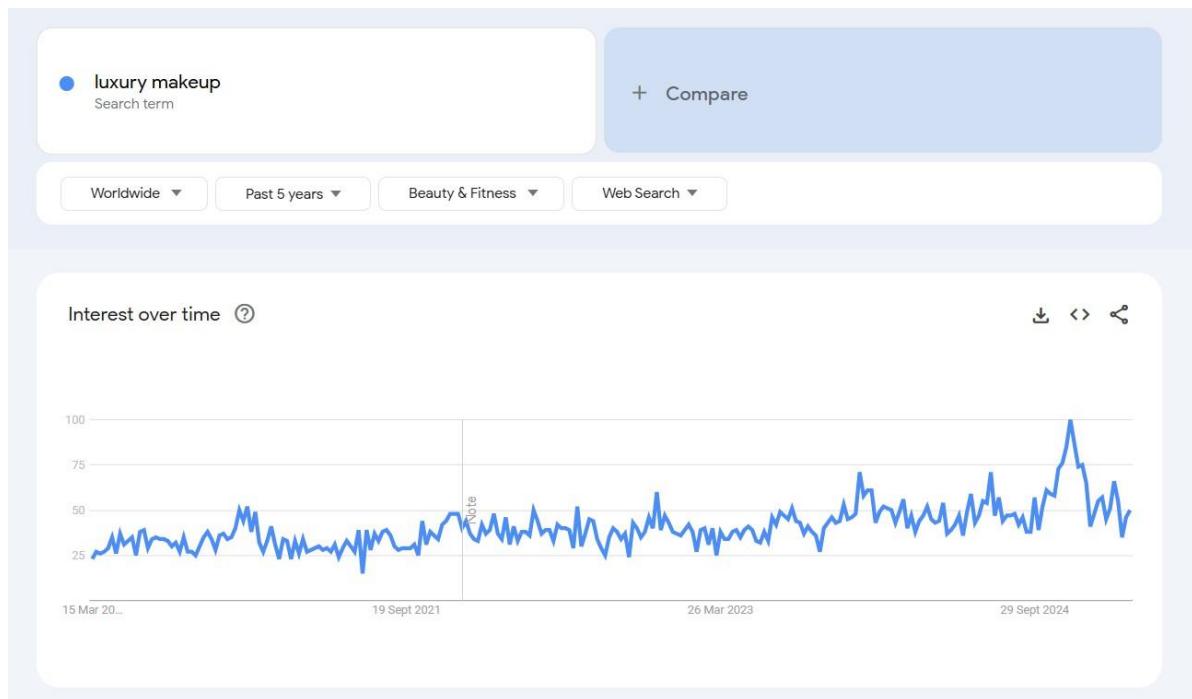
Related queries

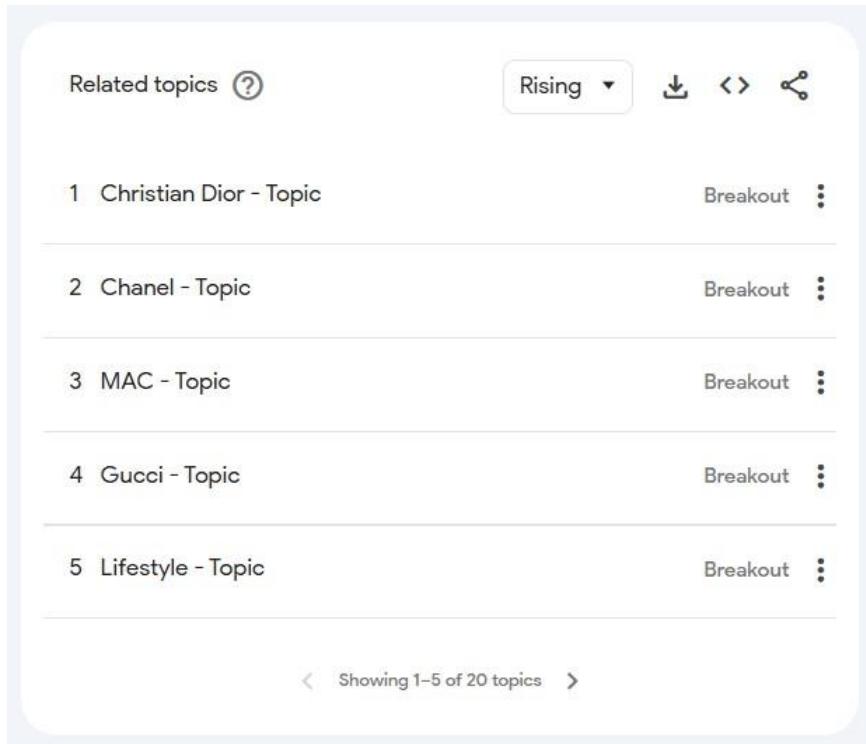
Rising

Rank	Query	Change
1	laderach	+450%
2	hotel chocolat	+40%
3	best luxury chocolate	+40%

Dior Makeup

A search for "Dior makeup" on Google Trends reveals steady and growing interest, with notable spikes during product launches and holiday seasons. → Good market potential for luxury makeup products.





1.3 Customer Buying Personas

1.3.1 Customer Buying Persona 1



Omar Al-Farsi

Age

45

Location

Dubai, UAE

Info

Omar Al-Farsi is a highly successful business tycoon, owning several real estate ventures across the UAE. He lives in a luxurious villa in Dubai with his wife and three children.

With a net worth in the millions, he enjoys a lavish lifestyle, and his home is a reflection of his success—adorned with rare art collections, bespoke furniture, and high-end décor.

He's a known figure in Dubai's social and business circles, frequently attending gala events, charity auctions, and business conferences.

Business tycoon (Real Estate)

Income: \$500,000/year

Shopping Behaviour

Omar enjoys buying luxury items for his family, business partners, and special occasions. He prefers exclusive and high-end products like designer furniture, art pieces, and gourmet chocolates. He values excellent customer service and fast delivery. He shops both online and at exclusive showrooms for unique, custom-made products. Omar looks for rare, bespoke gifts that match his taste and lifestyle.

Goals & Needs

Goals: Omar's goal is to maintain his reputation as a successful and wealthy individual while providing the best lifestyle for his family. He seeks out rare and unique luxury items, from home décor to high-end beauty products, to reflect his success. He also aims to grow his wealth and expand his businesses globally.

Needs: Omar needs exclusive, high-quality products that align with his image and taste. He seeks products that stand out, either due to their craftsmanship, rarity, or the brand's prestige. He values seamless shopping experiences, with easy access to the latest luxury items and prompt customer service.

Drive

Needs: Omar needs exclusive, high-quality products that align with his image and taste. He seeks products that stand out, either due to their craftsmanship, rarity, or the brand's prestige. He values seamless shopping experiences, with easy access to the latest luxury items and prompt customer service.

Pain Points

Limited availability of luxury items.
Poor customer service that doesn't meet his high standards.
Slow delivery times or shipping delays, which are not acceptable for high-end purchases.
Difficulty finding personalized or bespoke products that suit his unique taste.
Lack of quality information or transparency when shopping for premium products.

1.3.2 Customer Buying Persona 2



Layla Al-Mansoori

Age

38

Location

Dubai, UAE

Info

Layla Al-Hamadi is a 38-year-old CEO of a successful luxury fashion brand based in Dubai, UAE. With a career focused on high-end fashion, she has built her business around creating exclusive, sophisticated pieces for an elite clientele. Layla is married with two children and maintains a busy, high-powered lifestyle.

She is known for her impeccable taste, preferring products that exude elegance and exclusivity. Layla values quality above all, whether it's in the beauty products she uses, the home décor she chooses, or the gifts she buys for her family.

Despite her demanding career, Layla prioritizes family time and enjoys rewarding herself and her loved ones with luxury.

CEO of a luxury fashion brand

Income: \$750,000/year

🔒 Shopping Behaviour

Layla loves buying extravagant and exclusive luxury items, especially for her family and close friends. She often shops for high-end beauty products, designer home décor, and custom-made fashion pieces. She enjoys curating the perfect gifts for special occasions, including birthdays, anniversaries, and corporate events. She values bespoke services, quick shipping, and top-tier customer service in her shopping experience.

✳️ Goals & Needs

Goals:
Find exclusive and limited-edition luxury items.
Discover high-end beauty and home décor that match her refined style.
Ensure a seamless, personalized shopping experience.
Shop efficiently with fast delivery and premium packaging.

Needs:
A well-curated selection of luxury brands.
Personalized recommendations based on her preferences.
High-quality images and detailed product descriptions.
Exclusive deals or early access to new collections.

❤️ Drive

Layla is motivated by her desire for exclusivity and excellence in all aspects of her life. She's driven by her need to present her family and friends with gifts that reflect her refined taste and luxurious lifestyle. Additionally, Layla takes great pride in owning unique and custom-made items that elevate her status and showcase her sophisticated taste. Her drive also stems from the desire to provide her loved ones with memorable and exceptional experiences through the gifts she selects for them.

⌚ Pain Points

Lack of time for in-store shopping due to her busy schedule.
Difficulty finding exclusive, high-quality gifts that align with her refined taste.
Discomfort with delayed shipping or poor customer service when shopping online.

1.3.3 Customer Buying Persona 3



Sara Johansson

Age

36

Location

Stockholm, Sweden

Info

Sara grew up in a well-off family and has always appreciated luxury and quality. She works at a multinational company, and her career is going very well, with a focus on branding and marketing.

She enjoys traveling, attending exclusive events, and maintaining a polished, luxurious lifestyle.

Senior Marketing Executive

Income: \$150,000/year

⌚ Shopping Behaviour

Sofia loves high-end beauty products and designer home décor. She prefers minimalist and modern designs, particularly in her home and personal care items. She frequently buys exclusive skincare products, perfumes, and luxury gifts online. Shopping online is her go-to method, as it's convenient and offers a curated selection of premium items.

✳ Goals & Needs

Goals: Maintain a sophisticated, luxurious lifestyle. Find exclusive items that match her style and success. Enjoy shopping experiences that feel premium and personalized.

Needs: High-quality products that are unique and stand out. Convenience when shopping online with excellent customer service. Items that make great gifts for her partner, friends, and colleagues.

♡ Drive

Sara is motivated by the desire to own exclusive, high-end products that reflect her success and taste. She values quality and craftsmanship, always seeking well-made, unique items. Convenience is important, so she prefers easy, fast shopping experiences with quick delivery. She enjoys products that help her maintain a sophisticated image and stand out in her social circle.

:@ Pain Points

She dislikes poor packaging or items that do not match their online presentation. Frustrated with slow delivery or difficult returns. Does not like spending time on websites with too many options or complicated checkout processes.

1.3.4 Customer Buying Persona 4



CEO of a tech startup

Income: \$250,000/year

Shopping Behaviour

David enjoys purchasing luxury items for his family and friends, valuing exclusivity and quality. He prefers shopping online, especially for special occasions, and trusts product recommendations. He's drawn to limited edition items and looks for products that offer uniqueness and prestige.

Goals & Needs

Goals: David's primary goal is to find high-end, distinctive products that match his refined taste and lifestyle. He wants to make his loved ones feel valued and appreciated with gifts that stand the test of time.

Needs: He needs a seamless shopping experience that is convenient, with easy access to exclusive products that cater to his high standards. David also values personalized shopping experiences and appreciates recommendations based on his past purchases or preferences.

Drive

David is driven by the desire to provide the best for his loved ones, especially when it comes to giving thoughtful and luxurious gifts. He enjoys surprising his family and friends with exclusive, high-quality items that make them feel special. He wants to ensure that his gifts reflect his success and the love he has for those around him. As a result, he seeks products that stand out in terms of craftsmanship, uniqueness, and luxury. David is motivated by the joy his gifts bring to others, and he takes pride in giving gifts that are both meaningful and sophisticated.

Pain Points

Finding time to shop for luxury gifts while balancing his demanding career.
Wants hassle-free delivery and a seamless online shopping experience.
Concerned about exclusivity; wants to ensure that the gifts he gives are unique and not available everywhere.

1.4 Finding Where My Customers Hang Out

To effectively reach my target audience—wealthy individuals who appreciate luxury gifts—I researched the best platforms for engagement. Based on their shopping habits, I identified the following key channels:

- **Instagram**—Perfect for showcasing luxury beauty products, perfumes, and designer accessories through high-quality visuals and influencer partnerships.
- **Pinterest**—A top platform for luxury home décor and interior design inspiration, making it ideal for promoting high-end vases, sculptures, and decorative items.
- **LinkedIn**—Great for targeting business executives who purchase luxury gifts for corporate gifting, networking, or personal use.

1.5 Analyzing Competitor Audiences

21:46 ...

◀ harrods ✅

 Harrods
9.611 posts 2 M followers 283 following

Shopping & retail
Discover our 21 restaurants over at @harrodsrestaurants
87-135 Brompton Road, Knightsbridge, London, United Kingdom
[🔗 likeshop.me/harrods and 1 more](https://likeshop.me/harrods)

Follow Message Shop ...

New In In Store Shoe Trends Gifting The Georgian

Home Search + Video Camera

21:48 ...

◀ thewhitecompany ✅

 The White Company
7.761 posts 1 M followers 1.534 following

Share a glimpse of your world - #mywhitecompany
Talk to us - customerservice@thewhitecompany.com | 02037589222
[🔗 bit.ly/4iotlus and 3 more](https://bit.ly/4iotlus)

@ thewhitecompany

Follow Message Shop ...

Dining ideas Spring outfits Mother's Day Recipes Wellness id...

Home Search + Video Camera

Harrods (@harrods) – 2M Followers

- Harrods' Instagram showcases luxury products, exclusive collections, and seasonal trends.
- They use **high-quality imagery** and **aesthetic flat lays** to attract premium customers.
- The "**Shop**" **feature** allows seamless browsing and purchasing directly from Instagram.
- Their stories highlight new arrivals, store experiences, and gifting ideas, making the content engaging.

The White Company (@thewhitecompany) – 1M Followers

- Focuses on **minimalist luxury**, promoting elegant homeware, cozy fashion, and soft neutrals.
- Uses **lifestyle photography** to evoke emotions and create an aspirational aesthetic.
- Their **story highlights** include seasonal collections, recipes, and home styling tips, adding value beyond just shopping.
- The "**Shop**" **tab** simplifies customer purchases, directly linking products to their website.

1.5.1 Key Takeaways for My Luxury Gift Shop

- **Visual Storytelling:** High-quality images and aspirational content drive engagement.
- **Seamless Shopping:** Integrating a "Shop" feature improves conversions.
- **Content Variety:** Including lifestyle posts, behind-the-scenes content, and shopping guides can enhance customer experience.

By adopting these strategies, my luxury gift shop will attract high-end shoppers and create a strong Instagram presence.

3. Characteristics of e-commerce

The luxury gift shop website will incorporate key e-commerce characteristics to enhance the shopping experience. Below is a description of how each characteristic will be implemented in my project.

1. Ubiquity

My e-commerce website will be accessible at any time and from any location. Customers will be able to browse and purchase luxury gifts from their mobile phones, tablets, or desktop computers. The website will have a responsive design, ensuring that the layout and content adjust to different screen sizes for a seamless shopping experience.

2. Global Reach

The website will allow customers from different countries to purchase products. It will support multiple payment options such as credit cards, PayPal, and digital wallets, making transactions easy for international buyers. Shipping options will be available for different regions, ensuring that products can be delivered worldwide.

3. Universal Standards

To ensure compatibility and security, my website will follow standard web protocols. It will be built using WordPress, which supports HTTPS for secure browsing and integrates with popular payment gateways that follow global security standards. This ensures that users from different locations can access and use the site without technical issues.

4. Richness

The website will provide a visually appealing and engaging shopping experience. Each product page will include high-quality images, detailed descriptions, and pricing information. When a user clicks on a product, the page will display similar or related products underneath, helping customers explore more options that match their interests.

5. Interactivity

Users will have the ability to "heart" products and add them to a wishlist, allowing them to save their favourite items for future purchases. There will also be a customer support section where users can access frequently asked questions related to ordering, shipping, returns, and payments.

6. Information Density

The website will display essential product information clearly, making it easy for customers to make informed decisions. Each product page will provide a detailed description and price. Customers will also be able to filter products based on categories such as price, occasion, and type of gift.

7. Personalization & Customization

The website will offer a personalized shopping experience by showing recommended products based on customer interests and browsing history. They can create their own messages, adding a personal touch to their gift.

8. Social Technology

The website will integrate social media features, allowing customers to share their favorite products on platforms like Instagram and Facebook. Popular and highly rated products will be highlighted to encourage engagement.

4. Competitive Analysis

E-commerce companies	Website	Product range	Main colours	Weaknesses	Strengths	Opportunities
Company 1: Louis Vuitton	www.louisvuitton.com	Ultra-luxury fashion, leather goods, accessories, fragrances, home décor	Brown, Gold, Black	Extremely high prices, exclusive clientele, limited accessibility	The iconic luxury brand, strong exclusivity, and exceptional craftsmanship	Introduce luxury homeware and limited-edition gift collections.
Company 2: The White Company	www.thewhitecompany.com	Luxury home goods, clothing, gifts, bed linen	White, Grey, Black	Less customization available, limited product categories	Clean, minimalist style, high-quality products, great brand loyalty	Include personalized options, expand the product range in other categories.
Company 3: Harrods	www.harrods.com	High-end fashion, luxury gifts, home décor, beauty	Green, Gold, White	High prices may alienate budget-conscious customers.	Exclusive luxury selection, strong brand prestige	Provide mid-range luxury options for a wider audience.
Company 4: Jo Malone London	https://www.jomalone.com/	Luxury fragrances, candles, bath & body products	Cream, Black, White	Higher prices may alienate some shoppers.	High-end fragrance brand, sophisticated packaging, exclusivity	Offer gift sets with personalization (e.g., monogrammed candles or perfumes)

From my competitive analysis, I have learned that my luxury e-commerce shop will focus on **curating high-end products from well-known luxury brands** rather than selling handmade or in-house items. Unlike some competitors that focus on a single product category, my shop will offer a wide selection of luxury items, including beauty products, home décor, and gourmet chocolates, making it easier for customers to find the perfect luxury gift in one place.

One of the key things I noticed is that brands like Louis Vuitton and Harrods cater to ultra-luxury customers, making their products exclusive and sometimes inaccessible to a wider audience. While I want my store to maintain a high-end image, I also want to make luxury gifting **more approachable** by offering a carefully selected range of products that feel exclusive but are still accessible to those looking for premium gifts.

Another important factor is personalization. Some luxury brands, like The White Company and Jo Malone London, have limited customization options. To stand out, my store will offer luxury packaging, custom gift messages, and curated gift boxes to create a more **meaningful and memorable shopping experience** for customers. This will add an extra touch of exclusivity and allow customers to tailor their gifts to specific occasions.

I also realized that having a strong **online shopping experience** is crucial in the luxury market. High-quality visuals, detailed product descriptions, and an easy-to-use website will be essential for making my store feel premium. I want my customers to feel like they are getting a luxury shopping experience from the moment they visit the website to the moment they receive their beautifully packaged order.

By combining a diverse selection of luxury products, customization options, and an elegant online shopping experience, my store will offer something unique in the luxury gifting market.

5. Five key UX principles that will be applied to my luxury e-commerce website

1. Simplicity & Minimalism (Hick's Law)

Hick's Law states that the more choices a user has, the longer it takes them to decide.

A clean and simple design makes navigation easier and enhances the shopping experience.

My website will have a minimalist layout with a limited number of menu items and an uncluttered homepage. Instead of overwhelming users with too many products, the homepage will feature a curated selection of luxury items, creating a high-end and sophisticated feel.

2. High-Quality Visuals & Product Presentation (Jakob's Law)

Jakob's Law suggests that users expect websites to function similarly to ones they already know. In luxury e-commerce, this means customers anticipate high-quality visuals and an elegant presentation.

On my website, when users click on a product, it will open a new page where they can see detailed product descriptions, a bigger image, and all relevant information. The layout will be spacious, ensuring the product is the focus, without unnecessary distractions.

3. Clear & Persuasive CTAs (Fitts' Law)

Fitts' Law states that the time to move to a target (like a button) depends on its size and distance. Effective call-to-action (CTA) elements should be large, clear, and easy to click.

My website will have well-designed, visible CTA buttons, such as "Add to Cart," "Buy Now," and "Add to Wishlist." These buttons will be large, placed in easy-to-reach areas, and styled in contrasting colors to stand out while maintaining a luxury aesthetic.

4. Smooth & Intuitive Navigation (Miller's Law)

Miller's Law suggests that people can only hold 7 ± 2 items in their working memory, meaning navigation should be simple and intuitive.

My website will feature a clear, well-structured menu with logical categories like Home Décor, Beauty, Chocolates, and Gifts. Instead of overwhelming users with too many options at once, dropdown menus and filters will help them find what they need. A search bar with autocomplete suggestions will further improve navigation.

5. Personalized & Exclusive Experience (Principle of Least Effort)

The Principle of Least Effort suggests that users prefer experiences that require minimal effort and provide personalized content automatically.

My website will offer a personalized shopping experience by displaying recommended products based on browsing history and previous purchases. Customers will have the option to save favorite products to a wishlist and receive exclusive recommendations and offers based on their interests.

6. Colour palette

COLOUR PALETTE

#000000

#FFFFFF

#B3A37C

#A60613

#A9A9A9

#C7C7C7

#838383

#7777777

#F2F2F4

#F8F8F8

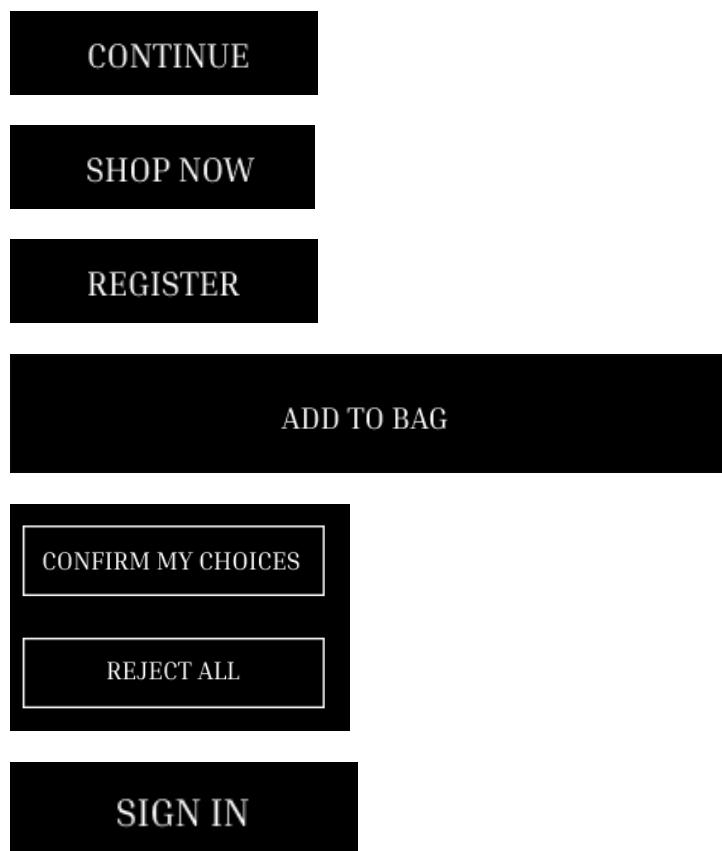
I used this colour palette in my luxury gift shop to create a sense of elegance, exclusivity, and sophistication. I chose:

- **Black (#000000)** because it represents power and luxury, giving the shop a high-end feel.
- **White (#FFFFFF)** to keep things pure, simple, and modern, balancing the darker tones.

- **Gold (#B3A37C)** to add a touch of wealth and success, making the shop feel more luxurious.
- **Deep Red (#A60613)** for passion and exclusivity, drawing attention to important elements.
- **Various Grays** for a refined and neutral background that lets the products shine without distraction.

All these colors work together to keep the shop looking premium and sophisticated while emphasizing the luxurious nature of my gifts.

7. CTA (Call to action buttons)



I chose black for the CTA buttons with white text because it looks sleek and sophisticated. Black represents luxury and elegance, while white ensures the text stands out clearly, making it easy for users to see and click. This simple, high-contrast design makes the buttons stand out without being overwhelming, perfect for guiding users through important actions like "Continue," "Register," or "Add to Bag."

8. Logo Design and Branding Choices



1. Font Choice: MonteCarlo

The logo uses the Montserrat font, a refined and elegant script typeface. This font was chosen because:

- It has a luxurious and sophisticated feel, aligning with the premium nature of the brand.
- The delicate, flowing script evokes a sense of exclusivity and high-end aesthetics.
- It represents elegance and timelessness, making the brand look prestigious and upscale.

2. Color Palette: Black & White

The color scheme of the logo consists of a black background with white typography. This choice enhances the luxury appeal:

- Black represents power, exclusivity, and sophistication, commonly used in high-end brands.
- White symbolizes purity, simplicity, and refinement, ensuring clarity and a modern, premium aesthetic.
- The contrast between black and white creates a bold yet minimalistic look, making the brand appear timeless and elegant.

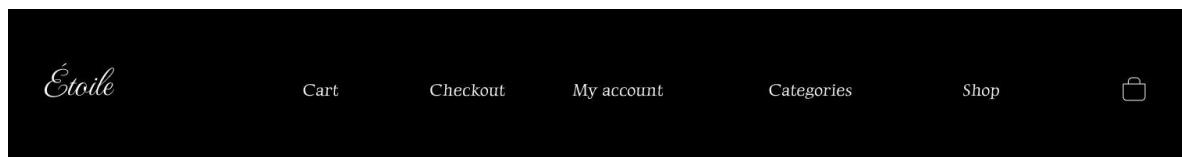
3. Brand Identity & Meaning of "Étoile"

The name "*Étoile*" means "star" in French, representing brilliance, prestige, and exclusivity. This aligns with the brand's vision of offering exceptional, high-quality gifts that shine and leave a lasting impression. The choice of a French word enhances the brand's luxury appeal, as French culture is often associated with elegance and sophistication.

This design ensures that the brand conveys a high-end, luxurious experience, making customers feel like they are selecting the finest gifts for special occasions.

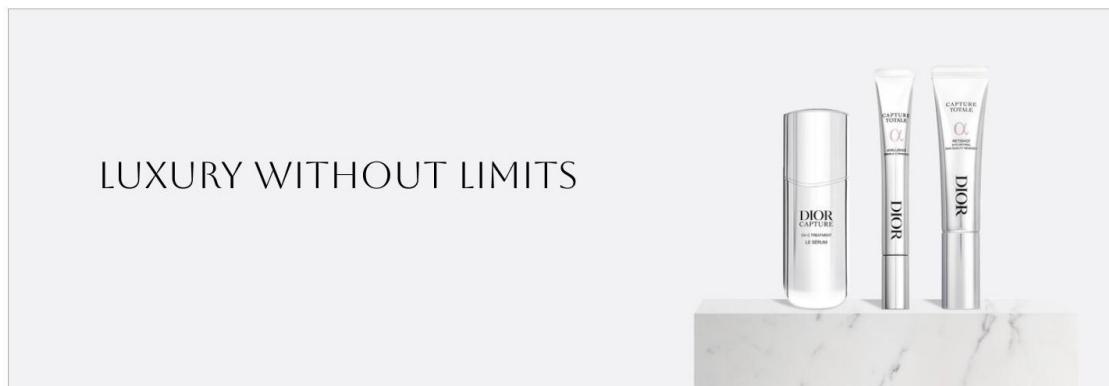
9. Wireframes

9.1 Home Page

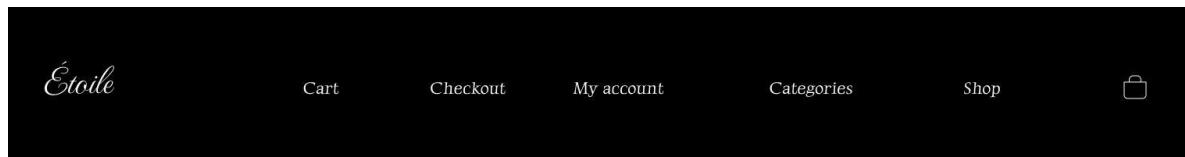


The Art of Gifting, Wrapped in Elegance.

At Étoile, we believe gifting should be as elegant as the moment it celebrates. From world-renowned luxury brands to our thoughtfully curated gift boxes, every gift embodies sophistication, style, and timeless beauty.



9.2 New In Page



TRENDING NOW



HOME DECOR

Elevate your space with timeless elegance.



CHOCOLATES

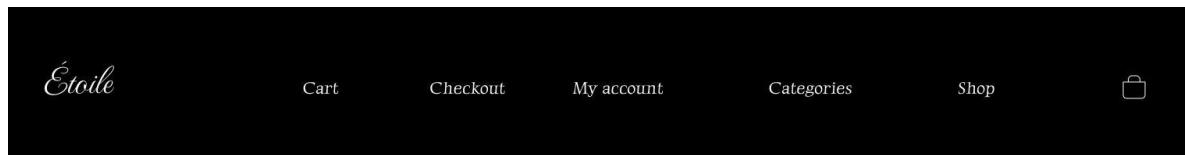
Pierre Marcolini: The Art of Luxury in Every Bite.



BEAUTY & GLOW

Glow Beyond Limits, Shine with Confidence.

9.3 New In Page – Ramadan Chocolates



RAMADAN CHOCOLATES

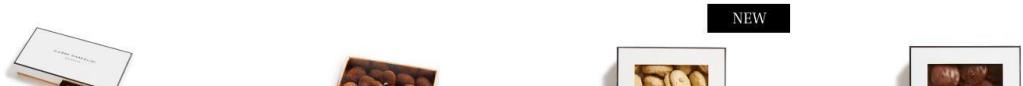


Malline Bel Orient
45€

Plumier XL of Petits Bonheurs
81€

XL of Petits Bonheurs
30€

Gourmet Cube
58€



9.4 Sort By Newest Page

The screenshot shows a dark-themed e-commerce website. At the top, there is a navigation bar with links for 'Cart', 'Checkout', 'My account', 'Categories', 'Shop', and a shopping bag icon. Below the navigation, a section titled 'RAMADAN CHOCOLATES - NEWEST' is displayed. This section features two products: 'Plumier XL of Petits Bonheurs' and 'Box of small dacquoises'. Each product has a small image, a 'NEW' badge, and its price (81€ and 30€ respectively). To the right of the products is a 'SORT BY' dropdown menu with options: 'RECOMMENDED' (selected), 'NEWEST' (highlighted in black), 'PRICE DESCENDING', and 'PRICE ASCENDING'. At the bottom of the page, there is a pagination element showing '1 of 1'.

RAMADAN CHOCOLATES - NEWEST

Plumier XL of Petits Bonheurs
81€

Box of small dacquoises
30€

SORT BY

RECOMMENDED

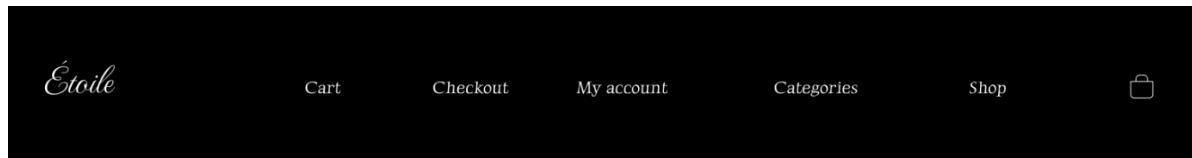
NEWEST

PRICE DESCENDING

PRICE ASCENDING

Prev | 1 of 1 | Next

9.5 Footer

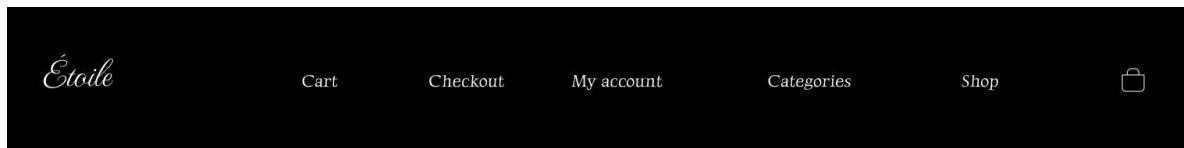


Information	Customer services	About us
Cookie preferences	FAQs	Careers
	Orders & payments	Terms & conditions
	Delivery & returns	Promotion terms
	Track order	Privacy policy
		Corporate

© 2025 Étoile Retail Limited

Customer Support

9.6 Ramadan Chocolates



CHOCOLATES

SORT BY



Malline Bel Orient
45€



Plumier XL of Petits Bonheurs
81€



XL of Petits Bonheurs
30€

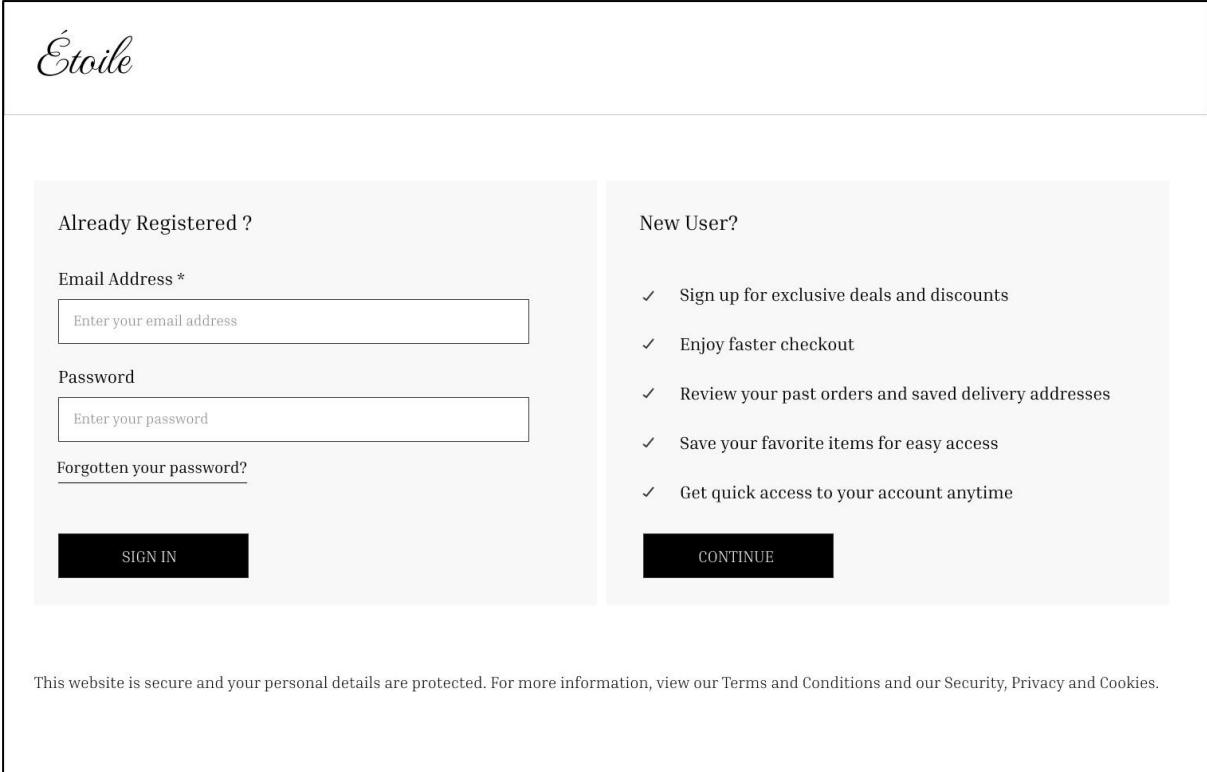


Gourmet Cube
58€



NEW

9.7 Sign in – Registration



The image shows a registration page for the Etoile website. At the top left, the brand name "Etoile" is displayed in a stylized font. The page is divided into two main sections: "Already Registered?" on the left and "New User?" on the right.

Already Registered?

Email Address *

Password

[Forgotten your password?](#)

SIGN IN

New User?

- ✓ Sign up for exclusive deals and discounts
- ✓ Enjoy faster checkout
- ✓ Review your past orders and saved delivery addresses
- ✓ Save your favorite items for easy access
- ✓ Get quick access to your account anytime

CONTINUE

At the bottom of the page, a note states: "This website is secure and your personal details are protected. For more information, view our Terms and Conditions and our Security, Privacy and Cookies."

9.8 New User – Register

The screenshot shows the registration form for the Etoile website. The header features the brand name "Etoile". The registration form is titled "Register" and includes fields for "Full Name *", "Email *", "Password *", and "Confirm password *". A "REGISTER" button is at the bottom. To the right, there's a section titled "Account Benefits" with three options: "Order Tracking" (keep an eye on order status and history), "New Arrivals" (stay updated on daily offers and new launches), and "Wishlist" (save preferred items for future purchase). At the bottom right, there's a checkbox for receiving email updates from Etoile.

Etoile

Register

Full Name *

Email *

Password *

Confirm password *

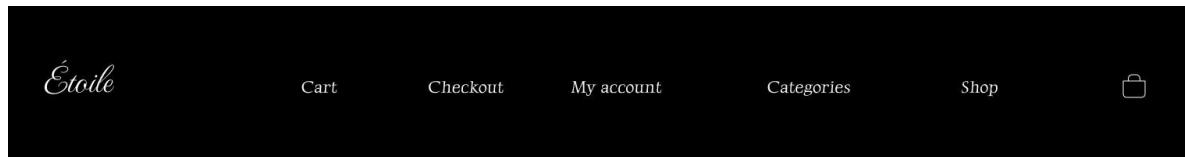
REGISTER

Account Benefits

- Order Tracking**
Keep an eye on your order status and history
- New Arrivals**
Stay updated on our daily offers and new launches
- Wishlist**
Save your preferred items for future purchase

Yes, send me FREE email updates from Etoile about products, services, promotions and offers inline with our [privacy policy](#).

9.9 Home Decor Page



HOME DECOR

SORT BY



Terra Bowl on Stand - Stone
475€



Lapis Teapot
500€



Zen Dinner Plate
230€

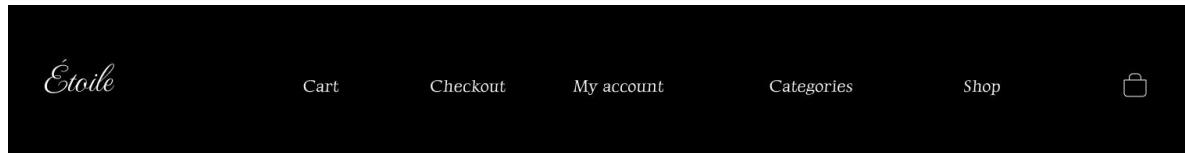


Perlée Dinnerware Set
722€

SALE



9.10 Selected Product



Terra Bowl on Stand

475€

Size:

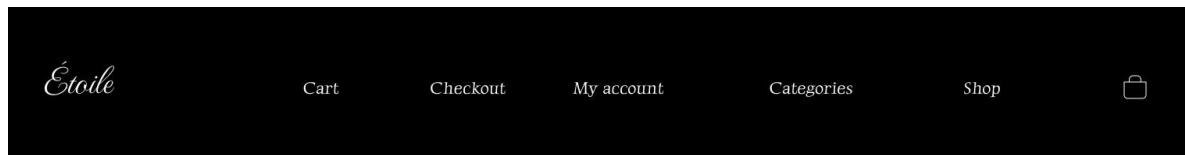


An iconic footed bowl in a weathered, mineral stone glaze that coordinates with pieces from our Timna collection.

DETAILS

11.25 in x 12 in dia (29 cm x 30 cm dia)
Fine Porcelain|Reactive Glaze

9.11 Selected Product – Selected Medium – Added to Wishlist



Terra Bowl on Stand

475€

Size:

Medium Large

- 1 +

ADD TO BAG



An iconic footed bowl in a weathered, mineral stone glaze that coordinates with pieces from our Timna collection.

DETAILS

11.25 in x 12 in dia (29 cm x 30 cm dia)
Fine Porcelain|Reactive Glaze

9.12 FAQ

Étoile

FAQ

-  Orders and payments >
-  Delivery >
-  Our services >
-  My account >
-  Site policies >
-  Contact us >

Call Us

Speak to one of our Customer Service advisors over the phone.

Opening hours:

Monday - Saturday: 10am - 6pm
Sunday: 12pm - 6pm
Call : +387 62 234 404

10. Visuals

10.1 Billboard 1

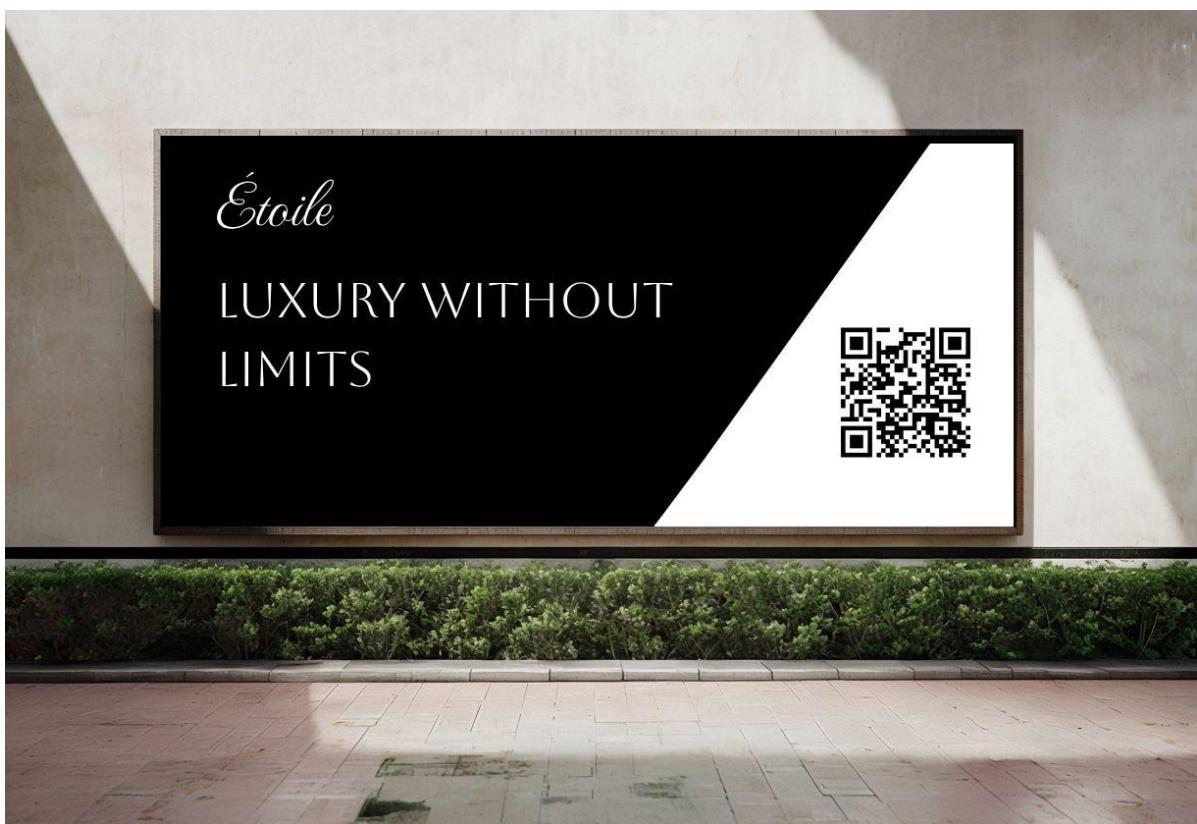


The tagline "*LUXURY WITHOUT LIMITS*" reinforces the brand's commitment to exclusivity and sophistication. This design effectively appeals to affluent customers seeking premium gifts.

10.2 Billboard 2



10.3 Billboard 3



10.4 Billboard 4



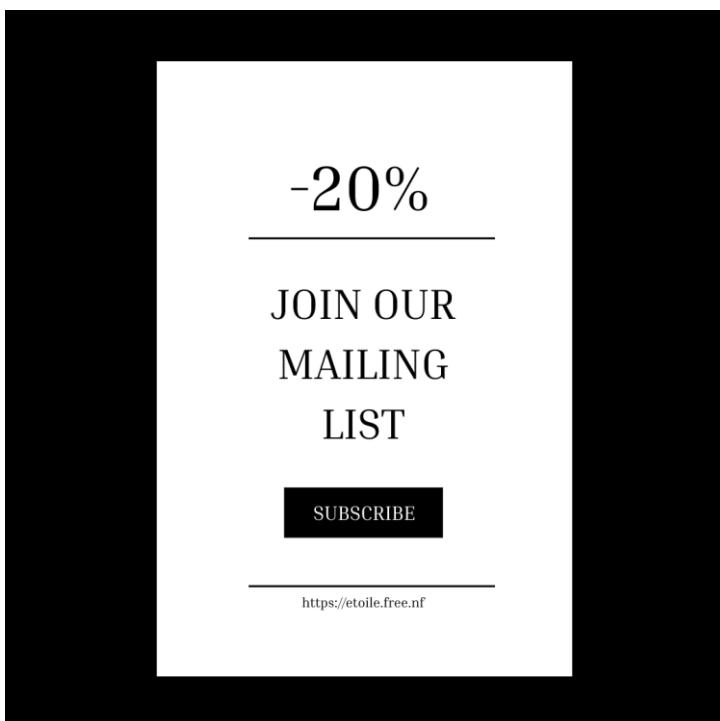
10.5 Billboard 5



10.6 Billboard 6



10.7 Media Visual



11. Figma Design Link

Link to a Figma: https://www.figma.com/design/tDq15CkETqRF7NaFFHcnv0/E-commerce-Project?node_id=0-1&t=deklqOS3sDh4zXo2-1

12. Business Model Canvas (BMC)

Key Partnerships 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	<ul style="list-style-type: none"> Luxury product suppliers and wholesalers. Payment processing companies. Logistics and shipping providers (BHPostra, EuroExpress, FedEx,). Marketing agencies and influencers. 	<ul style="list-style-type: none"> Digital marketing (SEO, social media, email campaigns). Sourcing and curating premium products. Managing inventory and supplier relationships. Website development and maintenance. Order fulfillment, packaging, and shipping logistics. 	<ul style="list-style-type: none"> Premium, high-quality luxury gifts curated for discerning customers. Exclusive and limited-edition products in home décor, beauty, and gourmet chocolates. Personalized gifting experience with custom messages and luxury packaging. Seamless online shopping experience with intuitive design and smooth navigation. Secure transactions and reliable international shipping. 	<ul style="list-style-type: none"> High-income individuals looking for exclusive gifts. Professionals seeking corporate gifts. Luxury shoppers who appreciate premium home decor, beauty, and gourmet chocolates. Couples looking for special occasion gifts. Individuals purchasing gifts for birthdays, anniversaries, weddings, and holidays.
Key Resources 			Channels 	
<ul style="list-style-type: none"> High-quality product suppliers and luxury brands. Secure e-commerce platform (e.g., WordPress with WooCommerce). Payment gateway integrations (credit cards, PayPal, digital wallets). Logistics and delivery partners for worldwide shipping. Skilled team for customer service, marketing, and technical support. 			<ul style="list-style-type: none"> Website development and maintenance costs. Product sourcing and inventory management. Digital marketing and advertising expenses. Packaging and branding costs for luxury presentation. Customer support and operational expenses. Logistics and shipping fees. 	
Cost Structure 			Revenue Streams 	
<ul style="list-style-type: none"> Website development and maintenance costs. Product sourcing and inventory management. Digital marketing and advertising expenses. Packaging and branding costs for luxury presentation. Customer support and operational expenses. Logistics and shipping fees. 			<ul style="list-style-type: none"> One-time product sales. Premium packaging and personalized message services. Subscription-based luxury gift boxes (e.g., monthly curated gift sets). Limited edition and seasonal gift collections at premium pricing. 	

13. Revenue Model

1. Subscription Model

- The Basic Membership gives access to basic perks like discounts and notifications.
- The Premium Membership includes all the Basic benefits, plus the ability to buy luxury gift boxes and add a personalized note (for a fee).
- The Elite Membership offers everything from the Premium level, plus extra perks like free personalized notes, luxury wrapping, and free shipping.

2. Transaction-Based Revenue

- One-Time Product Sales: Direct sales of luxury gifts, home decor, beauty products, and gourmet chocolates.
- Gift Cards & Store Credits: Offering both digital and physical gift cards, ensuring future spending and store loyalty.

3. Affiliate & Influencer Marketing

- Affiliate Program: Partnering with luxury influencers and lifestyle bloggers who promote products and earn a commission per sale.
- Referral Discounts: Existing customers receive discounts or store credits when they refer a friend who makes a purchase.

4. Commission-Based Model

- Corporate Gifting Service: Businesses placing bulk orders for employee and client gifting, with a commission-based pricing structure for customizations and personalization.

5. Pay-Per-Use Model

- Personalized Gifting Services: Customers can opt for premium customization like exclusive gift wrapping and adding a special personalized note for an extra charge.

6. Pricing Strategies

- Value-Based Pricing: Pricing based on the perceived value of premium products and services.
- Psychological Pricing: Prices set at €99 instead of €100 to encourage higher conversion rates.
- Competitive Pricing: Benchmarking against other luxury e-commerce gift shops to remain competitive while maintaining exclusivity.

- CAC (Customer Acquisition Cost) Strategy: Factoring in the cost of acquiring new customers through marketing and promotions to maintain profitability.

14. Business Strategies

1. Differentiation Strategy

- Premium & Exclusive Product Offering: Position the brand as a luxury gift shop by offering high-end and limited-edition gifts.
- Brand Image & Prestige: Focus on high-quality visuals, storytelling, and marketing campaigns that emphasize craftsmanship, exclusivity, and elegance.

2. Niche Market Strategy (Focus Strategy)

- Target high-income individuals, professionals, and luxury shoppers who are willing to pay a premium for unique and high-quality gifts.
- Cater to corporate gifting needs by offering premium packaging and branding services for businesses looking to impress clients and employees.
- Specialize in luxury seasonal gift boxes, gift boxes, and limited-edition collections to create a sense of exclusivity.

3. Customer Intimacy Strategy

- Loyalty & Membership Programs: Introduce a VIP membership that provides early access to new collections, exclusive discounts, and curated gift suggestions.
- High-Touch Customer Support: Provide 24/7 concierge-style support via email.

4. Digital & Influencer Marketing Strategy

- Luxury Influencer Collaborations: Partner with high-end lifestyle influencers and bloggers to enhance brand credibility and reach an affluent audience.
- Social media & Content Marketing: Instagram, Pinterest, and TikTok to showcase luxurious product visuals and customer testimonials.
- SEO & Retargeting Campaigns: Implement SEO strategies, Google Ads, and retargeting campaigns to maximize visibility and conversion rates.

5. Premium Pricing & Revenue Maximization Strategy

- **Value-Based Pricing:** Price products based on their exclusivity, craftsmanship, and luxury appeal rather than cost-based pricing.
- **Upselling & Cross-Selling:** Encourage customers to purchase premium add-ons like handwritten notes, luxury wrapping, and express shipping.
- **Subscription & Recurring Revenue:** Introduce a luxury subscription box model where customers receive high-end, curated gifts on a monthly or seasonal basis.

15. 4Ps strategy

PRODUCT	PRICE	PLACE	PROMOTION
Luxury gift boxes, chocolates, beauty products, and corporate gifts. Personalization options (notes, wrapping, engraving). Limited-edition and seasonal collections.	Premium pricing to maintain exclusivity. Value-based pricing reflecting luxury and craftsmanship. Psychological pricing (€99 instead of €100). Discounts for bundles, subscriptions, and corporate clients.	Online e-commerce website for direct sales. Pop-up events in high-end locations to create exclusivity. Physical store in the future for a more immersive luxury shopping experience.	Social media marketing (Instagram, TikTok, Facebook). SEO & ads to target luxury shoppers. Email campaigns for exclusive deals. Loyalty & membership perks for VIP customers.

16. Functional and non-functional requirements

16.1 Functional Requirements

16.1.1 Homepage & Navigation

- When the user clicks on the logo in the navbar, they are redirected to the home page.
- The home page displays three categories: *Home Decor*, *Chocolate*, and *Beauty*.
- The user can click on the “Shop Now” button, which redirects them to the category they selected.
- The footer includes links for navigation to internal pages and external social media (Instagram and Facebook).
- The navbar includes the following links:
 - Shop
 - My Account
 - Your Cart
 - FAQ
 - Checkout
 - Refund and Returns Policy

16.1.2 Cart Interaction

- The user sees an icon:
 - A mini-cart icon which opens a side dialog showing a summary of the cart (always accessible).
- When the user clicks on “Your Cart” in the navbar, they are taken to the detailed cart page.
- On the detailed cart page, the user can:
 - Increase or decrease the quantity of products.
 - Remove products from the cart.
 - Click on a product photo to view its detailed product page.
 - Add a coupon code to the order.

- Check and update delivery options by entering a new postal code and delivery address.
- Choose to pay using Google Pay, Card or PayPal.

16.1.3 Checkout Process

- Clicking “Proceed to Checkout” brings the user to the checkout page.
- The user is offered Express Checkout options via Google Pay, Card or PayPal.
- Under that, there is a "Continue" section for manual input.
- The user must fill in Contact Information with their email, which will be used to send order updates.
- The user can edit the shipping address or check the box to use the same address for billing.
- If the user is from Bosnia and Herzegovina, free shipping is applied automatically.
- In the Payment section, the user:
 - Enters card number and payment details.
 - Has the option to save payment info for future purchases.

16.1.4 Additional Order Info

- The user can:
 - Choose whether to receive an invite to review the order via CusRev.
 - Add a note to the order.
- Before finalizing, the user must agree to Terms and Conditions and the Privacy Policy.
- The user clicks the “Place Order” button to confirm the purchase.

16.1.5 Order Summary & Confirmation

- An order summary panel is shown on the right-side during checkout. It includes:
 - Product image, name, quantity, old and new prices.
 - Coupon field.
 - Subtotal, delivery info, and total price.
- After placing the order, the “Order Received” page is shown.
 - Displays order number, date, total, email, and payment confirmation link.
 - Lists product(s) ordered, shipping address, billing address, and additional info like review opt-in.
 - Clicking on the product name takes the user back to the product details page, which includes:
 - “You May Like...” section.
 - “Related Products” section.

16.1.6 Shop Page

- When the user clicks on “Shop” from the navbar, they are redirected to the Shop page.
- The Shop page displays products in a grid layout:
 - 3 products per row
 - 3 rows per page
 - A total of 9 products per page
- At the top of the Shop page, the text “Showing 1–9 of 20 results” indicates the current view and total number of available products.
- Each product listing includes:
 - Product image and name
 - Price (with discount shown if applicable)
 - A “SALE” badge on the top-right corner of the product image (only for products on sale)
 - An “Add to Cart” button

- If the product is already in the cart, the button updates to show “1 in cart”, “2 in cart”, etc., reflecting quantity.
- Below the “Add to Cart” button, if the product is already in the cart, a “View Cart” link is displayed:
 - This link takes the user directly to the cart page.
 - It is only visible under products that are currently in the cart.
 - The “View Cart” link disappears automatically after about 2 minutes.

16.1.7 Search and Sorting

- A Search field is present on the Shop page.
- The user can sort the product list using the following sorting options:
 - Default sorting
 - Sort by popularity
 - Sort by average rating
 - Sort by latest
 - Sort by price: low to high
 - Sort by price: high to low

16.1.8 Pagination

- At the bottom of the Shop page, users can navigate between pages using:
 - Numbered links (1, 2, 3...)
 - A “Next Page” button

16.1.9 Footer on Shop Page

- The footer appears at the bottom of the Shop page and includes:
 - Location Information
 - Quick Access Page Links:
 - HOME DECOR
 - BEAUTY
 - CHOCOLATES
 - GIFTS FOR HER
 - GIFTS FOR HIM
 - Social Media Links:
 - Facebook
 - Instagram

16.1.10 Search Functionality

- On the Shop page, the user can type a keyword into the Search field and click the Search button.
- After performing a search, the user is redirected to a new page that shows:
 - The breadcrumb navigation:
Home / Shop / Search results for “{search term}”
 - A heading indicating the search results:
Search results for: “{search term}”

When there are results:

- The page displays all matching products in the standard grid layout.
- For example, a search for “este lauder” displays:
 - Product: Estée Lauder Night Serum
 - Price: 128,00 €

When there are no results:

- If no matching products are found, the user sees this message: "No products were found matching your selection."
- Below that message, the Search field appears again, allowing the user to try a new search (for example, if they made a typo).

16.1.11 Sorting in Search Results

- Even after searching, the user can sort the search results using the same dropdown as on the main Shop page.
- Sorting options include:
 - Default sorting
 - Sort by popularity
 - Sort by average rating
 - Sort by latest
 - Sort by price: low to high
 - Sort by price: high to low

16.1.12 My Account Section

When the user clicks on the "My Account" option in the navigation menu, they are directed to their personal account dashboard. The dashboard interface consists of a vertical left-hand menu, with the following options:

- Dashboard
- Orders
- Downloads
- Addresses
- Payment Methods
- Account Details
- Log Out

Each option provides the user with access to different functionalities associated with their account.

1. Dashboard

When the user enters the dashboard, they see a personalized greeting: "Hello, [User Name] (not [User Name]? Log out)."

Below the greeting there is a short description:

"From your account dashboard, you can view your recent orders, manage your shipping and billing addresses, and update your password and account details."

At the bottom of the dashboard, the user can log out by clicking the "Log Out" link.

At the bottom of the dashboard, the user is provided with an option to log out of their account by clicking the "Log Out" link.

2. Orders

The Orders section displays a table of all the user's previous orders, with the following details provided for each order:

- Order Number (Clickable for detailed view)
- Date of Purchase
- Order Status (e.g., Processing)
- Total Cost (with quantity of items)
- Action (View button)

Clicking the "View" button directs the user to a detailed order summary, which includes:

- Order Number, Date, and Status
- Product Details: Listed with product name, quantity, and price
- Subtotal, Shipping Costs, Payment Method, and Total
- Billing Address: Full billing details including name, address, and email
- Shipping Address: Full shipping details
- An option to receive a review request for the order with a checkbox to opt-in:
"Would you like to be invited to review your order? Check here to receive a message from CusRev with a review form."

3. Downloads

If the user has no downloadable content available, the Downloads section will display the message:

"No downloads available yet. Browse products"

A link to return to the shop will be provided.

4. Addresses

In the Addresses section, the user is shown the following default addresses that will be used during the checkout process:

- Billing Address (with an Edit option)
- Shipping Address (with an Edit option)

Clicking on "Edit Billing Address" or "Edit Shipping Address" allows the user to modify the respective address details.

5. Edit Billing Address

When the user clicks the "Edit Billing Address" button, they are presented with the following editable fields:

- Email Address (Required)
- First Name (Required)
- Last Name (Required)
- Country / Region (Required)
- Street Address (Required)
- Apartment, Suite, Unit (Optional)
- Postcode / ZIP (Required)
- Town / City (Required)
- Canton (Optional)
- Phone Number (Optional)

After making the necessary changes, the user can click the "Save Address" button to update the billing information.

6. Edit Shipping Address

When the user clicks the "Edit Shipping Address" button, they are presented with the following editable fields:

- First Name (Required)
- Last Name (Required)
- Country / Region (Required)
- Street Address (Required)
- Apartment, Suite, Unit (Optional)
- Postcode / ZIP (Required)
- Town / City (Required)
- Canton (Optional)

After making any changes, the user can click "Save Address" to save their updated shipping details.

7. Payment Methods

If the user has not saved any payment methods, the Payment Methods section will display the message:

"No saved methods found."

The user will be provided with an option to "Add Payment Method" to link a new payment option to their account.

Once the user adds a payment method, the system will store the information securely for future transactions.

8. Account Details

In the Account Details section, the user is able to view and update their account information. This section includes the following editable fields:

- First Name (Required)
- Last Name (Required)
- Display Name: This will be how the user's name is displayed on their account page and in reviews (Required)
- Email Address (Required)

Password Change:

- Current Password: To change the password (Leave blank to leave unchanged)
- New Password: For setting a new password (Leave blank to leave unchanged)
- Confirm New Password

The user can click the "Save Changes" button to update their account details.

Log Out

The Log Out option allows the user to sign out of their account. When the user clicks on "Log Out", they are redirected to the login page where they can re-enter their credentials to sign back in.

15.1.13 FAQ Section

When the user clicks on the FAQ link, they will see answers to common questions, including:

- What is Étoile?
Étoile is a luxury gift shop offering premium chocolates, home décor, beauty products, and exclusive gifts.
- Where do you deliver?
Deliveries are available throughout Bosnia and Herzegovina, with international shipping coming soon.
- Do you offer custom gift packaging?
Yes, customers can choose custom Étoile packaging and add a personal note.
- Are all products guaranteed authentic?
Yes, all products are 100% authentic, sourced from verified distributors and luxury suppliers.

15.1.14 Refund and Returns Policy

When the user clicks on Refund and Returns Policy, they will see the following:

Return Window:

Returns are accepted within 30 days. The item must be unused and in original packaging.

Refund Process:

Once the return is received, users will be notified by email. Refunds are processed to the original payment method.

Exchanges:

Only defective or damaged items can be exchanged.

Sale Items:

Sale items cannot be refunded.

Help:

For questions, customers can email etoile@gmail.com.

17.2 Non-Functional Requirements

17.2.1 Performance

- Pages should load within 2 seconds.
- Cart and mini cart interactions should feel instant.

17.2.2 Responsiveness

- Fully responsive on mobile, tablet, and desktop devices.

17.2.3 Usability

- Clean and luxury-style UI.
- Easy navigation with clear CTAs (Call to Actions).

17.2.4 Security

- Secure checkout using HTTPS.
- Payment info handled securely.
- Option to save card info with proper encryption.

17.2.5 Availability

- The website should be available 99.9% of the time.

17.2.6 Scalability

- Should support increased traffic during promotions or holidays.

17.2.7 SEO Friendly

- URLs, metadata, and headings optimized for search engines.

18. Plugins

18.1 WooCommerce

WooCommerce is used to add e-commerce functionality to the website. It allows us to create a full online store, including features like product listings, shopping cart, checkout, payment options, and order management. It was chosen because it is flexible, easy to customize, and widely supported, making it a reliable solution for building and managing an online shop.

18.2 Really Simple Security

Really Simple Security is used to improve the website's overall security. It helps protect the site from common threats like unauthorized logins, spam, and basic attacks, without making the system complicated.

18.3 Limit Login Attempts Reloaded

Limit Login Attempts Reloaded is used to protect the website against brute-force attacks by limiting the number of logins attempts from the same IP address.

18.4 Wordfence Security

Wordfence Security is used to provide advanced protection for the website through features like firewall protection, malware scanning, and real-time traffic monitoring.

18.5 Yoast SEO

Yoast SEO is used to optimize the website for search engines by improving meta titles, descriptions, keywords, and overall content readability.

18.6 WooCommerce Stripe Gateway

WooCommerce Stripe Gateway is used to enable secure online payments through Stripe directly on the website.

18.7 WooCommerce PayPal Payments

WooCommerce PayPal Payments is used to allow customers to pay using their PayPal accounts or other supported payment methods.

18.8 Customer Reviews for WooCommerce

Customer Reviews for WooCommerce is used to collect and display customer feedback on products to build trust and encourage more sales.

18.9 Advanced Google reCAPTCHA

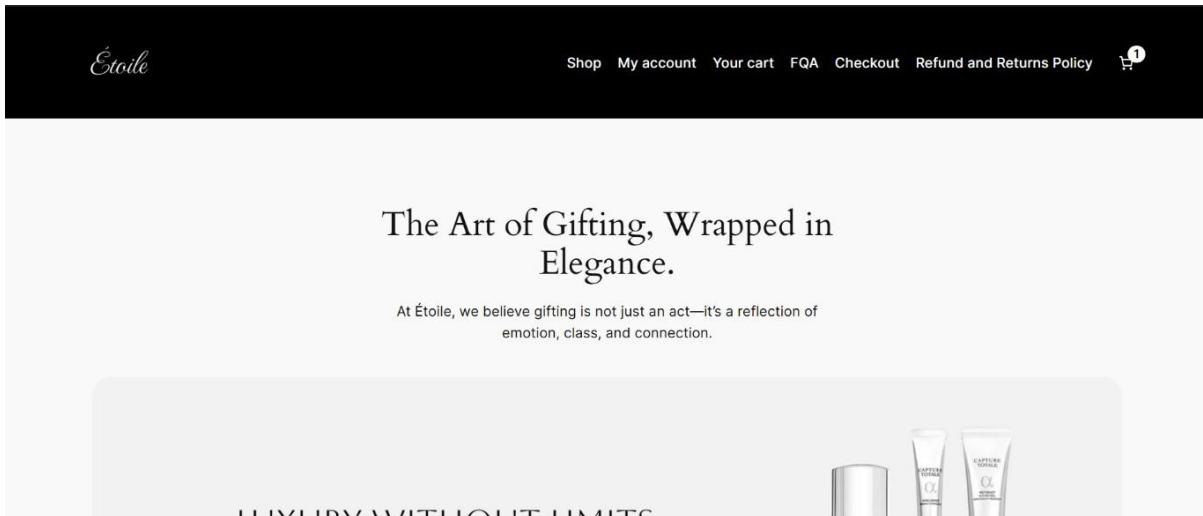
Advanced Google reCAPTCHA is used to protect the website from spam and bot attacks, particularly on forms like registration, login, and contact forms.

18.10 Payment Plugins for Stripe WooCommerce

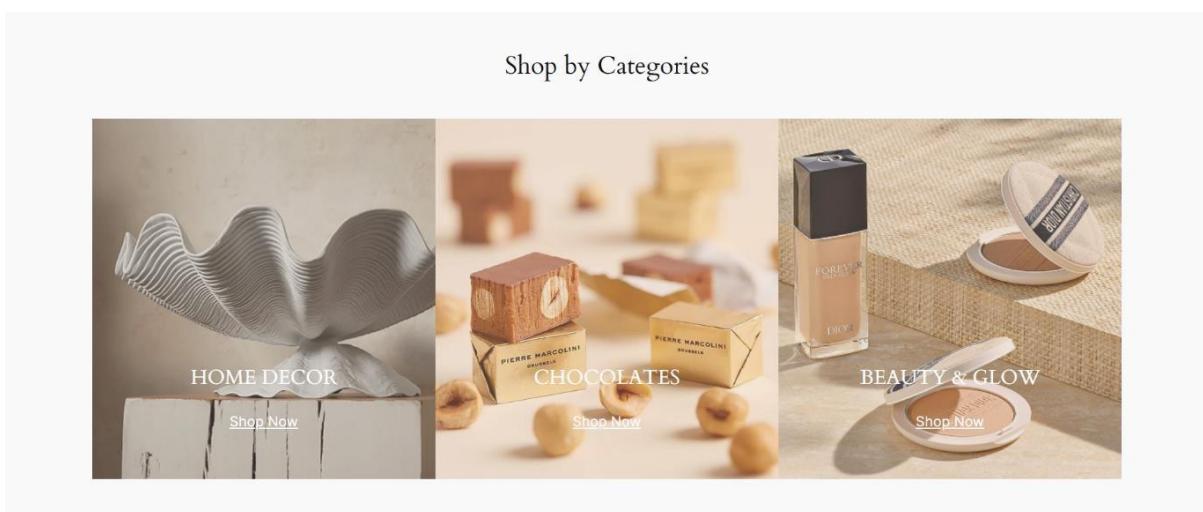
Payment Plugins for Stripe WooCommerce is used to integrate Stripe's full payment functionality with WooCommerce, supporting payments through major credit cards and other Stripe-supported methods.

19. Overview of website

19.1 Home Page

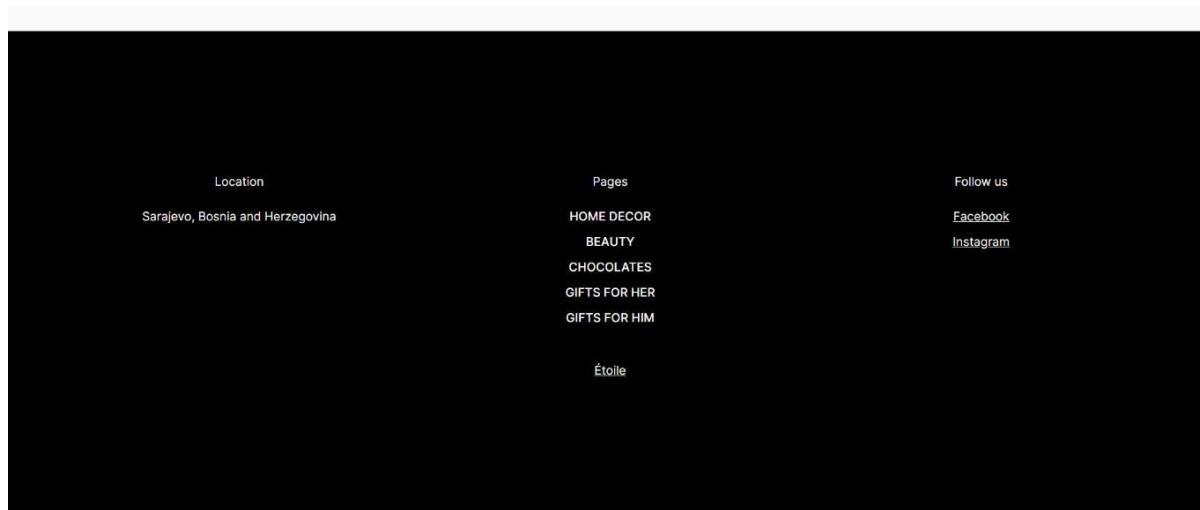


Picture 1. Home Page



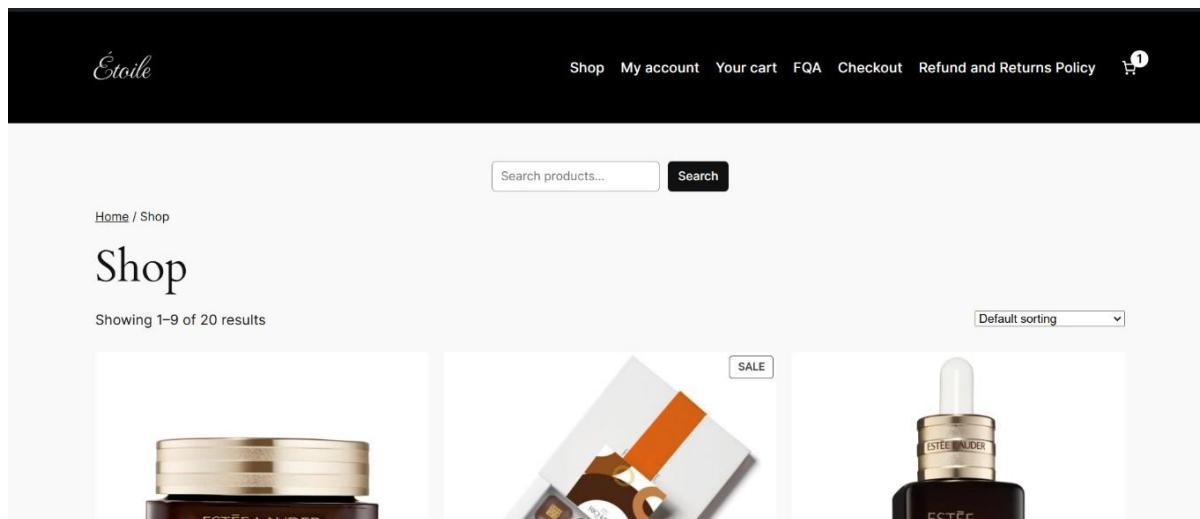
Picture 2. Home Page – Continue

19.2 Footer

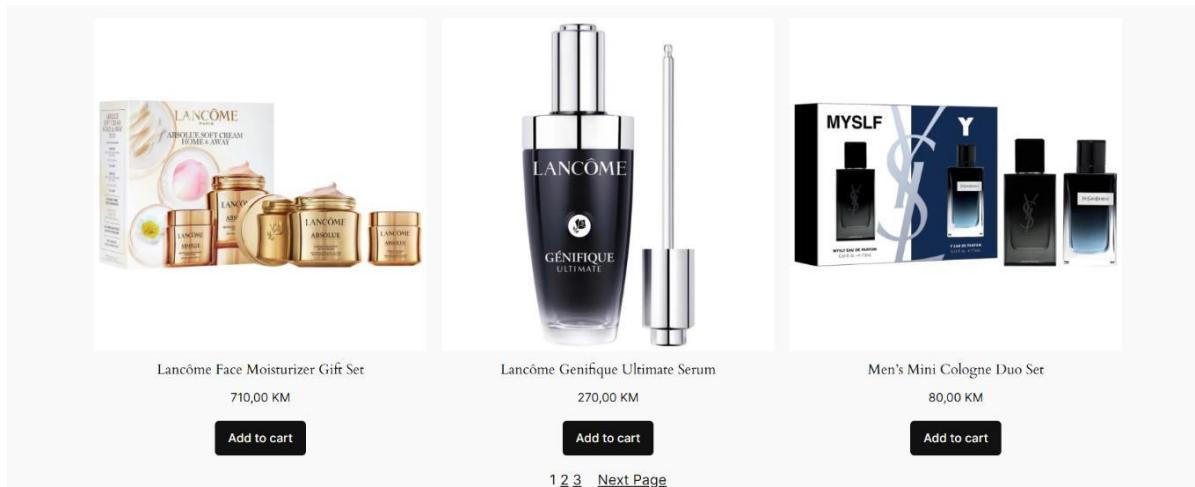


Picture 3. Footer

19.3 Shop Page



Picture 4. Shop Page

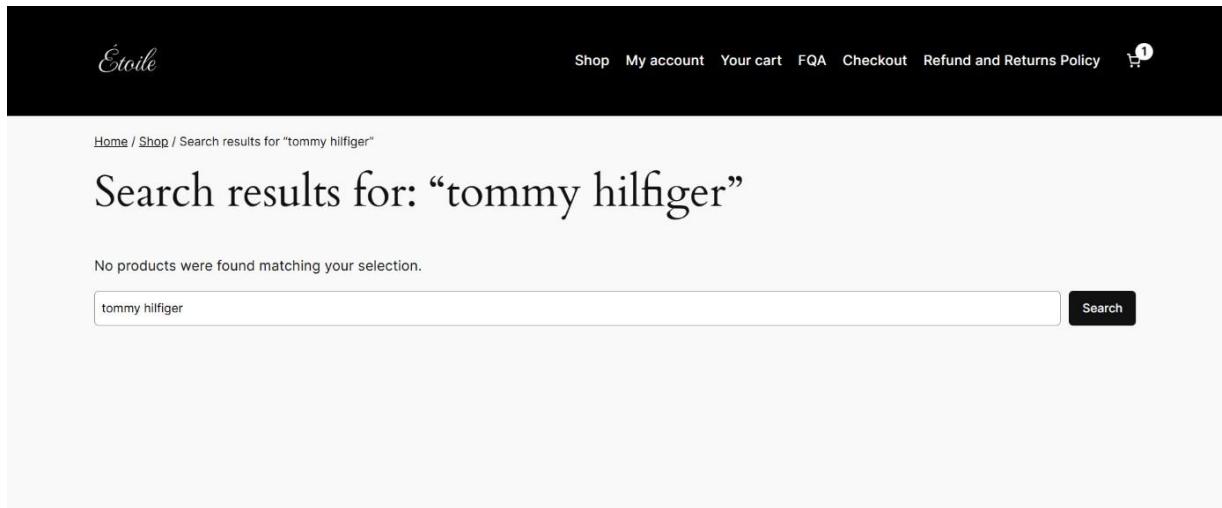


Picture 5. Shop Page – Continue

19.4 Search Results

Picture 6. Search Results

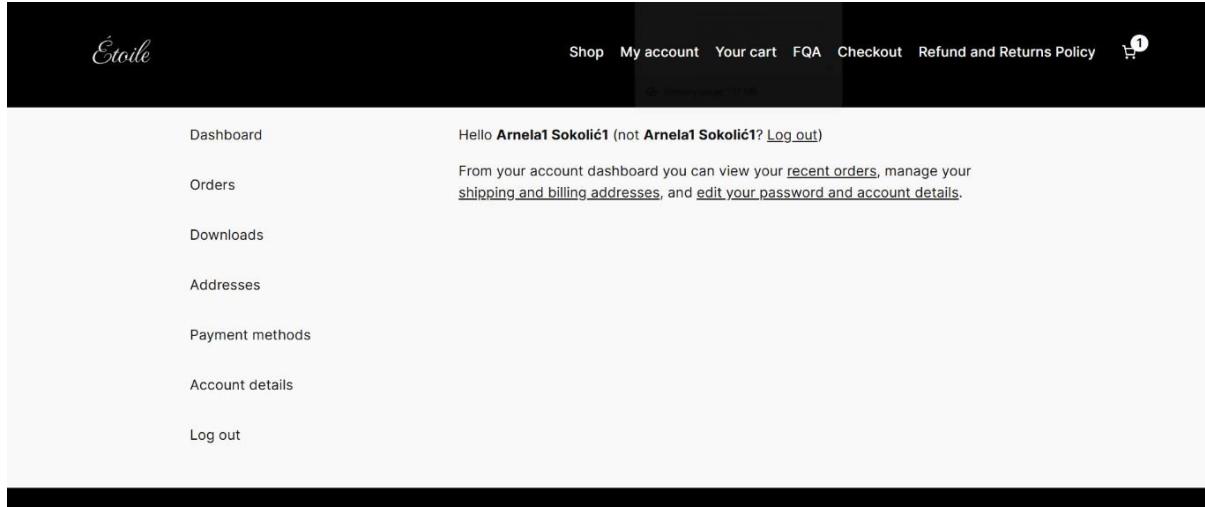
19.5 Search No Results



Picture 7. Search No Results

19.6 My account

19.6.1 Dashboard



Picture 8. My account - Dashboard

19.6.2 Orders

The screenshot shows the 'Orders' section of the Etoile My account page. At the top, there is a navigation bar with links: Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon with a notification count of 1. Below the navigation bar is a sidebar with links: Dashboard, Orders (which is underlined), Downloads, Addresses, Payment methods, Account details, and Log out. The main content area displays a table of recent orders:

Order	Date	Status	Total	Actions
#298	April 23, 2025	Processing	198,00 KM for 2 items	<button>View</button>
#293	April 23, 2025	Processing	150,00 KM for 1 item	<button>View</button>
#260	April 23, 2025	Processing	199,00 KM for 1 item	<button>View</button>
#259	April 23, 2025	Processing	398,00 KM for 2 items	<button>View</button>

Picture 8. My account – Orders

19.6.3 Downloads

The screenshot shows the 'Downloads' section of the Etoile My account page. At the top, there is a navigation bar with links: Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon with a notification count of 1. Below the navigation bar is a sidebar with links: Dashboard, Orders, Downloads (which is underlined), Addresses, Payment methods, Account details, and Log out. The main content area displays a message: "No downloads available yet." with a small circular icon. There is also a "Browse products" button.

Picture 9. My account – Downloads

19.6.4 Addresses

The screenshot shows the Etode website's account page. At the top, there is a navigation bar with links for Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon with a notification count of 1. Below the navigation bar, there is a sidebar with links for Dashboard, Orders, Downloads, and Log out. The main content area is titled "Billing address" and "Shipping address". Under "Billing address", there is a link to "Edit Billing address". The address listed is Arnela Sokolić, Bjelašnička, Sarajevo, 71000. Under "Shipping address", there is a link to "Edit Shipping address". The address listed is Arnela Sokolić, Bjelašnička, Sarajevo, 71000.

Picture 10. My account – Addresses

19.6.5 Billing Address

The screenshot shows the Etode website's account page with the "Addresses" section selected. The main content area is titled "Billing address". There are fields for Email address * (filled with sunflower.012107@gmail.com), First name * (Arnela), Last name * (Sokolić), and Country / Region * (Bosnia and Herzegovina). Other sections like "Downloads", "Payment methods", and "Account details" are also visible in the sidebar.

Picture 11. Address – Billing Address

19.6.6 Shipping Address

The screenshot shows the Etode website's account page. The top navigation bar includes links for Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon with a notification '1'. On the left, a sidebar lists Dashboard, Orders, Downloads, Addresses (which is underlined), Payment methods, Account details, and Log out. The main content area is titled 'Shipping address'. It contains fields for First name * (Arnela), Last name * (Sokolić), Country / Region * (Bosnia and Herzegovina), and Street address * (Bjelašnička). The 'Addresses' link in the sidebar is highlighted.

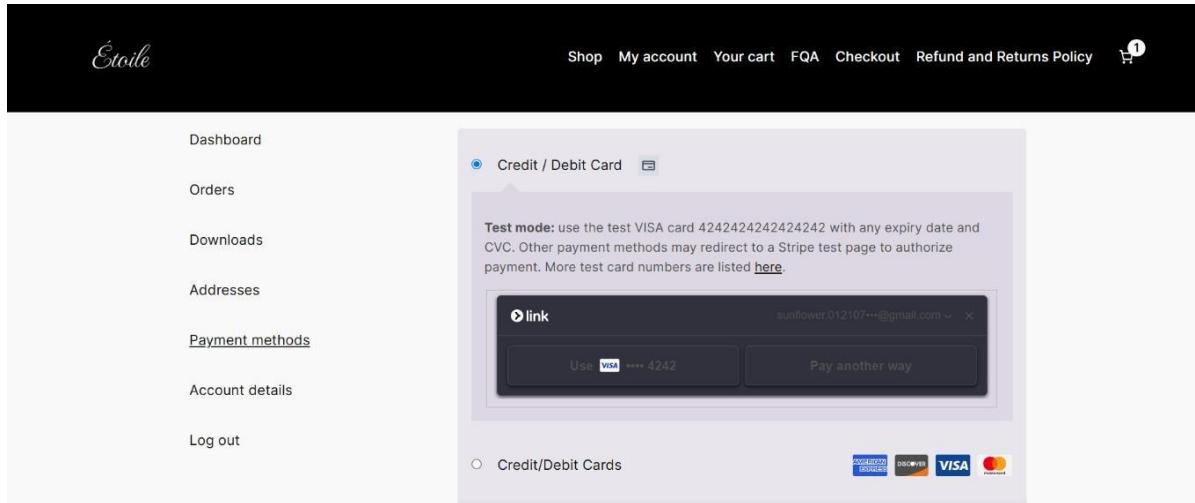
Picture 12. Address – Shipping Address

19.6.7 Payment Methods

The screenshot shows the Etode website's account page. The top navigation bar includes links for Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon with a notification '1'. On the left, a sidebar lists Dashboard, Orders, Downloads, Addresses, Payment methods (which is underlined), Account details, and Log out. The main content area displays a message: 'No saved methods found.' with a blue circular icon containing a question mark. Below this, there is a link to 'Add payment method'.

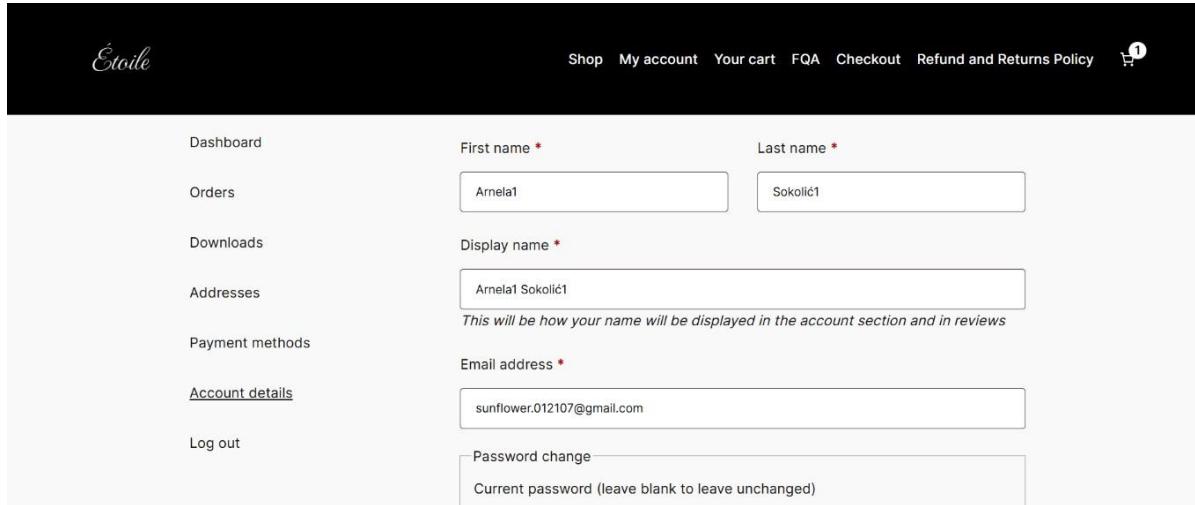
Picture 12. Payment Methods

19.6.8 Add Payment Methods



Picture 13. Payment Methods – Add payment method

19.6.9 Account Details



Picture 14. Payment Methods – Add payment method

20.7 Cart Page

The screenshot shows the 'Your cart' page for the Etode website. At the top, there's a navigation bar with links for Shop, My account, Your cart, FAQ, Checkout, and Refund and Returns Policy. The main title 'Your cart' is centered above a table. The table has three columns: PRODUCT, TOTAL, and CART TOTALS. In the PRODUCT column, there's an image of a chocolate box labeled 'Box of 72 squares of dark and milk chocolate'. Below it, the product name 'Box of 72 squares of dark and milk chocolate' is listed, followed by the original price '110,00 KM' and the discounted price '99,00 KM'. A button labeled 'SAVE 11,00 KM' is shown. A small description below the box reads: 'Venezuela, Dominican Republic, Ecuador, Sao Tomé... Take a journey around the world and discover the...'. There are quantity controls (-, 1, +) and a 'Remove item' link. In the TOTAL column, the price '99,00 KM' is listed. In the CART TOTALS column, there's a link 'Add a coupon' with a dropdown arrow. Below that, 'Subtotal' is listed as '99,00 KM'. Under 'Delivery', it says 'Free shipping' and 'FREE'. It also indicates delivery to '71000, SARAJEVO, BOSNIA AND HERZEGOVINA' with a dropdown arrow. A radio button is selected next to 'Free shipping FREE'. The final total 'Total' is listed as '99,00 KM'.

Picture 15. Cart Page

This screenshot continues the cart page from Picture 15. It shows a section titled 'You may be interested in...' with an image of a chocolate box labeled 'Petits RICHART Box of 49 filled chocolates'. A 'SALE' badge is visible. Below the image, the product name 'Petits RICHART Box of 49 filled chocolates' is listed with the price '49,00 KM' and a 'Add to cart' button. To the right, there's a summary of the cart: 'Total' and '99,00 KM'. Below this, there are payment options: a blue button for 'PayPal' and a black button for 'Proceed to Checkout'. A horizontal line with the word 'OR' in the center separates the two buttons.

Picture 16. Cart Page – Continue

20.8 Checkout Page

The screenshot shows the Etoile checkout page. At the top left is the brand name "Étoile". Below it is a section titled "Express Checkout" with four payment method buttons: "G Pay", "link VISA 4242", "Pay with PayPal", and "Debit or Credit Card". A link "Or continue below" is present. To the right is the "Order summary" table:

Order summary	
1 Petits RICHART Extase Box of 100 filled chocolates	199,00 KM 150,00 KM
Discovery, Curiosity, Amazement, Intensity, Pleasure... This unique box of 100 Petits RICHART Intense is the...	
Add a coupon	
Subtotal	150,00 KM
Delivery	FREE Free shipping

Picture 17. Checkout Page

This screenshot shows the continuation of the Etoile checkout page. It includes a note about card information being used for future payments, a checkbox for saving payment info, and a PayPal payment method. Below these are sections for "Additional order information" and "Terms and Conditions". The "Place Order" button is at the bottom.

By providing your card information, you allow ETOILE to charge your card for future payments in accordance with their terms.

Save payment information to my account for future purchases.

PayPal

Additional order information

Would you like to be invited to review your order? Check here to receive a message from CusRev (an independent reviews service) with a review form.

Add a note to your order

By proceeding with your purchase you agree to our Terms and Conditions and Privacy Policy

[← Return to Cart](#) **Place Order**

The "Order summary" table is identical to Picture 17:

Order summary	
1 Petits RICHART Extase Box of 100 filled chocolates	199,00 KM 150,00 KM
Discovery, Curiosity, Amazement, Intensity, Pleasure... This unique box of 100 Petits RICHART Intense is the...	
Add a coupon	
Subtotal	150,00 KM
Delivery	FREE Free shipping
Total	150,00 KM

Picture 18. Checkout Page – Continue

20.9 Order Received

The screenshot shows the Ettoile website's order confirmation page. At the top, there is a black header bar with the brand name "Ettoile" on the left and navigation links: Shop, My account, Your cart, FAQ, Checkout, and Refund and Returns Policy on the right. Below the header, the main content area has a light gray background. The title "Order received" is centered at the top of this area. A message "Thank you. Your order has been received." follows. Below this, there is a table with order details:

Order #:	Date:	Total:	Email:	Payment:
313	April 27, 2025	99,00 KM	sunflower.012107@gmail.com	Link

Under the table, the text "Order details" is followed by another table:

Product	Total
<u>Box of 72 squares of dark and milk chocolate × 1</u>	99,00 KM

Finally, the text "Shipping:" is listed with the value "Free shipping".

Picture 19. Order Received

20.10Empty Cart

The screenshot shows the Ettoile website's empty cart page. It features a black header bar with the brand name "Ettoile" and navigation links: Shop, My account, Your cart, FAQ, Checkout, and Refund and Returns Policy. The main content area has a light gray background. The title "Your cart" is centered at the top. Below it is a large, dark gray circular icon containing a white sad face emoji. To the right of the icon, the text "Your cart is currently empty!" is displayed. Further down, the section "New in store" is shown, featuring a horizontal grid of five small product images, each with a "SALE" badge.

Picture 20. Empty Cart

20.11 Refund and Returns Policy

The screenshot shows the Etoile website's navigation bar at the top, featuring links for Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon. Below the navigation, there is a large black rectangular area containing two sections of text: 'What is Étoile?' and 'Where do you deliver?'. The 'What is Étoile?' section includes a short description of the shop's offerings. The 'Where do you deliver?' section includes a note about current delivery within Bosnia and Herzegovina and a statement that international shipping is coming soon.

What is Étoile?

Étoile is a luxury gift shop offering a thoughtfully curated collection of premium chocolates, elegant home décor, high-end beauty products, and exclusive gifts for every occasion.

Where do you deliver?

We currently deliver throughout Bosnia and Herzegovina. International shipping is coming soon!

Picture 21. FQA

20.12 FQA

The screenshot shows the Etoile website's navigation bar at the top, featuring links for Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon. Below the navigation, there are two main sections: 'Overview' and 'Refunds'. The 'Overview' section contains general information about the refund policy, including a note that it lasts 30 days and that items must be unused and in original packaging. It also lists exempt items like perishable goods. The 'Refunds' section provides specific instructions for completing a return, such as requiring a receipt and not sending the item back to the manufacturer. A note at the bottom states that once a return is received and inspected, an email will be sent to the customer.

Overview

Our refund and returns policy lasts 30 days. If 30 days have passed since your purchase, we can't offer you a full refund or exchange.

To be eligible for a return, your item must be unused and in the same condition that you received it. It must also be in the original packaging.

Several types of goods are exempt from being returned. Perishable goods such as chocolates cannot be returned.

To complete your return, we require a receipt or proof of purchase.

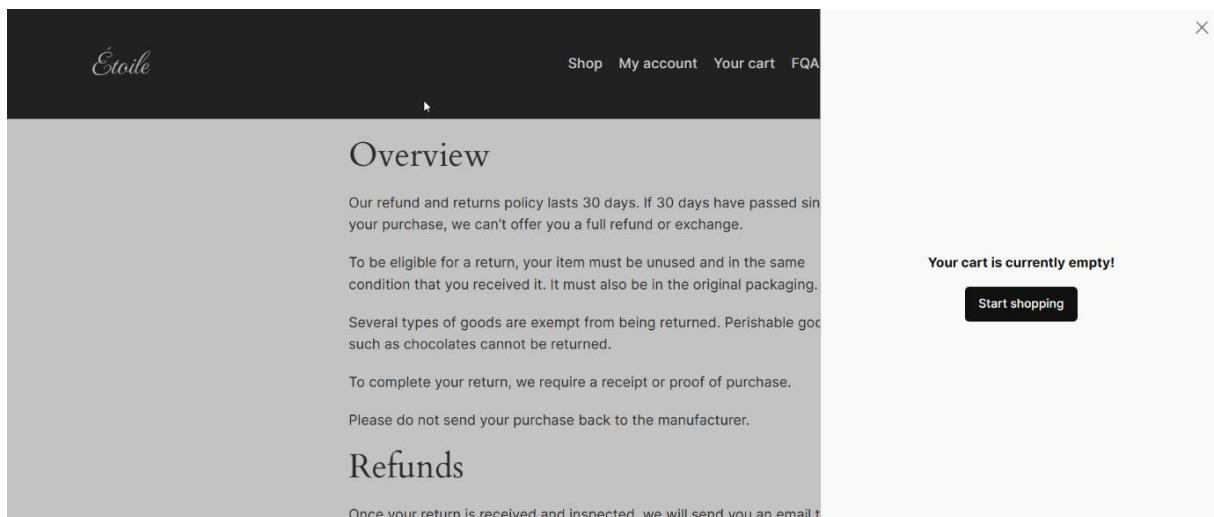
Please do not send your purchase back to the manufacturer.

Refunds

Once your return is received and inspected, we will send you an email to

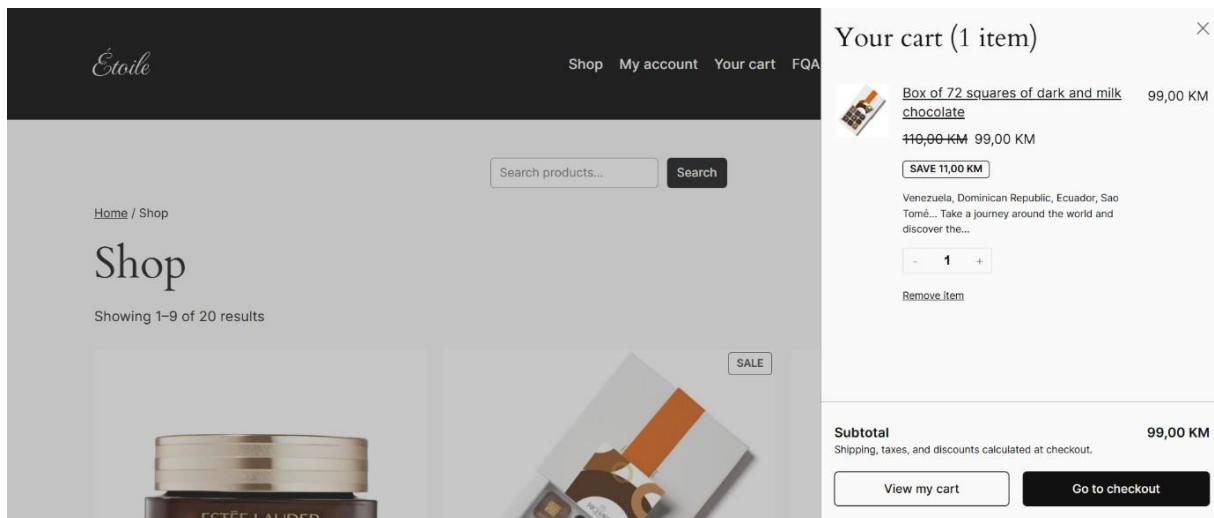
Picture 22. Refund and Returns Policy

20.13 Mini Cart – Empty



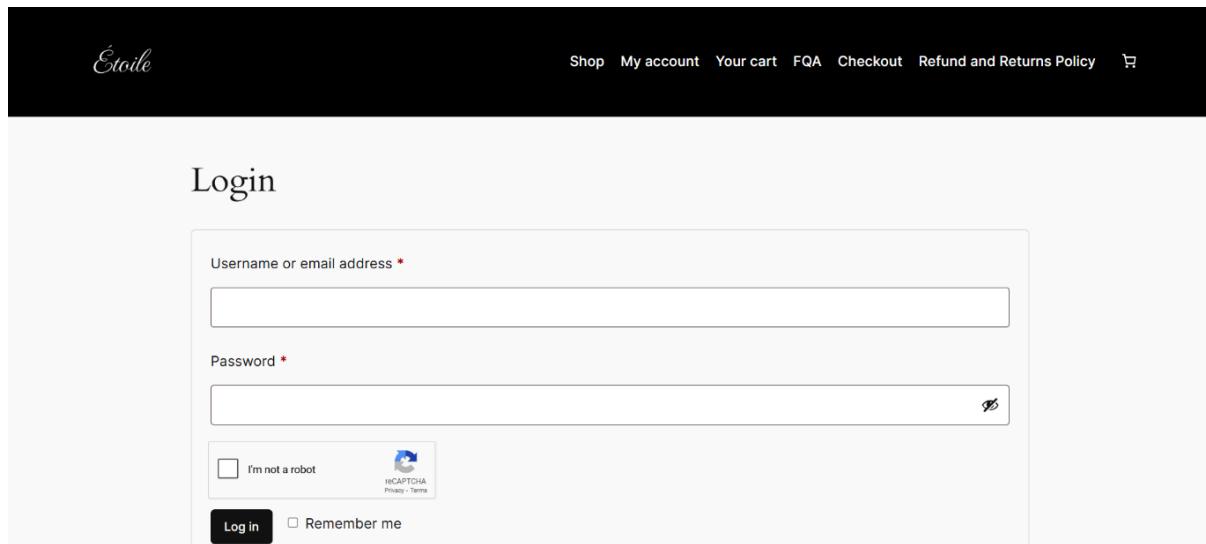
Picture 23. Mini Cart – Empty

20.14 Mini Cart



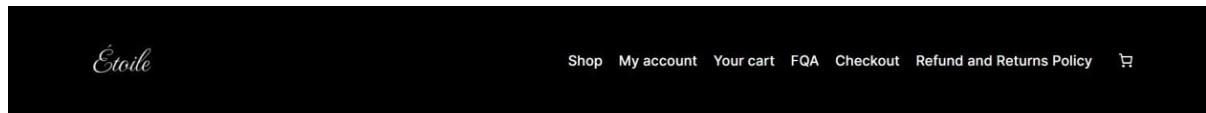
Picture 24. Mini Cart – Empty

20.15 Login



Picture 25. Login

20.16 Navigation



Picture 26. Navigation

21. Mobile Responsiveness

21.1 Home Page and Footer



The Art of Gifting,
Wrapped in Elegance.

At Étoile, we believe gifting is not just an act
—it's a reflection of emotion, class, and
connection.

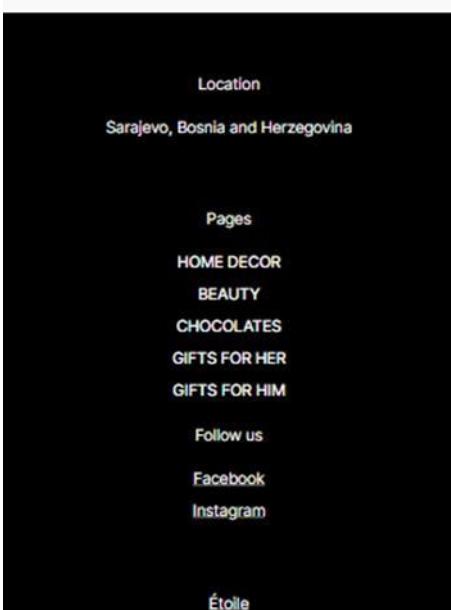
LUXURY WITHOUT LIMITS



Shop by Categories



Picture 27. Home Page



Picture 28. Footer

21.2 Mini Cart and Shop Page

Your cart (1 item) ×

 [Box of 72 squares of dark and milk chocolate](#) 99,00 KM
110,00 KM 99,00 KM
SAVE 11,00 KM

Venezuela, Dominican Republic, Ecuador, Sao Tomé... Take a journey around the world and discover the...

- 1 +

[Remove item](#)

Subtotal 99,00 KM

[View my cart](#)

Go to checkout

Étoile = 

Search

[Home / Chocolates](#)

Chocolates

Showing all 7 results [Default sorting](#)


Box of 72 squares of dark and milk chocolate
110,00 KM 99,00 KM
1 in cart


Irresistible Box of 25 French macarons
140,00 KM 99,00 KM
Add to cart


Peris RICHART Box
SALE


Peris RICHART
SALE

Picture 29. Cart Page

Picture 30. Shop Page -Category Chocolates

21.3 Shop Page and Search

The screenshot shows the Etoile Shop page. At the top, there is a search bar with the placeholder "Search products..." and a "Search" button. Below the search bar, the word "Shop" is displayed. A message indicates "Showing 1-9 of 20 results". A dropdown menu shows "Default sorting". There are two product cards visible:

- Advanced Night Repair Skin Treatment**: An orange jar of skincare product. Price: 199,00 KM. Buttons: "Add to cart".
- Box of 72 squares of dark and milk chocolate**: A box of chocolates with a "SALE" badge. Price: 110,00 KM - 99,00 KM. Buttons: "1 in cart".

Picture 31. Shop Page

The screenshot shows the Etoile search results page for "este lauder". The header includes the Etoile logo and a shopping cart icon with a notification count of 1. The URL in the address bar is "Home / Shop / Search results for \"este lauder\"". The main content area displays the search results with the heading "Search results for: \"este lauder\"". It says "Showing the single result" and has a dropdown menu set to "Relevance". The result is a product card for the Estée Lauder Advanced Night Serum.

Product	Price
Estée Lauder Advanced Night Serum	260,00 KM

Add to cart button is present.

Picture 32. Search

21.4 Cart Page and Checkout

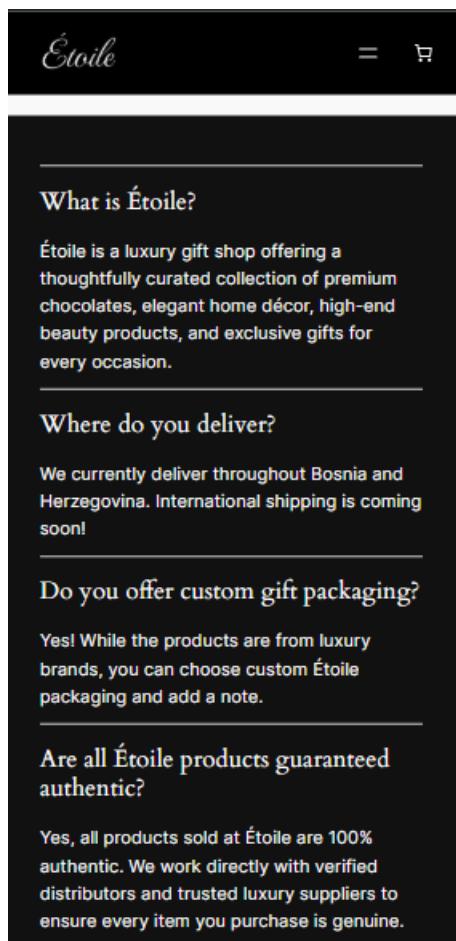
The screenshot shows the cart page for the brand Étoile. At the top, there's a logo and a search bar. Below that, the heading "Your cart" is displayed. A single item is listed: "Box of 72 squares of dark and milk chocolate" priced at 99,00 KM. It includes a "SAVE 11,00 KM" badge, a price comparison from 110,00 KM, and a short product description: "Venezuela, Dominican Republic, Ecuador, Sao Tomé... Take a journey around the world and discover the...". There are quantity controls (-, 1, +) and a "Remove item" link. Below the cart area, a section titled "You may be interested in..." shows a "SALE" item: a "Box of 72 squares of dark and milk chocolate" with a "Proceed to Checkout" button.

Picture 33. Cart Page

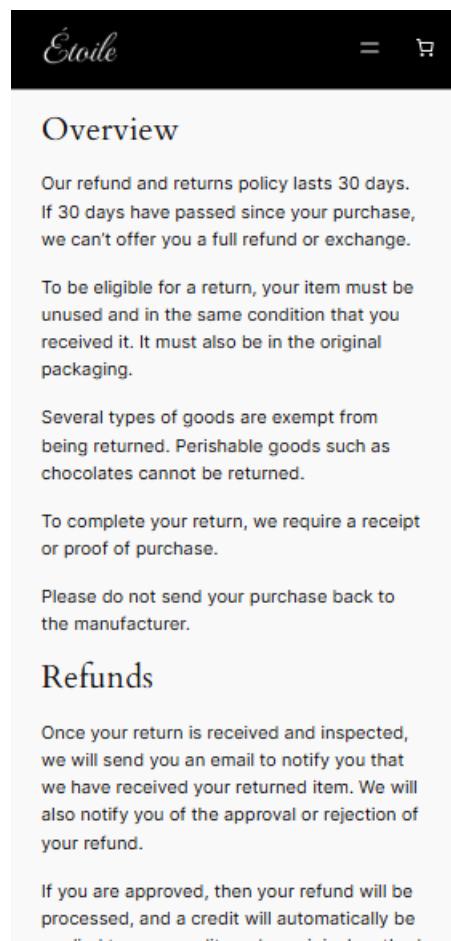
The screenshot shows the checkout page for Étoile. At the top, it says "Order summary" and "99,00 KM". Below that, there's a "Express Checkout" section with four payment method options: "G Pay" (black background), "link | VISA 4242" (green background), "Pay with PayPal" (yellow background), and "Debit or Credit Card" (dark grey background). To the right of these options, there's a link "Or continue below". Further down, there's a "Contact information" section with a note: "We'll use this email to send you details and updates about your order." and an input field for "Email address" containing "sunflower.012107@gmail.com". Finally, there's a "Shipping address" section with a note: "Enter the address where you want your order delivered."

Picture 34. Checkout

21.5 FQA and Refund and Returns Policy



Picture 35. FQA



Picture 36. Refund and Returns Policy

21.6 Account dashboard and Orders

The screenshot shows the Ettoile account dashboard. At the top, there is a dark header bar with the brand name "Ettoile" and a shopping cart icon. Below the header is a light-colored sidebar containing the following navigation links:

- Dashboard
- Orders
- Downloads
- Addresses
- Payment methods
- Account details
- Log out

Below the sidebar, there is a message: "Hello Arnela1 Sokolić1 (not Arnela1 Sokolić1? [Log out](#))". Underneath this message, there is a paragraph of text: "From your account dashboard you can view your [recent orders](#), manage your [shipping and billing addresses](#), and [edit your password](#) and account details." At the bottom of the sidebar, there are sections for "Location" (Sarajevo, Bosnia and Herzegovina) and "Pages" (HOME DECOR, BEAUTY, CHOCOLATES).

Picture 37. Account Dashboard

The screenshot shows the Ettoile account orders page. At the top, there is a dark header bar with the brand name "Ettoile" and a shopping cart icon. Below the header is a light-colored table listing two recent orders:

Date:	April 28, 2025
Status:	Processing
Total:	99,00 KM for 1 item

A large black "View" button is centered below the first order's details. Another table for the second order is partially visible below it.

Picture 38. Orders

21.7 Downloads and Addresses

The screenshot shows the Etoile website's navigation bar with the brand name and a search icon. Below the navigation, there is a sidebar menu with the following items: Dashboard, Orders, Downloads, Addresses, Payment methods, Account details, and Log out. A message box at the bottom left states "No downloads available yet." with a link to "Browse products". The main content area is blacked out.

- Dashboard
- Orders
- Downloads
- Addresses
- Payment methods
- Account details
- Log out

No downloads available yet.
[Browse products](#)

Picture 39. Orders

The screenshot shows the Etoile website's navigation bar with the brand name and a search icon. Below the navigation, there is a sidebar menu with the following items: Dashboard, Orders, Downloads, Addresses, Payment methods, Account details, and Log out. The main content area displays a message: "The following addresses will be used on the checkout page by default." Below this, there are two sections: "Billing address" and "Shipping address", each with an "Edit" link and the address details. The "Billing address" section shows: Arnela Sokolić, Bjelašnička, Sarajevo, 71000. The "Shipping address" section shows: Arnela Sokolić, Bjelašnička.

The following addresses will be used on the checkout page by default.

Billing address

[Edit Billing address](#)

Arnela Sokolić
Bjelašnička
Sarajevo
71000

Shipping address

[Edit Shipping address](#)

Arnela Sokolić
Bjelašnička

Picture 40. Addresses

21.8 Billing Address and Shipping Address

The screenshot shows the left side of a two-column address entry interface. At the top, there's a dark header bar with the brand name "Etiole" and a menu icon. Below the header, a vertical navigation menu lists several options: Dashboard, Orders, Downloads, Addresses, Payment methods, Account details, and Log out. The "Addresses" option is underlined, indicating it's the active section. The main content area is titled "Billing address". It contains fields for Email address (with a placeholder value), First name (Arnela) and Last name (Sokolić), Country / Region (Bosnia and Herzegovina), Street address (Bjelašnička), and an optional Apartment, suite, unit, etc. field.

Billing address

Email address *

sunflower.012107@gmail.com

First name * Last name *

Arnela Sokolić

Country / Region *

Bosnia and Herzegovina

Street address *

Bjelašnička

Apartment, suite, unit, etc. (optional)

Picture 41. Billing Address

The screenshot shows the right side of the two-column address entry interface. It has a similar header and navigation menu as the left side. The main content area is titled "Shipping address". It contains fields for First name (Arnela) and Last name (Sokolić), Country / Region (Bosnia and Herzegovina), Street address (Bjelašnička), and an optional Apartment, suite, unit, etc. field. There is also a partially visible "Postcode / ZIP *" field at the bottom.

Shipping address

First name * Last name *

Arnela Sokolić

Country / Region *

Bosnia and Herzegovina

Street address *

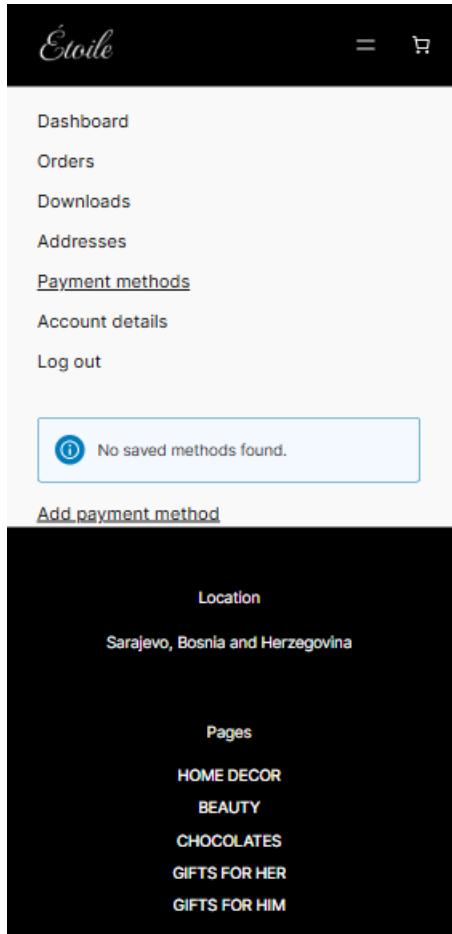
Bjelašnička

Apartment, suite, unit, etc. (optional)

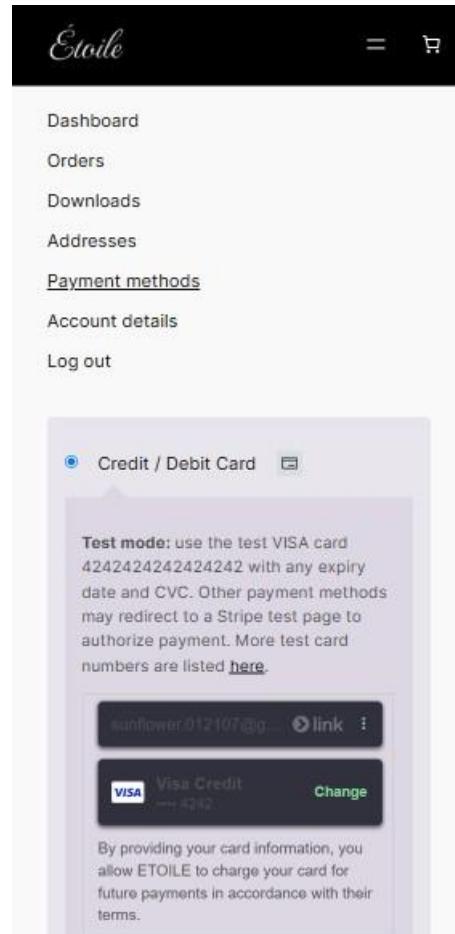
Postcode / ZIP *

Picture 42. Shipping Address

21.9 Payment Method and Add Payment Method



Picture 43. Payment Method



Picture 44. Add Payment Method

21.10 Account Details and Change Password

The screenshot shows the user's account settings. On the left, a sidebar lists 'Dashboard', 'Orders', 'Downloads', 'Addresses', 'Payment methods', 'Account details' (which is selected and underlined), and 'Log out'. Below this, there are fields for 'First name *' (Arnela1) and 'Last name *' (Sokolić). A note above these fields states: 'This will be how your name will be displayed in the account section and in reviews'. There is also a 'Display name *' field containing 'Arnela1 Sokolić'. Another note above this field states: 'This will be how your name will be displayed in the account section and in reviews'. Further down, there is an 'Email address *' field with the value 'sunflower.012107@gmail.com'. On the right side, there is a 'Password change' section with fields for 'Current password' (empty), 'New password' (empty), and 'Confirm new password' (empty). A note above the password fields states: 'Current password (leave blank to leave unchanged)'. A note above the confirmation field states: 'New password (leave blank to leave unchanged)'. At the bottom right, there is a 'Save changes' button and a 'Location' section showing 'Sarajevo, Bosnia and Herzegovina'.

Picture 45. Account Details

Picture 46. Change Password

22. Link of the Website

- [Étoile](#)

23. WordPress Credentials

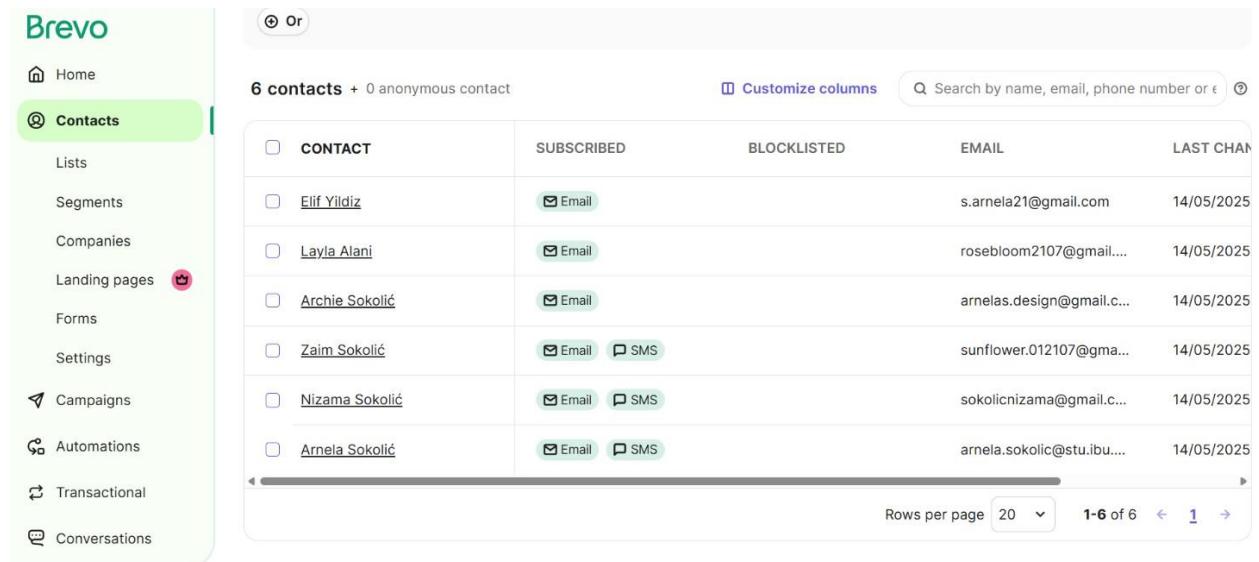
Username: sunflower.012107@gmail.com

Password: arnela21lol

24.Email Marketing Campaign

24.1 Contacts

I accessed the **Contacts** module in Brevo and created a new contact list. I added **six contacts**. These contacts were prepared specifically for the Yves Saint Laurent promotional campaign. I also created a List where I can easily add contacts when creating a campaign.



The screenshot shows the Brevo Contacts module interface. On the left, there's a sidebar with navigation links: Home, Contacts (which is highlighted in green), Lists, Segments, Companies, Landing pages (with a red notification badge), Forms, Settings, Campaigns, Automations, Transactional, and Conversations. The main area displays a table titled "6 contacts + 0 anonymous contact". The table has columns: CONTACT, SUBSCRIBED, BLOCKLISTED, EMAIL, and LAST CHAN. The contacts listed are:

CONTACT	SUBSCRIBED	BLOCKLISTED	EMAIL	LAST CHAN
Elif Yıldız	Email		s.arnela21@gmail.com	14/05/2025
Layla Alani	Email		rosebloom2107@gmail....	14/05/2025
Archie Sokolić	Email		arnelas.design@gmail.c...	14/05/2025
Zaim Sokolić	Email SMS		sunflower.012107@gma...	14/05/2025
Nizama Sokolić	Email SMS		sokolicnizama@gmail.c...	14/05/2025
Arnela Sokolić	Email SMS		arnela.sokolic@stu.ibu....	14/05/2025

At the bottom right of the table, there are buttons for "Rows per page" (set to 20), "1-6 of 6", and navigation arrows. There's also a search bar at the top right with placeholder text "Search by name, email, phone number or e..." and a refresh icon.

The screenshot shows the Brevo interface for managing lists. On the left sidebar, under the 'Lists' category, 'Lista 1' is highlighted. The main content area is titled 'Lists' and contains a brief description: 'This is where you organize your lists. Create, modify, and manage custom lists for targeted interactions, and keep them in folders for easy navigation.' Below this is a search bar and a table listing one item:

Lists	ID	Folder	Contacts	Creation date	Actions
Lista 1	#5	Your First Folder	6	May 14, 2025 18:33	⋮

At the bottom right of the table, there are pagination controls: 'Rows per page: 20', '1-1 of 1', and a page number '1'.

24.2 Campaign

The screenshot shows the Brevo interface for managing campaigns. On the left sidebar, under the 'Campaigns' category, 'Étoile | Yves Saint Laurent 2...Now 29,00 € (Limited Offer!)' is listed. The main content area is titled 'Campaigns' and contains a search bar and a table showing campaign statistics:

Étoile Yves Saint Laurent 2...Now 29,00 € (Limited Offer!)		Recipients	Opens	Clicks	Unsubscribed
<input type="checkbox"/>	#1 - Scheduled for Aug 1, 2025 7:00 PM	0 0%	0 0%	0 0%	0 0%
<input checked="" type="checkbox"/>	Scheduled				

I created the Yves Saint Laurent 24H Powder Blush - 35% Discount Campaign in Brevo to promote the product with an exclusive limited-time offer.

The campaign was carefully designed to reflect Étoile's luxury brand voice, highlighting the product's key benefits, the discounted price of 29,00 €, and creating a sense of urgency through compelling subject lines and preview text.

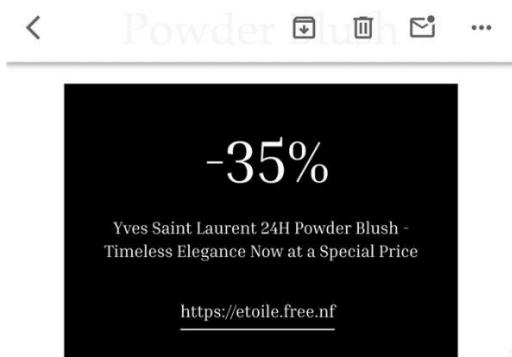
The screenshot shows the Brevo platform's campaign creation interface. On the left, a sidebar lists various campaign-related options like Home, Contacts, and Campaigns (which is currently selected). The main area displays a campaign titled "Étoile | Yves Saint Lauren...". The campaign structure includes:

- Sender:** Étoile, arnela.sokolic@stu.ibu.edu.ba (Manage sender)
- Recipients:** 6 recipients • 300 remaining emails (Manage recipients)
- Subject:** Subject: Yves Saint Laurent Blush - (Save 35%) (Edit subject)

Preview: Discover the perfect balance of elegance and performance with Yves Saint Laurent 24H Powder Blush. Now 29,00 € — limited time only. Elevate your beauty ritual with Étoile.

24.3 Campaign Design





Original Price: 45,00 €

Now Only: 29,00 €

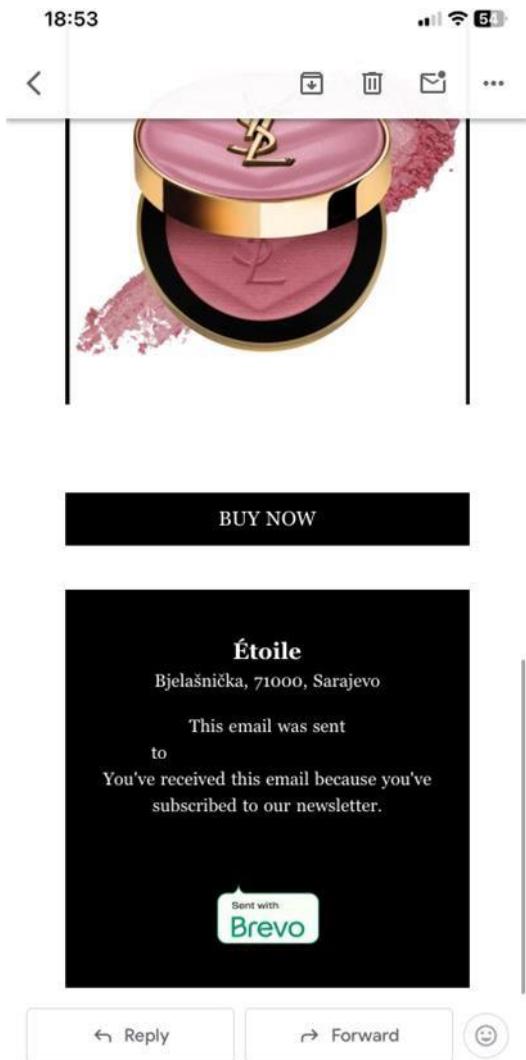
Experience 24 hours of luminous color, a lightweight silky texture, and a flawless finish that lasts all day and night.



 Reply

→ Forward



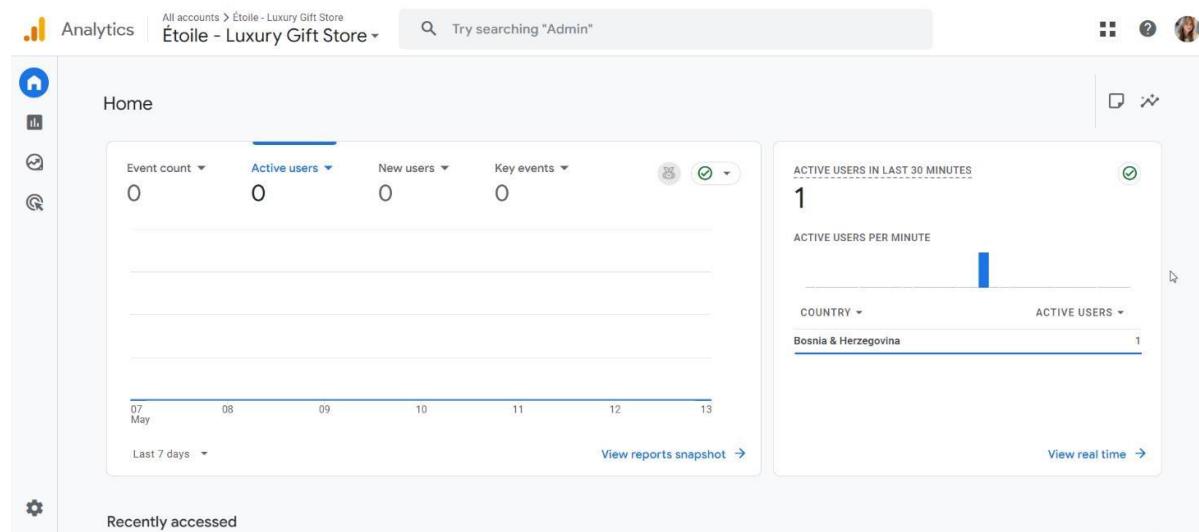


I ensured the campaign included a visually appealing email design, persuasive call-to-action buttons, and tested the message across devices to maintain a premium experience for the recipients.

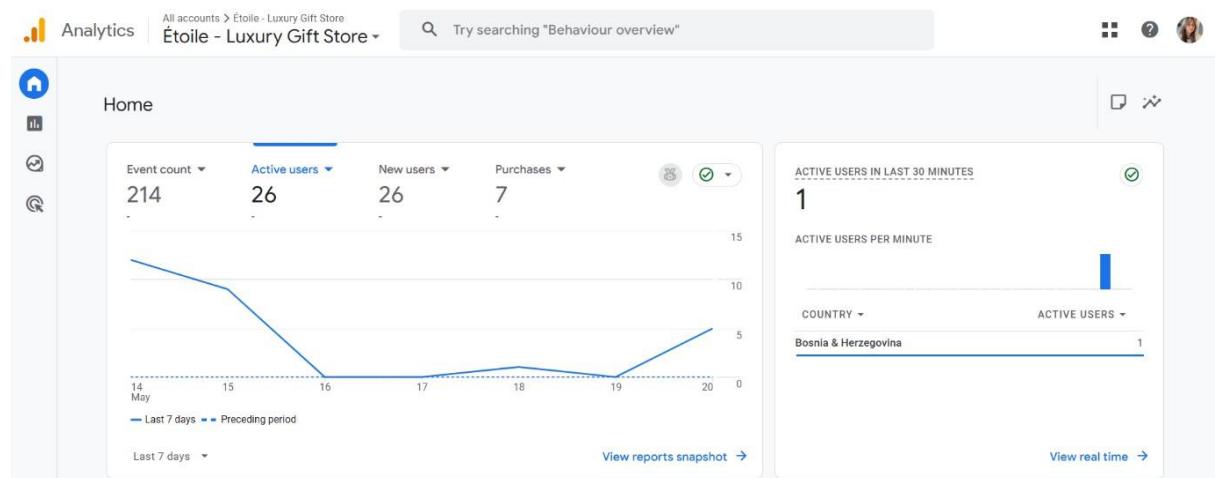
For the email campaign, I intentionally chose a black and white color palette to reflect the elegance and sophistication of the Étoile brand. Black is widely associated with luxury, exclusivity, and timeless style. It conveys a sense of power, prestige, and formality—values that align perfectly with the premium nature of the products offered. White, on the other hand, represents purity, refinement, and high quality. It adds balance to the design, providing a clean, minimalistic look that keeps the focus on the content and visuals without overwhelming the reader. This combination ensures that the email not only looks professional but also reinforces the brand's identity as a luxury destination, making a strong and lasting impression on recipients.

25. Google Analytics Integration (GA4)

I successfully integrated Google Analytics 4 (GA4) with my Étoile website. After setting up the connection and enabling Enhanced Measurement for key events I verified the integration by monitoring the Realtime report in GA4. I recorded my first analytics data, where I observed one user visit the website within one minute.



This shows the GA4 interface just one minute after setup. At that moment, the system detected one active user from Bosnia & Herzegovina in real-time. Since the setup had only just been completed, other metrics such as event count, active users, new users, and key events had not yet populated with significant data.



Over the past 7 days, the site had **26 active users**, all of whom were also new visitors. A total of **214 events** were recorded, showing that users are interacting with the site.

I had **7 purchases**, which is a great sign that some of that traffic is converting into actual customers. At the moment, there is 1 live user browsing the site from Bosnia & Herzegovina, according to the real-time data.

The chart shows that activity dipped a bit around May 16th but picked up again toward the end of the week, which might reflect the impact of recent campaigns or social media promotions.

25.1 Desktop and Mobile Insight

Device category ▾		↓ 1. Session start (User count)
Total		26 100% of total
1	desktop	18 (69.23%)
2	mobile	8 (30.77%)

Of the 26 users who visited the website during the selected period, 18 users (69.23%) accessed it via desktop, while 8 users (30.77%) used mobile devices.

25.2 Demographic Insight

Plot rows		Search...		Rows per page: 10 ▾ 1-3 of 3				
	Country ▾	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Ever
<input checked="" type="checkbox"/>	Total	26 100% of total	26 100% of total	6 100% of total	20.69% Avg 0%	0.23 Avg 0%	34s Avg 0%	1
1	(not set)	21 (80.77%)	21 (80.77%)	0 (0%)	0%	0.00	0s	6
<input checked="" type="checkbox"/>	2 Bosnia & Herzegovina	4 (15.38%)	4 (15.38%)	5 (83.33%)	71.43%	1.25	3m 42s	14
<input checked="" type="checkbox"/>	3 Sweden	1 (3.85%)	1 (3.85%)	1 (16.67%)	100%	1.00	2s	

Between April 23 and May 20, 2025, a total of 26 users visited the website. Most of these users (21) were listed under “not set,” which means their location could not be determined.

However, four users were identified as being from Bosnia and Herzegovina, and one user was from Sweden. Although the number of users from Bosnia was relatively small, they were the most engaged. These users had an average engagement time of 3 minutes and 42 seconds per session, with a high engagement rate of 71.43%.

		Plot rows	Search...					Rows per page:	10	1-3 of 3
	Country	+/-	Engaged sessions per active user	Average engagement time per active user	Event count	Key events	User key event rate	Total revenue		
<input checked="" type="checkbox"/>	Total		0.23 Avg 0%	34s Avg 0%	214 100% of total	7.00 100% of total	7.69% Avg 0%	€0.00		
1	(not set)		0.00	0s	63 (29.44%)	0.00 (0%)	0%	€0.00 (-)		
<input checked="" type="checkbox"/>	2 Bosnia & Herzegovina		1.25	3m 42s	147 (68.69%)	7.00 (100%)	50%	€0.00 (-)		
<input checked="" type="checkbox"/>	3 Sweden		1.00	2s	4 (1.87%)	0.00 (0%)	0%	€0.00 (-)		

They triggered a total of 147 events, including all seven of the tracked key events, and had an average of 1.25 engaged sessions per user. In contrast, the single user from Sweden had a 100% engagement rate but was only active for 2 seconds, triggering four events in total and no key events.

The users from the “not set” category showed no engagement at all, with zero engaged sessions and no event interactions recorded. Despite some user activity and meaningful engagement from Bosnia and Herzegovina, no conversions or revenue were generated during this period. This suggests that while there is interest in the website, especially from users in Bosnia, further improvements may be needed in the checkout experience or product presentation to encourage purchases.

25.3 Insights

The screenshot shows the Insights interface with the following details:

- Header: "You asked: How many users did I have last week?"
- Section: "Users"
 - Date range: May 11-17, 2025
 - Value: 21

Insights

You asked: What are my top pages and screens by views?

Top Page title and screen class by Views

May 14–20, 2025

PAGE TITLE AND ...	VIEWS
Étoile - E-commerce...	37
Checkout - Étoile	15
Shop - Étoile	7
Your cart - Étoile	6
Carolina Herrera Go...	4
RICHART Box of 10...	4
My account - Étoile	3
Chocolates Archive...	2
Yves Saint Laurent ...	1

Based on this insight, it is evident that the homepage and checkout page were the most viewed and interacted with, showing user interest in exploring products and moving toward purchases, although no transactions were completed.

Insights

You asked: On what days I get the most users?

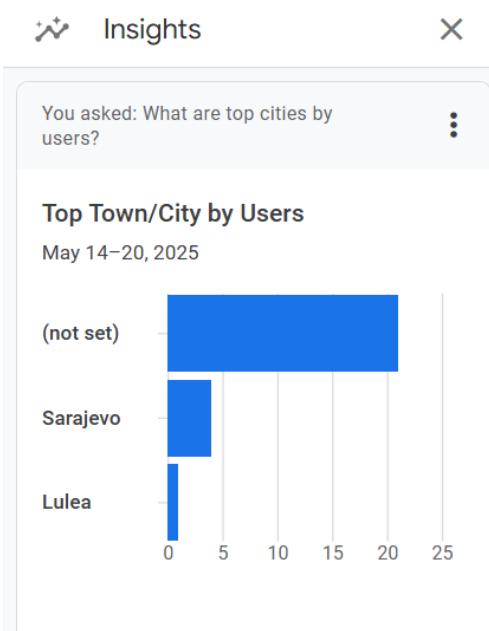
Top Day of week by Users

May 14–20, 2025

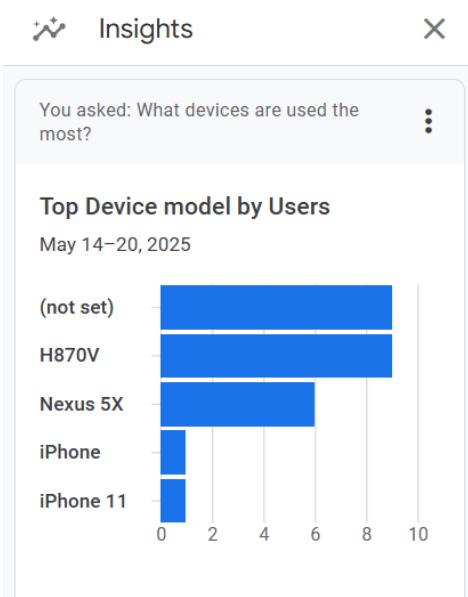
Day	Users
Wednesday	12
Thursday	9
Tuesday	5
Sunday	1

Between May 14 and May 20, 2025, the website received the highest number of users on Wednesday, followed closely by Thursday.

Tuesday also showed moderate activity, while Sunday had the fewest visitors. This indicates that midweek days tend to attract the most traffic to the site.



From May 14 to May 20, 2025, most user data did not have a specific city assigned, marked as “not set.” However, among the identified locations, Sarajevo recorded the highest number of users, followed by Lulea. This shows that Sarajevo was the most active city in terms of user engagement during this period.



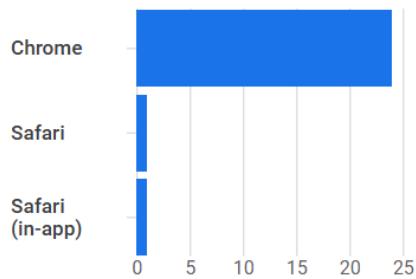
窨 Insights

You asked: What browsers are used the most?



Top Browser by Users

May 14–20, 2025



Tech details: Browser



Add filter +

Active users by Browser over time

Day

15

23 Apr 25 27 29 01 May 03 05 07 09 11 13 15 17 19

10

5

0

Total Chrome Safari Safari (in-app)

26. Google Ads Campaign

For my Étoile project, I set up a test campaign using Google Ads to bring more visitors to the website <https://etoile.free.nf>. I chose "Website Traffic" as the goal and went with a Search campaign. I added the website link, selected Bosnia and Herzegovina as the target location, and set a small daily budget of €1 just for testing.

I created a group of keywords like "luxury gifts" and "home décor" to make sure the ad reaches the right audience.

Choose the terms your customers are searching for on Google

Selected terms:

luxury gifts X luxury gifts for her X luxury gifts for him X
gift sets X home decor X luxury chocolate X
luxury chocolate gifts X gifts X + New keyword theme

Advertise in English ▾

Your ads will reach people who had previously searched for these and similar terms on Google Search during subsequent visits to other Google properties such as Gmail and YouTube. On other sites not owned by Google, the terms will be used as interests or purchase intentions.

Then I wrote three short headlines and two descriptions to highlight Étoile's elegant products. Once everything was ready, I previewed the ad to see how it would look in Google search results and paused the campaign so it would not run or charge anything.

Up next, show your ad in the right places

- Advertise near an address
- Advertise in specific zip codes, cities, or regions
 - Germany X
 - Bosnia and Herzegovina X
 - Netherlands X
 - United Arab Emirates X
 - Turkiye X Austria X
 - Italy X Switzerland X
 - France X Croatia X
 - Monaco X United States X
 - United Kingdom X



Review your campaign to be sure it's right

Campaign name
Delivered to Your Door

Ad Preview

Campaign goal

Website traffic

Your website

<https://etoile.free.nf>

Business name

Étoile

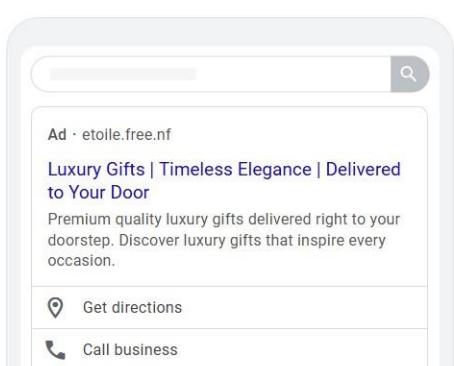
Ad text

Headlines

Delivered to Your Door | Luxury Gifts | Timeless Elegance

Descriptions

Discover luxury gifts that inspire every occasion. |



Assets can be shown in any order, so make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.

I created a Google Ads campaign called "Delivered to Your Door" using the Performance Max campaign type.

The screenshot shows the Google Ads interface. On the left, the navigation menu is open, with 'Campaigns' selected under 'Assets'. The main area displays the 'Campaigns' section with a table. The table has one row for the 'Delivered to Your Door' campaign, which is listed under 'Drafts in progress'. The campaign has a budget of US\$1.00/day and is currently paused. The 'Campaign type' is listed as 'Performance Max'. The table includes columns for 'Campaign', 'Budget', 'Status', 'Optimization score', and 'Campaign type'.

Campaign	Budget	Status	Optimization score	Campaign type
Delivered to Your Door	US\$1.00/day	Paused	—	Performance Max

I added one asset group that includes three images, one logo, three headlines, one long headline, and two descriptions. I selected relevant signals for targeting, such as home decor, luxury gifts, and luxury chocolate.

The screenshot shows the Google Ads interface. On the left, the navigation menu is open, with 'Asset groups' selected under 'Assets'. The main area displays the 'Asset groups' section with a table. The table has one row for 'Asset Group 1', which is associated with the 'Delivered to Your Door' campaign. The table includes columns for 'Asset', 'Level', 'Status', 'Asset type', 'Last updated', 'Conversion', and 'Conv. val'. Each asset entry includes a small preview image or icon.

Asset	Level	Status	Asset type	Last updated	Conversion	Conv. val
Delivered to Your Door	Asset group	Not eligible Under review, Campaign is paused	Headline	28 May 2025, 16:19	0.00	0.0
Delivered to Your Door	Asset group	Not eligible Under review, Campaign is paused	Long headline	28 May 2025, 16:19	0.00	0.0
Luxury Gifts	Asset group	Not eligible Under review, Campaign is paused	Headline	28 May 2025, 16:19	0.00	0.0
Timeless Elegance	Asset group	Not eligible Under review, Campaign is paused	Headline	28 May 2025, 16:19	0.00	0.0
Discover luxury gifts that inspire every occasion.	Asset group	Not eligible Under review, Campaign is paused	Description	28 May 2025, 16:19	0.00	0.0
Premium quality luxury gifts delivered right to your doorstep.	Asset group	Not eligible Under review, Campaign is paused	Description	28 May 2025, 16:19	0.00	0.0
1280 x 1280	Asset group	Not eligible Under review, Campaign is paused	Square image	28 May 2025, 16:19	0.00	0.0

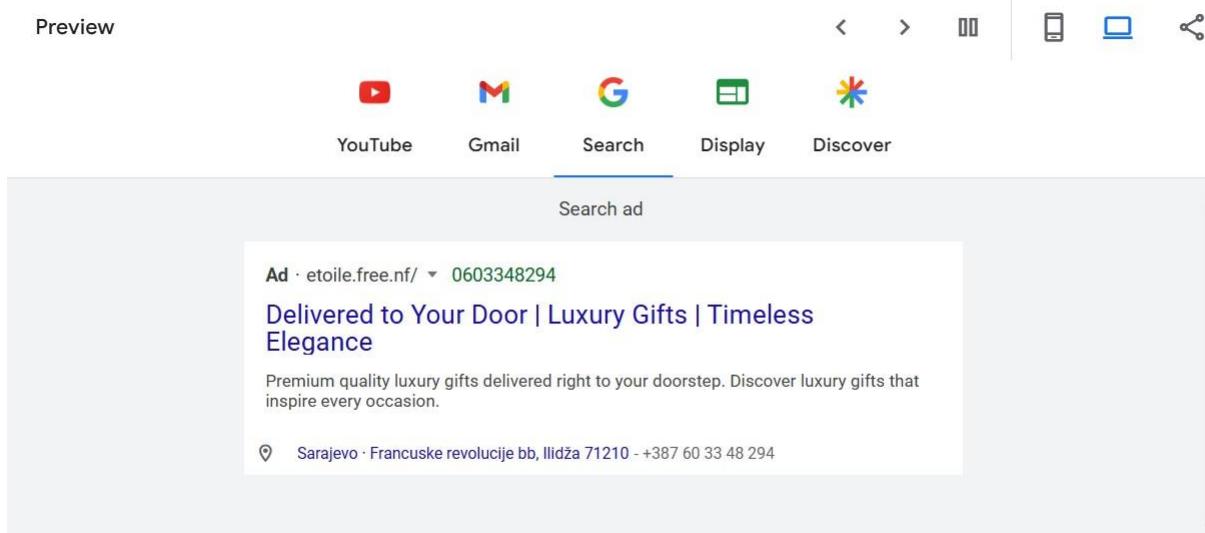
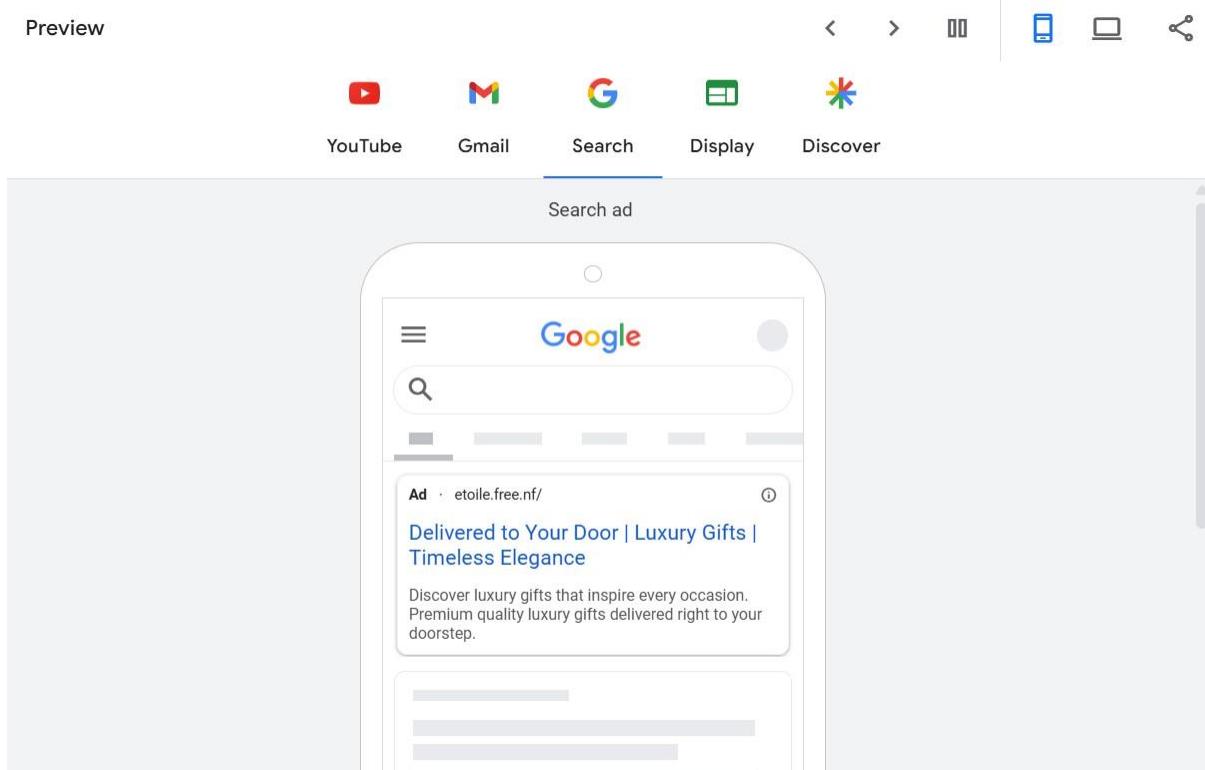
The screenshot shows the Google Ads interface for an 'Asset Group 1' named 'Delivered to Your Door'. The left sidebar is collapsed, and the main area displays a table of assets. The table has columns for Asset, Level (sorted by Status), Status, Asset type, Last updated, Conversion, and Conv. val. There are five rows:

Asset	Level	Status	Asset type	Last updated	Conversion	Conv. val.
	Asset group	Not eligible Under review, Campaign is paused	Logo	28 May 2025, 16:19	0.00	0.0
	Asset group	Not eligible Under review, Campaign is paused	Horizontal image	28 May 2025, 16:19	0.00	0.0
	Asset group	Not eligible Under review, Campaign is paused	Square image	28 May 2025, 16:19	0.00	0.0
	Asset group	Not eligible Under review, Campaign is paused	Business name	28 May 2025, 16:19	—	—
	Campaign	Not eligible Under review, Campaign is paused	Call	28 May 2025, 16:19	0.00	0.0

After setting everything up, I paused the campaign so it would not start running or charge my account right away. Because the campaign is paused, the asset group shows a status of "Not eligible," and it is currently under review.

The screenshot shows the Google Ads interface for an 'Asset Group 1' named 'Delivered to Your Door'. The left sidebar is collapsed, and the main area displays the 'Campaign settings' and 'Signals' sections. The 'Campaign settings' section shows the campaign is Paused, Type: Performance Max, and Budget: US\$1.00/day. The 'Signals' section shows a 'Search themes' box containing 'home decor, gifts, luxury chocolate, gift sets, and 4 more'. The 'Assets' section shows 3 images, 1 logo, 3 headlines, 1 long headline and 2 descriptions added to this asset group. The 'Status' is listed as 'Not eligible' with the note 'This campaign is paused.' The bottom right shows 'Edit assets' and 'View details' buttons.

This is a preview of my Google Ads campaign setup, created as part of the planning and preparation phase before officially launching the campaign. At this stage, the campaign is fully configured with the essential elements, including the campaign type, budget, and targeted asset group.



27. Local Marketing

As part of the local marketing strategy for Étoile Luxury Gift Store, I have taken several key steps to attract customers within a specific geographic area. I created a Google Business Profile by registering the store on Google Business. The listing includes essential business details such as the name, category, phone number (060 33 48 294), and physical location (Francuske revolucije bb, Ilidža 71210, Sarajevo 71000), along with operating hours marked as open 24 hours to reflect the store's online nature.



Étoile

5.0 ★★★★★ 2 Google reviews

Store in Bosnia and Herzegovina

[Website](#) [Directions](#) [Reviews](#) [Save](#)

[Share](#) [Call](#)

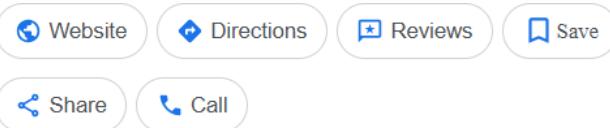
Address: Francuske revolucije bb, Ilidža 71210, Sarajevo 71000

Phone: 060 33 48 294

Hours: Open 24 hours ▾

Suggest an edit · Own this business?

[Send to your phone](#) [Send](#)



Address: Francuske revolucije bb, Iliča 71210, Sarajevo 71000

Phone: 060 33 48 294

Hours: Wednesday Open 24 hours

Thursday	Open 24 hours
Friday	Open 24 hours
Saturday	Open 24 hours
Sunday	Open 24 hours
Monday	Open 24 hours
Tuesday	Open 24 hours

[Suggest new hours](#)

Étoile
5.0 ★★★★★ (2)
Store

[Overview](#) [Reviews](#)

[Directions](#) [Save](#) [Nearby](#) [Send to phone](#) [Share](#)

- Francuske revolucije bb, Iliča 71210, Sarajevo 71000
- Open 24 hours
- etoile.free.nf
- 060 33 48 294
- R896+FR Sarajevo

A description was added to highlight the store's offerings.

[Reviews](#) (1)

[Write a review](#)

[Add a photo](#)

[2 Google reviews](#)

From Étoile

"Luxury store featuring elegant home décor, gourmet chocolates, and premium beauty products—ideal gifts for your loved ones. Shop curated, high-quality items that bring sophistication and delight to every special moment, all delivered straight to your door."

← Performance

⋮ X

Time period
Dec 2024–May 2025

Overview

Calls

Bookings

Directions

Website clicks

13

Direction requests made from your Business Profile



← Performance

⋮ X

Overview

Calls

Bookings

Directions

Website clicks

How people discovered you ⓘ

26

⌚ People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



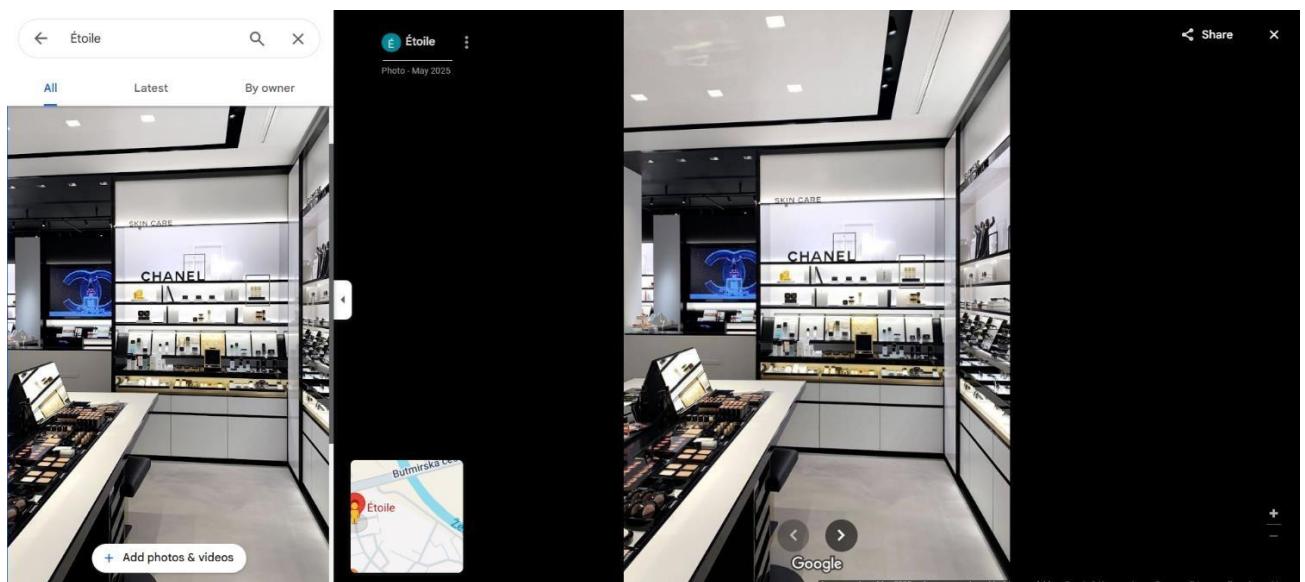
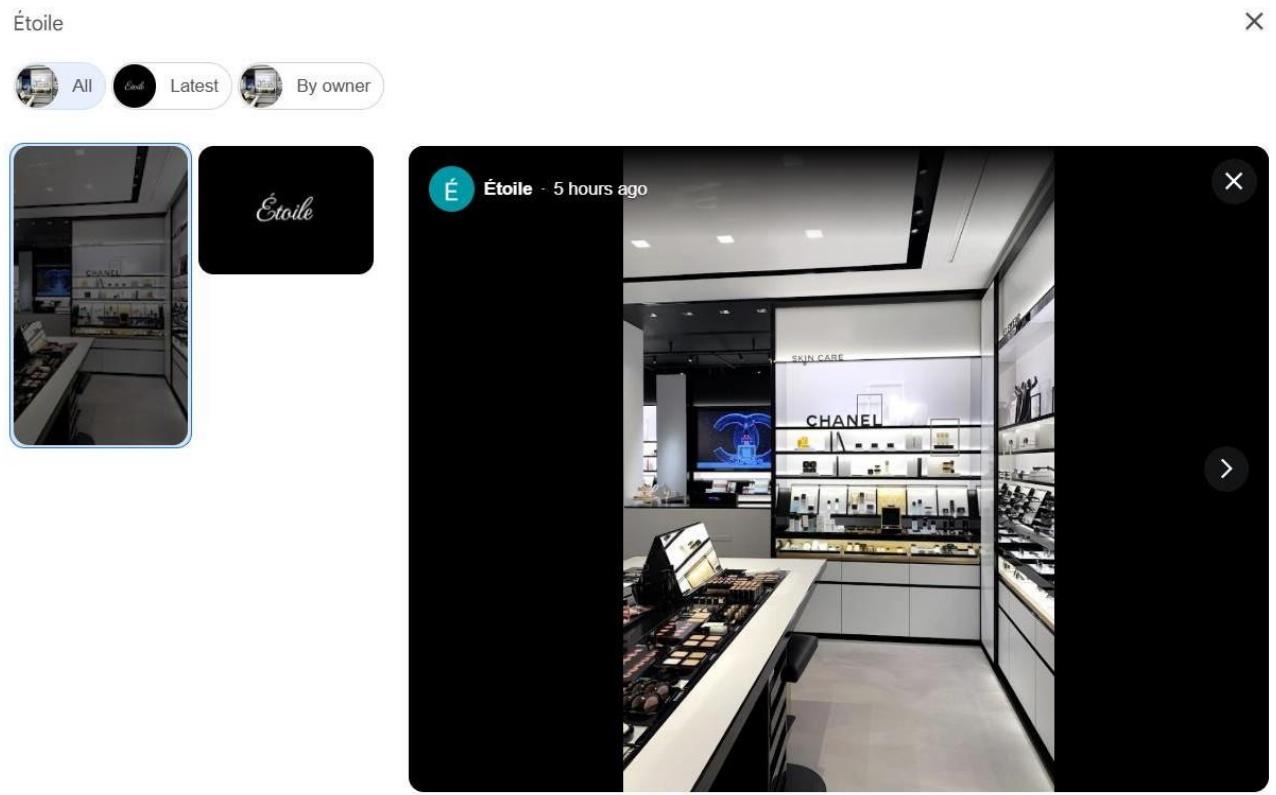
<50

🔍 Searches showed your Business Profile in the search results



More searches are needed for search terms to appear here

High-quality images were also uploaded to visually communicate the brand's elegance and product quality.



Currently, the profile has a 5.0-star rating from 2 reviews, building early credibility with potential local shoppers.

Étoile

[Write a review](#)

Francuske revolucije bb, Iličića 71210, Sarajevo 71000, Bosnia & Herzegovina

5.0  2 reviews [i](#)

All

gift 2

Sort by

Most relevant

Newest

Highest rating

Lowest rating

 **Rose Bloom**
1 review

⋮

 5 days ago **NEW**

I am so impressed with the beautiful selection of luxury gifts here. The beauty products are amazing, and everything felt so elegant and special. Ordering was easy, and my package arrived quickly and safely. Perfect for treating myself or gifting loved ones :).



Étoile

[Write a review](#)

Francuske revolucije bb, Iličića 71210, Sarajevo 71000, Bosnia & Herzegovina

5.0  2 reviews [i](#)

everything felt so elegant and special. Ordering was easy, and my package arrived quickly and safely. Perfect for treating myself or gifting loved ones :).



 **Sunflower**
1 review

⋮

 5 days ago **NEW**

Absolutely love this store! The luxury chocolates and home decor I ordered arrived beautifully packaged and exceeded my expectations. The quality is top-notch, perfect gift. Fast shipping and excellent customer service. I will definitely be shopping here again!



28. Social Marketing Strategy

The primary goal is to raise brand awareness, engage with our target audience, and create a strong, loyal community that supports the business and its growth.

To begin with, I created official social media accounts for Instagram and Facebook on May 13, 2025. These platforms were chosen for their wide reach and suitability for visual, lifestyle-focused content.

Main Goals:

- Establish a strong and professional brand identity on social media
- Post consistently with high-quality, engaging content
- Use platform tools (e.g., stories, reels, highlights, and page posts) to boost visibility
- Connect with the audience through direct messages, comments, and interactive features
- Use insights to measure progress and guide future content

Platform 1: Instagram

Instagram is the main platform for visual storytelling and brand presentation. Since launching the account, I have posted 3 feed posts and several stories.

Planned Instagram activities:

- Post high-quality content at least 3 times per week (product shots, brand mood, behind-the-scenes)
- Use Instagram Stories daily to share updates, quotes, quick announcements, or polls
- Create and organize Highlights to showcase important information like “About Us,” “New Arrivals,” and “Customer Reviews”
- Respond to messages and comments to maintain a friendly and responsive brand image
- Monitor Instagram Insights to track engagement, reach, and audience demographics

Platform 2: Facebook

Facebook complements Instagram by helping reach a broader audience, especially adults and local customers. The Facebook page mirrors the Instagram content while offering additional features like page reviews, events, and easier sharing options.

Planned Facebook activities:

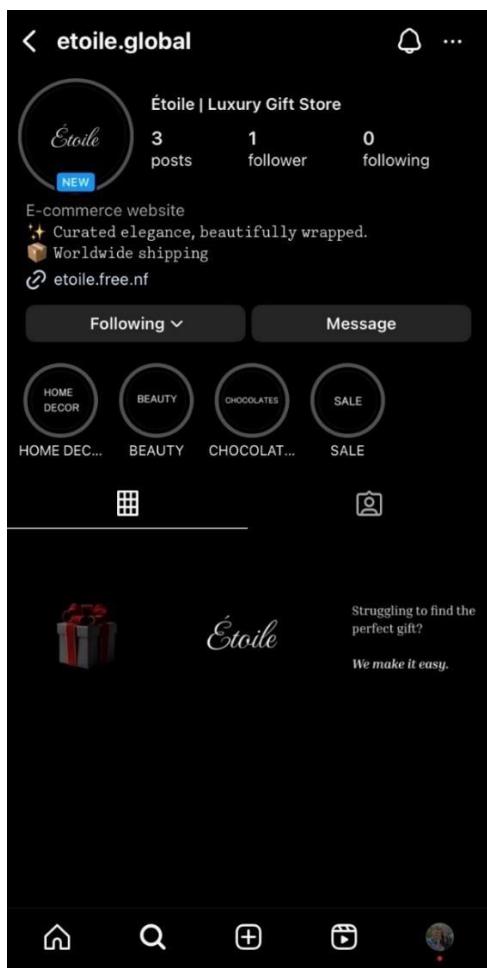
- Share Instagram content to Facebook regularly for consistency
- Post occasional exclusive updates or announcements tailored to Facebook users
- Use Facebook's page insights to analyze engagement and reach
- Consider Facebook Ads in the future to promote the brand or boost posts.

29. Social Marketing

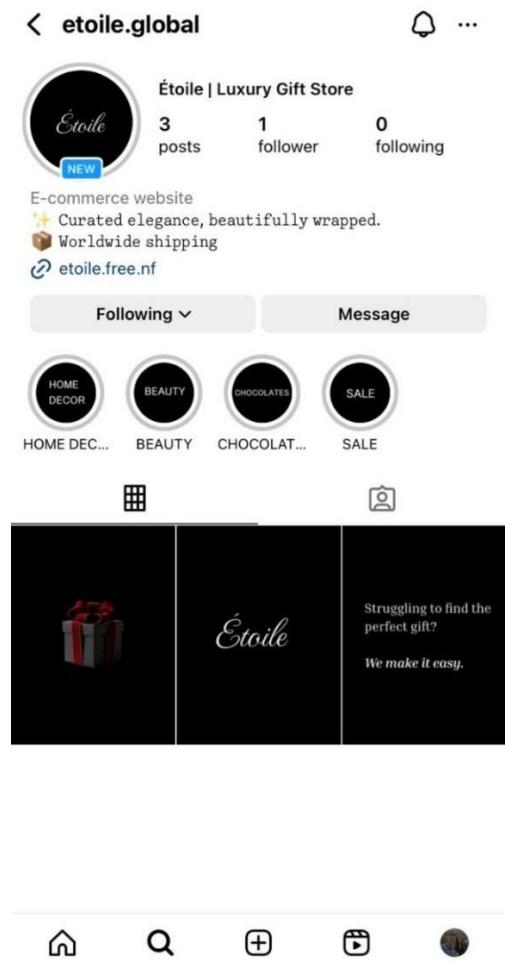
29.1 Instagram

Purpose of Instagram Page:

The Instagram account for Étoile was created to build brand identity, showcase curated luxury gift offerings, and attract an online audience through visually appealing content and elegant branding. As part of our e-commerce strategy, Instagram plays a vital role in marketing and customer engagement.



The account has been designed to look professional and luxurious, both in dark mode and light mode. In **dark mode** (as shown in the screenshot), the aesthetic leans toward minimalism with a strong contrast between the black background and the soft, elegant white typography. The use of black, red, and white reinforces a sense of exclusivity and luxury, matching the brand identity.

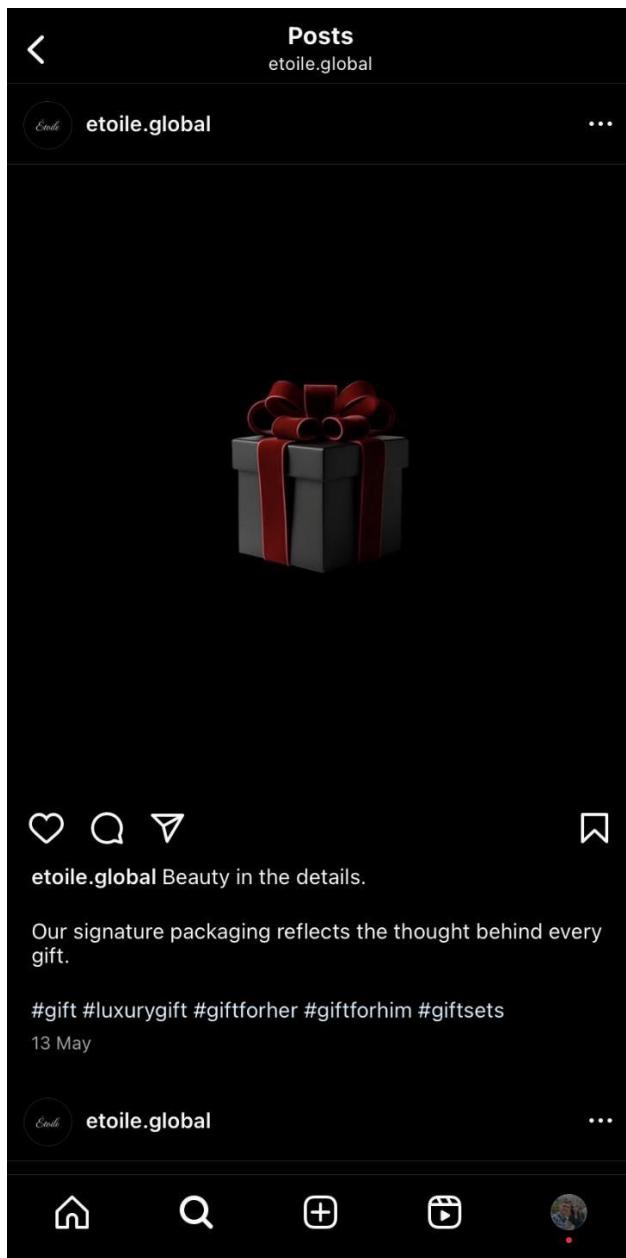


The bio was intentionally crafted to reflect the core values of Étoile. The phrase “curated elegance, beautifully wrapped” emphasizes the personalized and luxurious nature of the gifts we offer. It suggests thoughtful selection and exquisite presentation—key traits of a high-end gifting experience.

The second line, “worldwide shipping,” immediately informs potential customers that they can order from anywhere in the world, helping us reach a broader audience and increasing trust. The link in bio leads directly to website, which allows users to seamlessly browse or purchase items they discover on our Instagram page.

The first three posts serve as a soft launch, setting the tone for the brand. The main post includes:

- A luxury gift box with a red ribbon, highlighting our premium wrapping service.
- The Étoile logo,
- A tagline: “Struggling to find the perfect gift? We make it easy.” This was added to communicate ease of use, confidence, and clarity to first-time visitors.





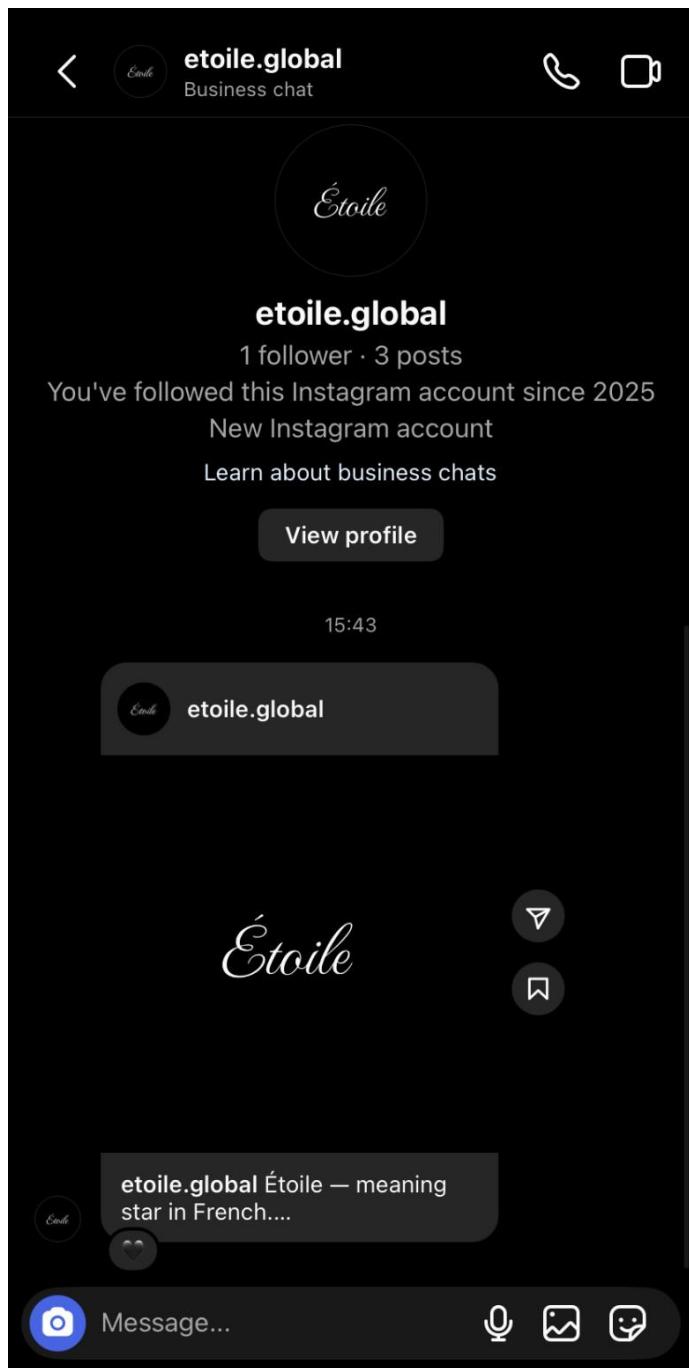
Design Choices:

- **Color Scheme:** Black, white, and deep red were chosen to reflect sophistication, luxury, and warmth.
- **Typography:** Serif fonts convey timelessness and class.
- **Layout:** Simple grid structure for visual harmony and a calm browsing experience.

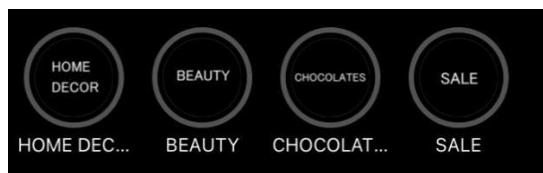


Next Steps:

- Consistent posting of curated product photos, behind-the-scenes content, and customer testimonials.
- Use of hashtags, stories, and reels to increase reach.
- Engage with followers through comments and DMs to build community and trust.



This is how the chat with the business account **etoile.global** looks like on Instagram.



I chose to include Instagram Highlights to keep important content easily accessible and organized for visitors. Highlights allow new followers to quickly learn about the brand, view products or services, and see past updates without scrolling through the entire feed. They also help maintain a clean, professional look on the profile and ensure key information remains visible beyond the 24-hour limit of regular stories.

29.2 Instagram Insights

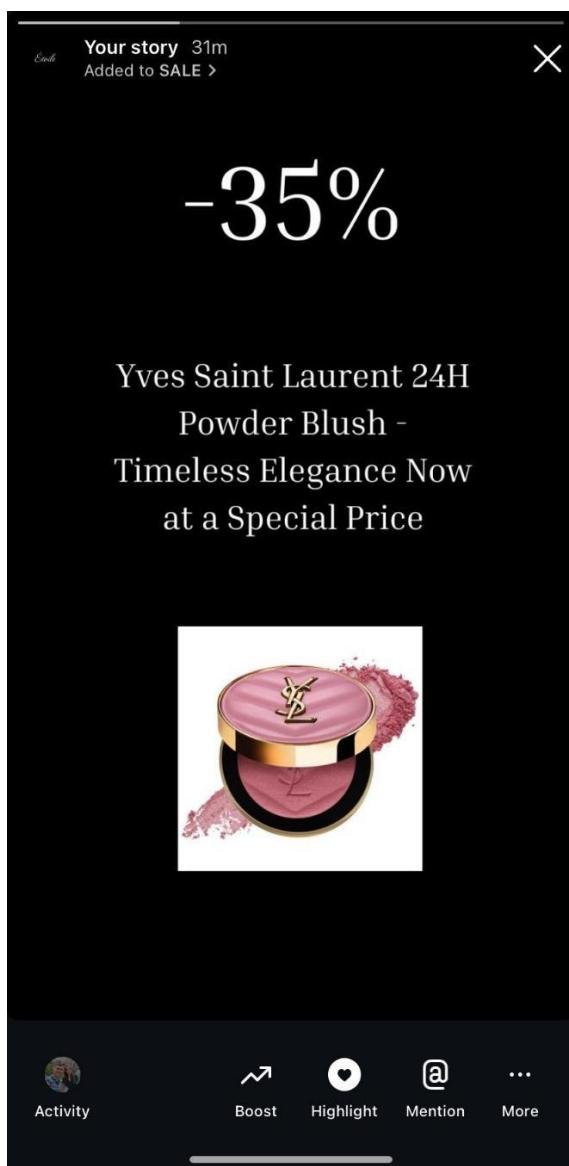
Instagram Insights are used to track and analyze account performance, helping users understand their audience, content reach, and engagement.



This Instagram business profile was created on May 13th, and the insights shown are from the period between April 23 and May 23, with data being collected over the first 8 days of the account's existence (as today is May 23st). Despite being newly launched, the account has already gained some engagement, with 20 views and a mix of views from both followers (85%) and non-followers (15%).

This early insight helps track the initial reach and interest generated by the profile.

The long-term goal for the Instagram account is to build a strong and engaging online presence that reflects the brand's identity, attracts a loyal and interested audience, and ultimately helps grow the business by increasing visibility, customer interaction, and sales. Over time, the aim is to consistently share high-quality content, connect with the community, and use Instagram insights to guide content strategy and improve performance across all areas of the platform.

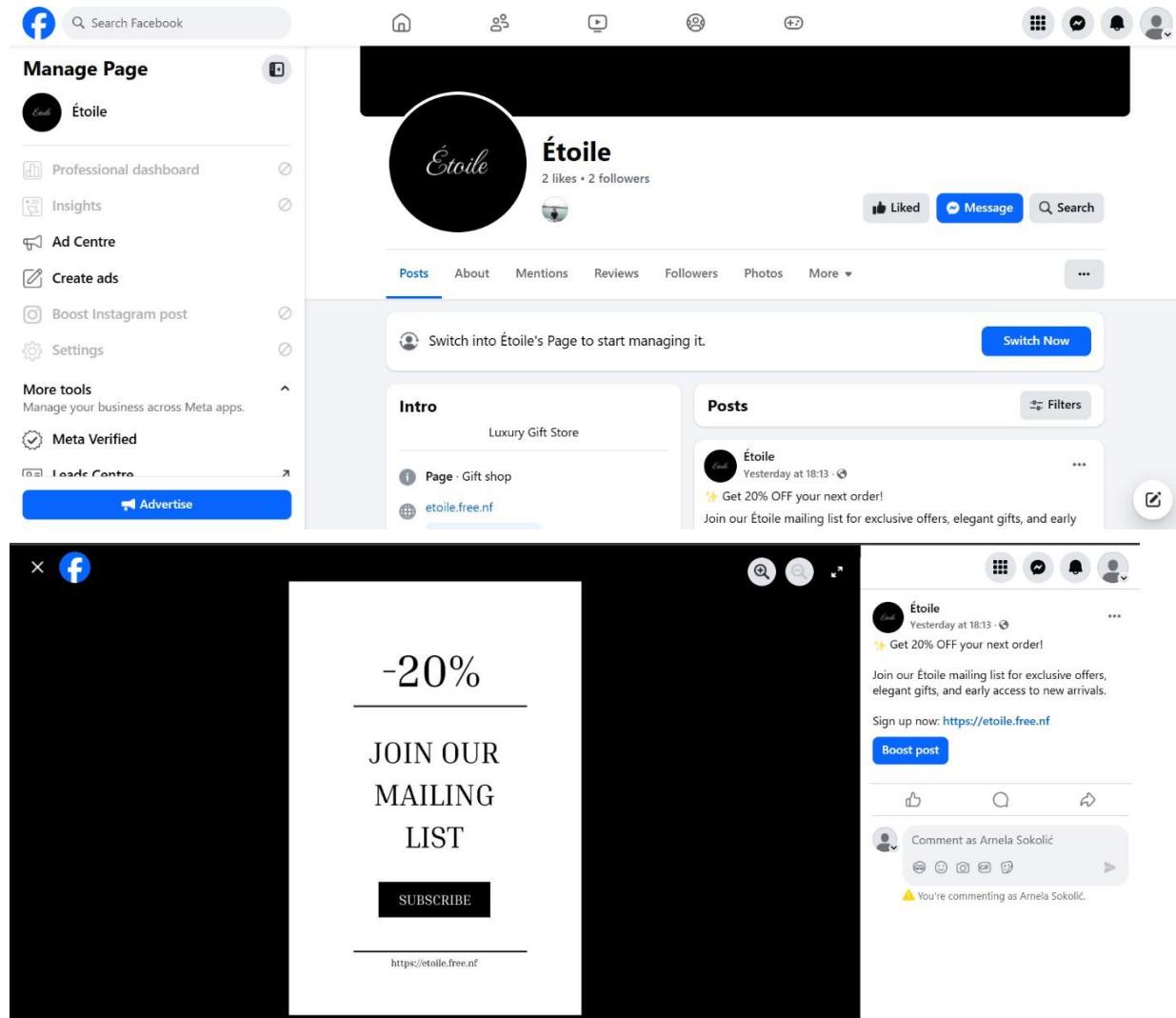


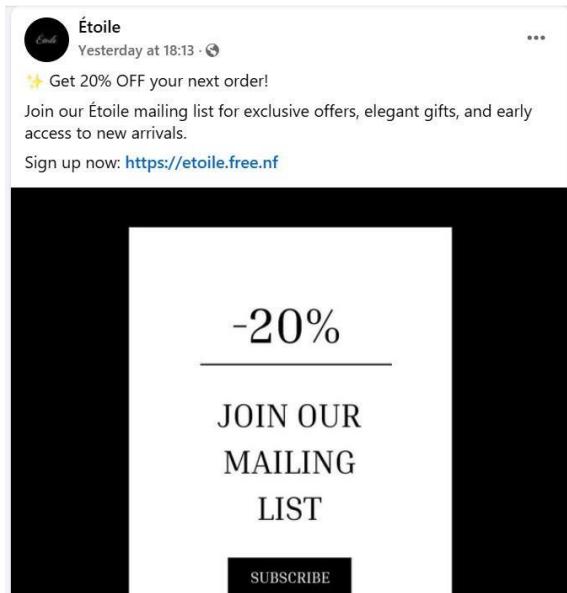
I am posting stories to keep the audience engaged with fresh, short, and interactive content that disappears after 24 hours, making it perfect for sharing updates, behind-the-scenes moments, quick promotions, or customer interactions.

29.3 Facebook

Facebook is a good choice for business because a lot of people use it every day. It helps businesses reach many different types of customers. It is also easy to talk to people through comments or messages. Facebook ads are helpful too, because they let you choose who sees your posts based on things like age, interests, or location.

I chose Facebook because it is popular and easy to use. It gives me a way to show my products and connect with people. I can share posts, answer questions, and even run ads to reach more customers. It is a great platform to grow a business online, and it has the tools I need for my project.





This post on the Étoile Facebook page promotes a special offer encouraging users to join the business's mailing list. The main image features a minimalist design with the text “–20% JOIN OUR MAILING LIST” and a "Subscribe" button, clearly highlighting the discount.

Above the image, the post caption says:

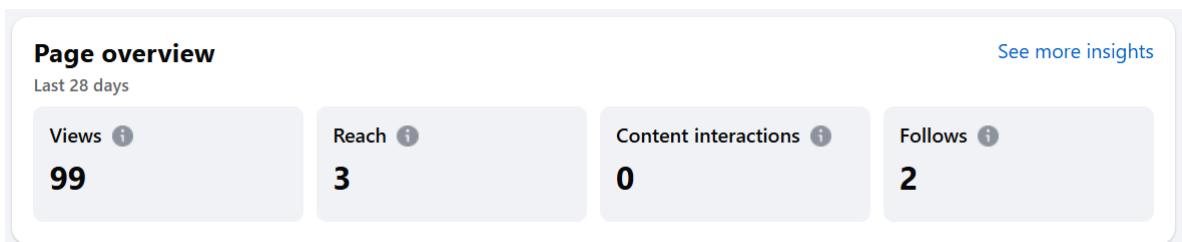
Get 20% OFF your next order!

Join our Étoile mailing list for exclusive offers, elegant gifts, and early access to new arrivals.

Sign up now: <https://etoile.free.nf>

This post is designed to attract more subscribers by offering a discount incentive and emphasizing the benefits of joining the mailing list. It's a good example of how the business uses Facebook to promote sales and increase customer engagement.

29.3 Facebook Insights



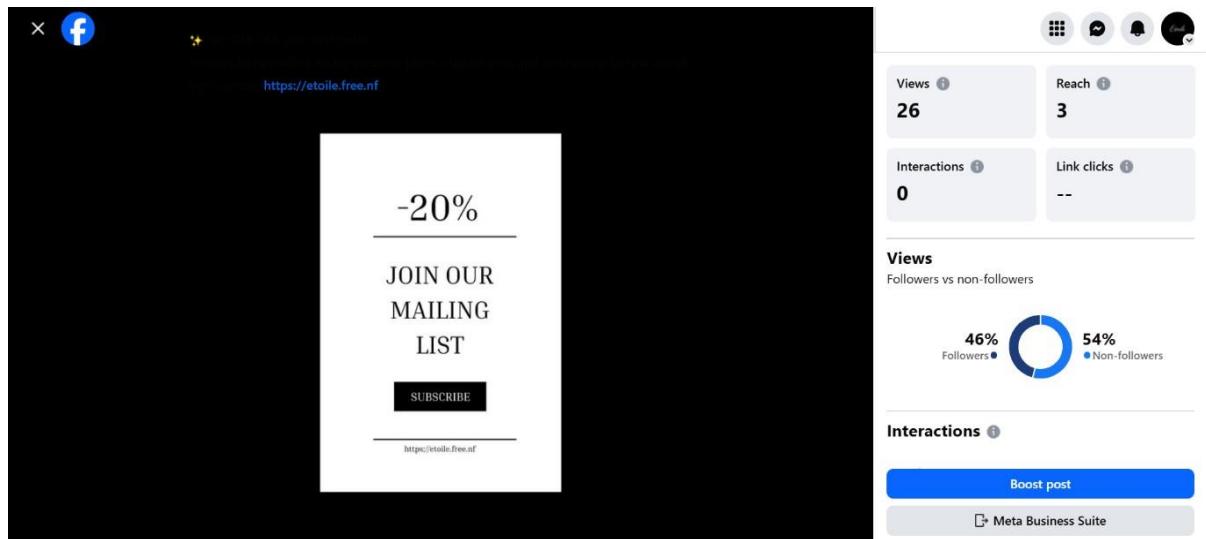
The image displays the Facebook Page Overview for the business page over the past 28 days. This overview provides key performance indicators that help us understand the page's visibility and audience engagement.

Views (99): The page was visited 99 times, which shows that people are starting to notice the brand and check out its content and products. This is a good sign of growing interest.

Reach (3): Only 3 unique users saw the posts. This is quite low, possibly because the page is new, has few followers, or not many posts have been promoted yet.

Content Interactions (0): There were no likes, comments, shares, or clicks during this period. This means users are visiting the page but not engaging with the content yet. To improve this, I plan to post more interactive and engaging content—like behind-the-scenes updates, questions, polls, or special offers.

Follows (2): The page gained 2 new followers. While it's still a small number, it shows that the audience is slowly starting to grow.



The post offers users a 20% discount in exchange for joining the brand's mailing list. According to the data, the post received 26 views and reached 3 unique users.

However, there were no recorded interactions such as likes, comments, or shares, and no one clicked the link provided in the post. The audience consisted of 46% followers and 54% non-followers.

Recent content

Last 28 days

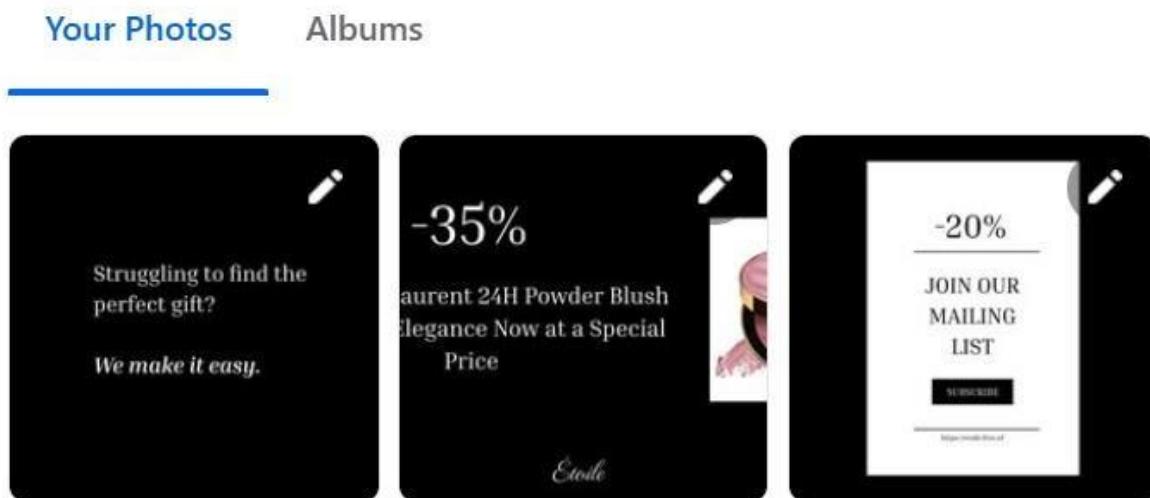
 Get 20% OFF your next order! Join our Étoile mailing list for exclusive offers, elegant gifts, and early access... Tue, 20 May	Views 26	Reach 3	Interactions 0
 Étoile updated their cover photo. Tue, 20 May	Views 0	Reach 0	Interactions 0
 Étoile updated their profile picture. Tue, 20 May	Views 16	Reach 3	Interactions 0

[See more](#)

It highlights three updates posted on May 20. The first is the same promotional post featured in the first image, which, again, received 26 views, reached 3 users, and had no interactions. The second update is a cover photo change, which recorded no views, reach, or engagement at all. The third update is a profile picture change, which received 16 views and reached 3 users but also did not result in any interactions. These figures indicate that while some content is being seen, the overall engagement level remains low.

In summary, the insights suggest that Étoile's Facebook content has begun to reach an audience, but it has not yet succeeded in prompting users to engage. To improve results, it may be helpful to enhance the creativity and relevance of the posts, experiment with different publishing times or formats, and consider boosting key posts to increase their visibility among both followers and potential new customers.

Photos



The first post uses a simple black background with clean, white text to immediately catch attention. The message is direct and taps into a common shopping concern—gift selection—making it relatable for a wide audience. The design is minimal, which helps maintain a high-end, elegant brand image while keeping the focus on the message. This kind of content works well for generating interest or setting the tone before a more specific promotional offer.

The second post promotes a specific discount: “*-35% Laurent 24H Powder Blush – Elegance Now at a Special Price.*”

Here, the black background is again used for brand consistency, while the bold white discount percentage and elegant serif font communicate luxury and exclusivity.

A small product image is included on the right side to visually support the offer without overwhelming the layout. This post is designed to drive sales by clearly showing the benefit (a 35% discount) and linking it to a sense of refined elegance.

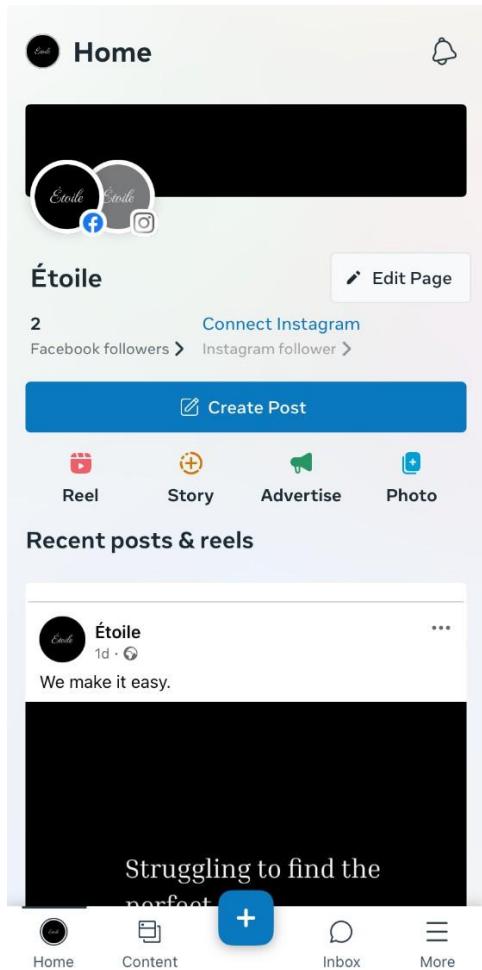
The third post offers: “*-20% JOIN OUR MAILING LIST – SUBSCRIBE.*” This post is presented on a white background with black text, the reverse of the others.

This contrast helps the post stand out while still aligning with the monochrome brand aesthetic. It promotes email list growth with a financial incentive, which is a common and effective strategy in ecommerce. The clean layout, clear call-to-action, and professional typography all serve to build trust and encourage users to subscribe.

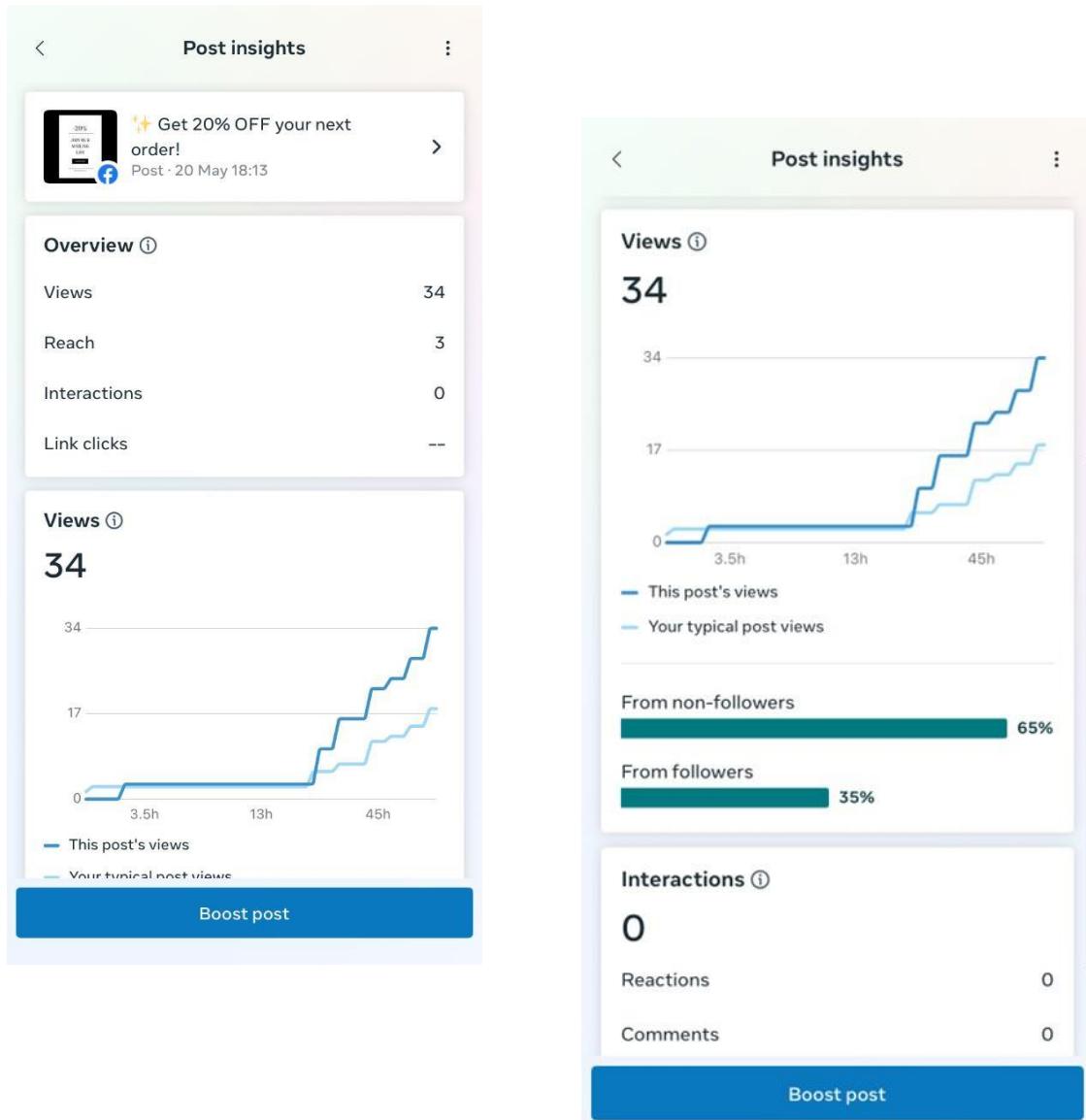
Together, these posts form a visually cohesive and strategic marketing approach. The use of minimal colour, elegant fonts, and focused messaging creates a premium look that aligns with the luxury positioning of Étoile. Each post serves a different purpose—brand awareness, product promotion, and customer acquisition—yet all share a unified design language that strengthens brand identity.

29.4 Business Suite

I also integrated and utilized Meta Business Suite as part of my project to streamline the management and performance tracking of my online business. This powerful platform allowed me to manage both Facebook and Instagram pages from one central dashboard. I used Business Suite to schedule and publish posts, respond to customer messages and comments, and analyze audience insights to improve engagement.



The tool provided detailed analytics on post reach, impressions, clicks, and interactions, which helped me better understand my audience's behavior and optimize my content strategy accordingly.



Additionally, I used Business Suite's marketing features to create and manage ad campaigns, track their performance in real time, and adjust targeting and budget to improve ROI. The centralized notification system and inbox helped me stay responsive and maintain communication with potential customers efficiently.

Home

Insights
Last 7 days: 17 May-23 May

Top content

Most views
12
Post · 23 May 2025

This post received the **most views** of all your content in the last 7 days.

Boost post

Facebook

Views ⓘ	69 ↑ 100%
Content interactions ⓘ	0 .. 0%
Messaging contacts ⓘ	0 .. 0%
Follows ⓘ	2 ↑ 100%

See more insights

Audience Growth

Facebook friends

+

Home Content Inbox More

Insights

Your Facebook views increased by **100%** in the last 28 days

Views
69
↑ 100%

Content interactions
0
.. 0%

Messaging contacts
0
.. 0%

Follows
2
↑ 100%

Top content by views

See all

-20% JOIN OUR MAILING LIST 34	Étoile 17	Struggling to find the perfect gift? We make it easy. 12
-35% current 24H Powder Blush legance Now at a Special Price 11	0	

Weekly plan

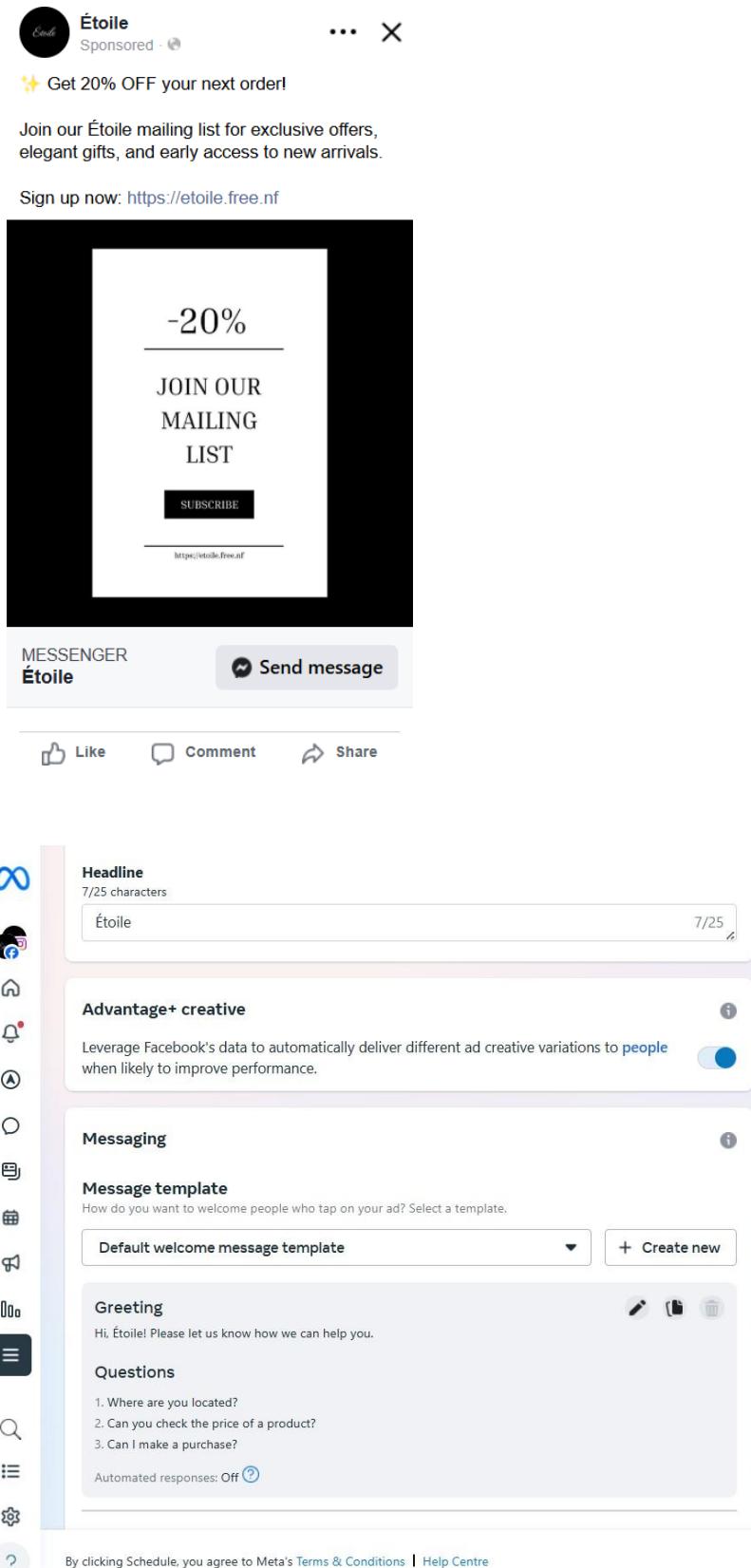
30. Facebook Ads

I created a Facebook Ad campaign to promote the Yves Saint Laurent 24H Powder Blush, featuring a 35% discount with the message “Timeless Elegance Now at a Special Price.” I used Meta Business Manager to set up the ad and linked it to my Étoile Facebook Page. My goal was to drive traffic to my online store, so I selected “Traffic” as the campaign objective.

The screenshot shows the 'Create new ad' interface on the Facebook Business Manager. On the left, there's a vertical sidebar with icons for Home, Ads, Insights, Posts, Stories, and Help. The main area has a light blue header with the text '← Create new ad'. Below this, there's a 'Goal' section with a question 'What results would you like from this ad?' and a 'Get more messages' button with an info icon. A 'Change' button is also present. The next section is 'Ad creative', which asks 'How do you want your ad to look?'. It includes a 'Use a post' button and a note about saving time by turning a post into an ad. The final section is 'Description', which contains promotional text: 'Get 20% OFF your next order!', 'Join our Étoile mailing list for exclusive offers, elegant gifts, and early access to new arrivals.', and a link 'Sign up now: https://etoile.free.nf'. There's also a smiley face icon. At the bottom, there's a note about media selection: 'Media 1/5 · Select multiple images or videos to create a carousel.' with 'Select Media' and 'Edit' buttons, and a 'By clicking Schedule, you agree to Meta's Terms & Conditions | Help Centre' link.

The main goal of this ad is to encourage users to send more messages and join the Étoile mailing list. I offered a 20% discount on the next order as an incentive and highlighted the benefits of signing up. I also designed the ad creative using a clean and elegant visual style that matches the brand identity.

The call-to-action and link to the mailing list (<https://etoile.free.nf>) were added to guide users to sign up. This ad was prepared and finalized by me, and the screenshot represents the ad preview before scheduling.



The image shows two screenshots related to a Facebook ad campaign for Étoile.

Top Screenshot: Facebook Ad Preview

This screenshot shows a sponsored post from Étoile. The headline reads "Get 20% OFF your next order!" Below it, the text says "Join our Étoile mailing list for exclusive offers, elegant gifts, and early access to new arrivals." A call-to-action button says "Sign up now: <https://etoile.free.nf>". The ad has a black background with white text and a central white box containing promotional information.

Bottom Screenshot: Ad Setup Interface

This screenshot shows the Facebook Ads interface for creating a message-based ad. It includes sections for:

- Headline:** "Étoile" (7/25 characters)
- Advantage+ creative:** A toggle switch is turned on, indicating "Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance."
- Messaging:** A section for "Message template" with a dropdown menu set to "Default welcome message template" and a "+ Create new" button.
- Greeting:** A text input field containing "Hi, Étoile! Please let us know how we can help you."
- Questions:** A list of three questions: "1. Where are you located?", "2. Can you check the price of a product?", and "3. Can I make a purchase?". An "Automated responses: Off" toggle switch is shown below the questions.

At the bottom of the interface, there is a note: "By clicking Schedule, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)".

This part of the campaign setup shows the final steps I completed before scheduling my ad. I configured the messaging section to include a default welcome message template, which allows users who click on the ad to start a conversation with the page. The message greets them with: *"Hi, Étoile! Please let us know how we can help you,"* followed by three pre-set questions they can easily tap on to ask:

1. "Where are you located?"
2. "Can you check the price of a product?"
3. "Can I make a purchase?"

These questions are meant to guide customers and help increase engagement by making communication easier and faster. I chose not to activate automated responses for now, as I prefer to respond manually for a more personal touch.

The screenshot displays two main sections of the Facebook Ads Manager interface:

- Estimated daily results:** This section shows the estimated daily reach of the ad. It includes a table with one row:

Accounts Centre accounts reached	1.6K-4.5K
----------------------------------	-----------
- Payment summary:** This section provides information about the budget and spending. It includes a table with two rows:

Budget	€ 2.00 EUR
Daily total budget	€ 2.00 EUR

At the bottom of the interface, there is a note: "We use data about you and your ad account to provide you with ads billing and spending options." followed by a "Learn more" link.

Additionally, I set the daily budget for this ad to €2.00, which means the ad will run continuously with an average daily spend of 2 euros. On the right-hand side, you can also see the estimated daily reach, which ranges from 1.6K to 4.5K accounts, showing how many users my ad is expected to reach each day based on this budget.

Apps
Where do you want people to message you?

- Messenger**
- Instagram**
etoile.global
- WhatsApp**
Connect account to use WhatsApp

Special ad category

Ads about financial products and services, employment, housing, or social issues, elections or politics

Connect

This part shows how I set up the contact methods and audience for my ad. I selected Messenger and Instagram (etoile.global) as the apps where people can message me.

WhatsApp is not connected yet, but I will add it later. Since my ad is not about sensitive topics I did not activate the special ad category.

Audience details

Location: Bosnia and Herzegovina
Age: 18-65+
Advantage+ detailed targeting: On
Advantage+ audience: Off

Improvements to ad delivery

We may deliver ads beyond your lookalike audiences and detailed targeting selections for your selected objective, if it's likely to improve performance.

Learn more

Create new

I chose to manually select my audience instead of letting Meta decide. My ad will target people in Bosnia and Herzegovina, aged between 18 and 65+. The daily budget is €2.00, and the ad is expected to reach between 1,600 and 4,500 people each day.

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with various icons. The main area is titled "Schedule and duration". Under "Start date", it shows "8 July 2025" and "18:13". There are two options: "Run this ad continuously" (selected) and "Choose when this ad will end". Below that is "Daily budget". It shows "Country, currency: BA, EUR" and a "Change" button. It also displays "Estimated 1.6K-4.5K Accounts Centre accounts reached per day" and a large blue "€ 2.00" with a pencil icon. A slider is set between €2.00 and €200.00. A note below says "€2.00 is the minimum budget based on your goal to help you avoid zero replies from your ad.".

I designed the ad with an eye-catching product image, wrote compelling copy, and added a “Shop now” button that leads directly to my website. I also defined my target audience based on age, interests, and location to reach people most likely to be interested in luxury beauty products.

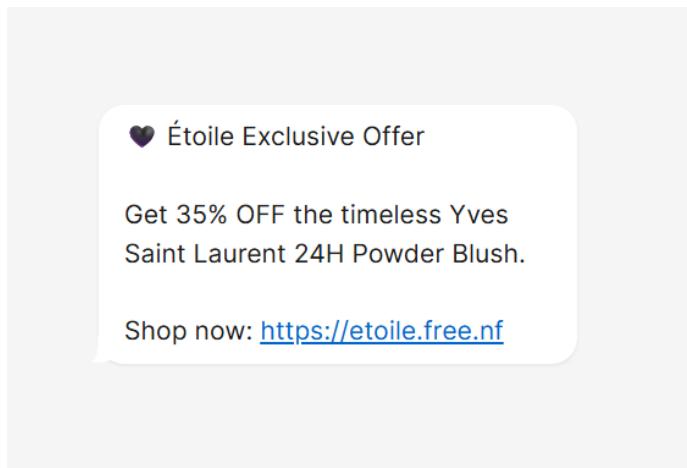
The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with various icons. The main area is titled "Placements". It has a section for "Recommended" and "Advantage+ placements" (with a toggle switch turned on). It also has a section for "Meta pixel" (with a toggle switch turned off). At the bottom, there's a warning about "Payment method required": "When you publish your ad, you'll be asked to add a payment method to your ad account. This payment method will be charged for any amount spent beyond the value of your ad credit." A "Payment method" button is at the bottom.

To track user activity and prepare for future retargeting, I installed the Meta Pixel using the PixelYourSite plugin on my WordPress site. Although the ad is currently paused, I have set a daily budget and am ready to launch when needed.

31. SMS Marketing Campaign

I created a promotional SMS campaign for my luxury gift shop, Étoile, using Brevo (formerly Sendinblue), focusing on a clean and engaging message tailored for mobile users. I began by accessing the SMS campaign feature within the Brevo platform and initiated the creation of a new campaign which I named “SMS CAM.”

The goal of this campaign was to announce an exclusive 35% discount on the Yves Saint Laurent 24H Powder Blush, and to encourage immediate purchases by including a clear and actionable call to action that directed users to my website via a short link: <https://etoile.free.nf>.



Understanding the importance of mobile responsiveness, I carefully composed the message to be concise, engaging, and optimized for readability on smaller screens. I made sure the message was emotionally appealing by opening with a heart emoji and the words “Étoile Exclusive Offer,” which not only highlighted the exclusivity of the promotion but also aligned with the tone and style of the Étoile brand.

The message was constructed to be easy to understand and visually neat, with minimal clutter and a straightforward layout that allows recipients to grasp the core offer instantly.

Once the message content was finalized, I proceeded to the scheduling phase, where I selected July 9, 2025, at 4:00 PM as the exact time for the message to be sent.

This time was chosen strategically to maximize visibility and engagement, based on common consumer behavior patterns and the typical hours of high mobile phone usage.

Campaigns

Create folder

Create campaign

Email SMS

Search for a campaign All statuses

1-1 of 1 1

SMS CAM	Recipients	Delivered
#2 - Scheduled for Jul 9, 2025 4:00 PM Scheduled	0 0% 0	0 0% 0

Throughout this process, I paid close attention to the best practices in mobile marketing, ensuring that my message remained under the character limit for SMS, avoided unnecessary complexity, and directed users to a specific, trackable landing page.

The user interface of Brevo allowed me to preview the message exactly as it would appear to the recipient, which helped me ensure consistency in branding and clarity in communication.

Brevo

Home

Contacts

Campaigns

Templates

Statistics

Settings

Automations

Transactional

Conversations

Deals

Meetings

Message content

1 SMS

Edit

Sender

Etoile

Recipients

3 recipients

Send to

Lista 1 #5

Don't send to unengaged contacts

Advanced options

Total recipients

3

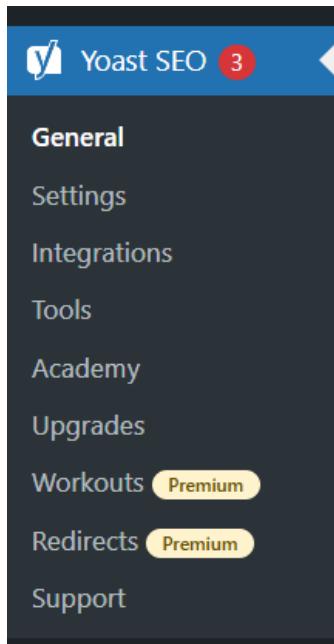
Cancel Save

Étoile Exclusive Offer
Get 35% OFF the timeless Yves Saint Laurent 24H Powder Blush.
Shop now: <https://etoile.free.nf>

Overall, this campaign represents a key step in my marketing strategy to build engagement with my customers and drive traffic and conversions to my online shop.

32. SEO optimization

For my project, I successfully installed and configured the Yoast SEO plugin.



I also enabled important features like SEO Analysis and Readability Analysis. For individual products and pages, I added focus keyphrases, SEO titles, meta descriptions, and slugs using the Yoast SEO box. Additionally, I ensured all product images included descriptive alt text to improve image SEO.

Writing

The image shows two side-by-side cards from the Yoast SEO plugin's writing features section.

SEO analysis: An illustration of a woman sitting at a desk, looking at a computer screen displaying the Yoast SEO dashboard. Below the illustration, the text reads: "The SEO analysis offers suggestions to improve the findability of your text and makes sure that your content meets best practices." A "Learn more →" link is present. At the bottom, there is an "Enable feature" button with a checked switch.

Readability analysis: An illustration of a woman in a blue coat and red hat standing next to a large, tilted ruler labeled "SUPERCAFFERACIOM". Below the illustration, the text reads: "The readability analysis offers suggestions to improve the structure and style of your text." A "Learn more →" link is present. At the bottom, there is an "Enable feature" button with a checked switch.

The screenshot shows the Yoast SEO plugin's 'Site basics' configuration screen. On the left, there's a sidebar with a 'Quick search...' bar and a navigation menu. The 'Site basics' option is highlighted with a red border. The main content area is titled 'Site basics' and contains sections for 'Site info', 'Website name' (set to 'Étoile'), 'Alternate website name' (set to 'Étoile'), and 'Tagline' (set to 'E-commerce Luxury Gift Shop'). A note at the bottom says 'This field updates the [tagline](#) in your WordPress settings.'

The green indicators show that the SEO and readability of the content are currently good.

The screenshot shows the Yoast SEO 'Focus keyphrase' tool. At the top, there are four tabs: SEO (selected), Readability, Schema, and Social. Below the tabs, a input field contains the text 'Good Girl Blush Elixir'. A button labeled 'Get related keyphrases' is visible at the bottom of the input field.

^ **Good results (11)**

- [Outbound links](#): Good job!
- [Image Keyphrase](#): Good job!
- [Images](#): Good job!
- [Keyphrase in introduction](#): Well done!
- [Keyphrase density](#): The keyphrase was found 4 times. This is great! 
- [Keyphrase length](#): Good job!
- [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!
- [Meta description length](#): Well done!
- [Previously used keyphrase](#): You've not used this keyphrase before, very good.
- [Text length](#): The text contains 329 words. Good job!
- [SEO title width](#): Good job!

^ **Good results (5)**

- [Passive voice](#): You're using enough active voice. That's great! 
- [Consecutive sentences](#): There is enough variety in your sentences. That's great!
- [Subheading distribution](#): Great job!
- [Paragraph length](#): There are no paragraphs that are too long. Great job!
- [Sentence length](#): Great! 

33. Privacy Compliance Checklist Report

In my current digital marketing setup, I collect personal data mainly through email subscription forms. Users can voluntarily subscribe to receive updates, special offers, and discounts through these forms. Additionally, I occasionally run social media campaigns that encourage users to sign up for emails in exchange for exclusive deals. The only type of data I collect is the user's email address, and there are no cookies or tracking tools used on the website at this time. When a user subscribes, their consent is given through the act of filling out and submitting the email form. I make it clear what type of content they can expect to receive, such as promotional offers and news related to my luxury gift shop. I do not currently use checkboxes for consent, but since I do not collect any additional sensitive information and do not track users, the consent process remains transparent and straightforward.

I also use the email addresses provided during user login to send them promotional content. These users receive ads and updates about products or discounts, and every email includes a clearly visible and functional unsubscribe link, allowing them to opt out of the mailing list at any time. This ensures they remain in control of their preferences, even if the email was collected through account registration rather than an explicit subscription form.

The screenshot shows a website header with the brand name "Etoile" and navigation links for Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon with a notification of 4 items. Below the header, the page title is "Overview". The main content area contains several paragraphs of text detailing return policies, including conditions for returns, exempt items, and requirements for completing a return. At the bottom of the page, there is a section titled "Refunds" with a note about receiving an email once a return is inspected.

Our refund and returns policy lasts 30 days. If 30 days have passed since your purchase, we can't offer you a full refund or exchange.

To be eligible for a return, your item must be unused and in the same condition that you received it. It must also be in the original packaging.

Several types of goods are exempt from being returned. Perishable goods such as chocolates cannot be returned.

To complete your return, we require a receipt or proof of purchase.

Please do not send your purchase back to the manufacturer.

Refunds

Once your return is received and inspected, we will send you an email to

I currently have one page on my website that outlines the refund and return policies. This page includes key details such as the 30-day return period, eligibility requirements (items must be unused, in original packaging, and accompanied by proof of purchase), and exceptions—like the fact that perishable goods such as chocolates cannot be returned. It also explains the refund process, including inspection, approval, and the expected timeline for receiving a refund. In case of late or missing refunds, the page provides steps users can take, such as checking with their bank or contacting customer support.

Additionally, it mentions that only regular-priced items are eligible for refunds, while sale items are not. The exchange policy is also included, allowing replacements only for defective or damaged items. Users are directed to contact my business email for any return, refund, or exchange questions.

While this page briefly touches on user interaction—such as emailing for support—it does not contain a full Privacy Policy. It does not explain how user data is collected, stored, or used outside the refund context. I plan to create and publish a separate, dedicated Privacy Policy soon to clearly cover data protection practices.

34. Social Checklist Report

In managing my digital marketing, I have made sure that my content and promotional strategies are ethical, inclusive, and respectful. I do not use any images of people in my marketing materials, so there is no risk of unintentionally reinforcing stereotypes based on race, gender, age, or other traits. The focus of my marketing is strictly on the products themselves and the value they offer.

I avoid manipulative language in all promotions. For instance, I do not use urgency-based phrases such as “Only 1 left!” or “Hurry up!” which can create unnecessary pressure or anxiety. Instead, my approach is to highlight genuine value. On Instagram, I ran a campaign offering a 20% discount for users who subscribed to the email list. On Facebook, I featured a luxury item that was truly discounted by 35%, and the promotion accurately reflected the availability and pricing of that product. These types of promotions are honest, respectful, and provide real benefits to potential customers without misleading them.

-35%

Yves Saint Laurent 24H Powder Blush
- Timeless Elegance Now at a Special
Price



Etoile

My business does not deal with sensitive topics like health or finance, so I do not need to address those specifically in my content. However, I still strive to communicate respectfully and thoughtfully in all messaging. In terms of accessibility, I currently do not use video or animation in my campaigns, and the images I do use do not require alt text for critical understanding.

However, I am aware of the importance of web accessibility and tested my homepage using the Accessibility Checker tool. The tool identified some issues such as missing alt text and low contrast in a few design elements. I have addressed these issues to ensure that users with visual impairments can navigate the website more easily. I also made sure that users can navigate the site using a keyboard and that form fields are clearly labeled and accessible.

35. Regulations Checklist Report

I tested my website's homepage using the online tool at <https://www.accessibilitychecker.org> to check for accessibility issues.

Based on the results, I made several improvements to make the site easier to use for all visitors, including those with disabilities.

The screenshot shows the Accessibility Checker report for the website <https://etoile.free.nf/>. The report indicates that the site is not compliant under United States law. A single issue is listed:

#	Issue	Total Failing Elements	Disabilities Affected	WCAG Success Criteria
1	semantically correct	1 element	+1 more	Level A +3 more

The report also includes sections for Interaction and Navigation Tests (All passed) and Visual and Structural Accessibility Tests (All passed). It lists the accessibility guidelines tested: WCAG 2.2, ADA, and Section 508. Logos for W3C, 508, and EN 301 549 are present.

Interaction and Navigation Tests ⓘ

#	Issue	Status
1	Ensure that text spacing set through style attributes can be adjusted with custom stylesheets	Passed Audit
2	Ensure each page has at least one mechanism for a user to bypass navigation and jump straight to the content	Passed Audit
3	Ensure interactive controls are not nested as they are not always announced by screen readers or can cause focus problems for assistive technologies	Passed Audit
4	Ensure all skip links have a focusable target	Passed Audit
5	Ensure tabindex attribute values are not greater than 0	Passed Audit
6	Ensure aria-hidden elements are not focusable nor contain focusable elements	Passed Audit

Screen Reader and Assistive Technology Tests ⓘ

#	Issue	Status
---	-------	--------

Screen Reader and Assistive Technology Tests ⓘ

#	Issue	Status
1	Ensure all page content is contained by landmarks	Passed Audit
2	Ensure that the page, or at least one of its frames contains a level-one heading	Passed Audit
3	Ensure landmarks are unique	Passed Audit
4	Ensure the document has at most one main landmark	Passed Audit
5	Ensure the document has at most one banner landmark	Passed Audit
6	Ensure the main landmark is at top level	Passed Audit
7	Ensure the banner landmark is at top level	Passed Audit
8	Ensure image alternative is not repeated as text	Passed Audit
9	Ensure headings have discernible text	Passed Audit

I added missing alt text to images so that screen readers can describe the content properly. I also adjusted the color contrast between text and backgrounds to meet accessibility standards, ensuring better readability.

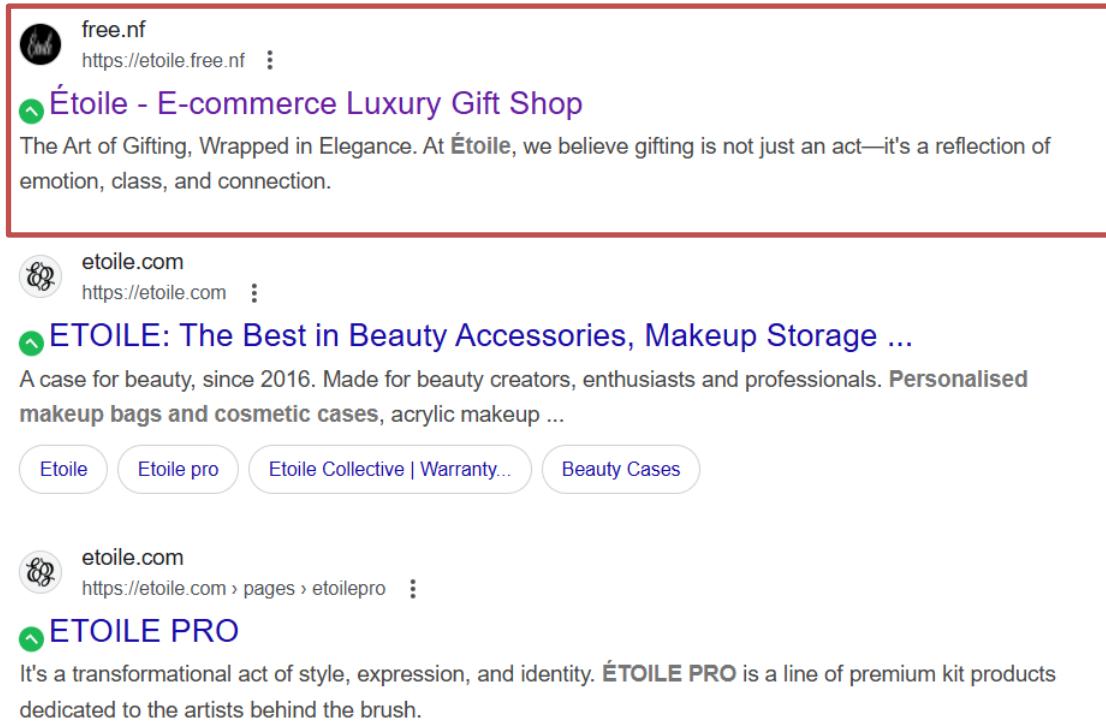
Visual and Structural Accessibility Tests ⓘ		
#	Issue	Status
1	Ensure <meta name="viewport"> does not disable text scaling and zooming	Passed Audit
2	Ensure the contrast between foreground and background colors meets WCAG 2 AA minimum contrast ratio thresholds	Passed Audit
3	Ensure <meta name="viewport"> can scale a significant amount	Passed Audit

These changes help make my website more inclusive and aligned with accessibility guidelines. I plan to continue testing and improving accessibility as I update and grow the site.

36. Social Media Links

Facebook page: <https://www.facebook.com/share/15t2PQoAHH/?mibextid=wwXIfr>
Instagram: <https://www.instagram.com/etoile.global?igsh=MTQzMnJkMzYyaDJ6YQ==>

37. Google Search



The screenshot shows three search results for "ETOILE".

- free.nf**
https://etoile.free.nf :
Étoile - E-commerce Luxury Gift Shop
The Art of Gifting, Wrapped in Elegance. At Étoile, we believe gifting is not just an act—it's a reflection of emotion, class, and connection.
- etoile.com**
https://etoile.com :
ETOILE: The Best in Beauty Accessories, Makeup Storage ...
A case for beauty, since 2016. Made for beauty creators, enthusiasts and professionals. Personalised makeup bags and cosmetic cases, acrylic makeup ...
Etoile Etoile pro Etoile Collective | Warranty... Beauty Cases
- etoile.com**
https://etoile.com › pages › etoilepro :
ETOILE PRO
It's a transformational act of style, expression, and identity. ÉTOILE PRO is a line of premium kit products dedicated to the artists behind the brush.