

*IT 3008 Introduction to E-Business/E-Commerce*

**LUXURY GIFT SHOP**

Milestone 3

Advertising and Reporting

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29.05.2025

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## 1. Marketing Strategy

The brand targets discerning customers who value exclusivity, quality, and refined aesthetics.

To establish a strong digital presence and drive meaningful engagement, several foundational steps have been completed. A professional Instagram and Facebook page were created to represent the Etoile brand online. For both platforms, the same elegant logo used on the official website was applied to maintain visual consistency and reinforce brand identity. The social media aesthetic mirrors the luxurious feel of the store, and thoughtful consideration was given to each design decision.

Three initial posts were published on Instagram, each designed with a sleek black background. The colour black was deliberately chosen, as it universally symbolizes elegance, prestige, and luxury—perfectly aligning with the brand's core values. These posts feature sophisticated messaging and minimalist styling to communicate the exclusivity of the products on offer. The visual theme helps distinguish Etoile from typical gift stores, signalling that this is a premium shopping destination.

From a technical and marketing perspective, the website has been optimized using Yoast SEO. Key product pages were enhanced with search-friendly keywords, compelling meta descriptions, slugs, and alt text on all images. This ensures that the store is more discoverable to people searching for luxury gifts and designer makeup online. SEO analysis and readability features were activated to fine-tune every detail of the content.

Email marketing has been set up using Brevo (formerly Sendinblue). A contact list was created with sample users, and an email campaign was designed and scheduled. The campaign uses dynamic personalization and highlights selected bestsellers, linking directly to product pages. The tone of the email aligns with Etoile's elegant branding and encourages recipients to explore the curated collections.

To capture high-intent shoppers, a Google Ads Search Campaign was created. The campaign includes multiple ad groups focusing on search terms like "buy Dior makeup online" and "luxury gift sets." A small daily test budget was assigned, and ads were carefully written to reflect the upscale tone of the store. The campaign is currently paused until the official launch.

On the social advertising side, a Facebook and Instagram Ads campaign was also created using the Meta Business Suite. Ads were developed using strong visuals and ad copy tailored for a high-end audience. The Meta Pixel was installed using the PixelYourSite plugin, enabling detailed tracking of user behaviour and setting the stage for retargeting.

A retargeting campaign was also prepared, aimed at people who visited the site but did not complete a purchase. This audience will be shown highly tailored ads emphasizing limited time offers, exclusive bundles, and luxury appeal, encouraging them to return and convert.

To ensure performance tracking and data insights, Google Analytics 4 (GA4) was successfully integrated using Site Kit by Google. Enhanced Measurement was enabled, and

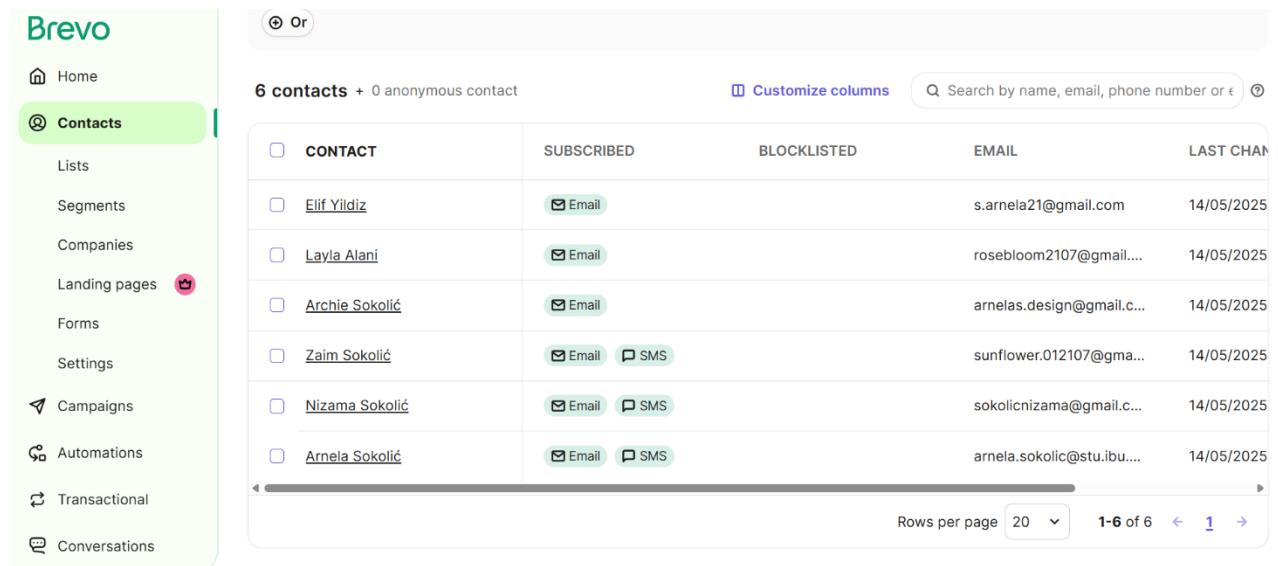
custom events like "add\_to\_cart" and "purchase" were configured. These analytics tools will help measure success, identify bottlenecks in the shopping journey, and guide future strategy adjustments.

Overall, Etoile Luxury Gift Store has laid the foundation for a well-rounded, elegant digital marketing strategy. From SEO to email campaigns, from Google Ads to sophisticated Instagram visuals, every touchpoint reinforces the brand's luxurious image. This multi-channel strategy is designed to attract, engage, and convert a premium audience who values quality, presentation, and exclusivity.

## 2. Email Marketing Campaign

### 2.1 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 interface with the 'Contacts' module selected. On the left, there's a sidebar with links to Home, Contacts (which is highlighted), Lists, Segments, Companies, Landing pages, Forms, Settings, Campaigns, Automations, Transactional, and Conversations. The main area displays a table of contacts with the following data:

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, there are buttons for 'Rows per page' (set to 20), '1-6 of 6', and navigation arrows.

The screenshot shows the Brevo interface for managing lists. On the left sidebar, 'Lists' is selected. The main area displays a table with one row for 'Lista 1'. The table columns are 'Lists', 'ID', 'Folder', 'Contacts', 'Creation date', and 'Actions'. A search bar at the top right allows searching by list name or ID. A button labeled 'Create a list' is also present.

Lists	ID	Folder	Contacts	Creation date	Actions
<a href="#">Lista 1</a>	#5	Your First Folder	6	May 14, 2025 18:33	<a href="#">⋮</a>

## 2.2 Campaign

The screenshot shows the Brevo interface for managing campaigns. On the left sidebar, 'Campaigns' is selected. The main area displays a table with one row for a campaign titled 'Étoile | Yves Saint Laurent 2...Now 29,00 € (Limited Offer!)'. The table columns are 'Recipients', 'Opens', 'Clicks', and 'Unsubscribed'. Below the table, it shows '0' scheduled recipients and '0%' open rate. A search bar and status filter are also present.

Recipients	Opens	Clicks	Unsubscribed
0 0%	0 0%	0 0%	0 0%

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.

Brevo

Email campaigns / Create an email campaign

Usage and plan

Étoile

Home

Contacts

Campaigns

Templates

Statistics

Settings

Automations

Transactional

Conversations

Deals

Meetings

Étoile | Yves Saint Lauren...

Scheduled

Preview & Test

Suspend

Sender

Étoile arnela.sokolic@stu.ibu.edu.ba

Manage sender

Recipients

6 recipients • 300 remaining emails

Manage recipients

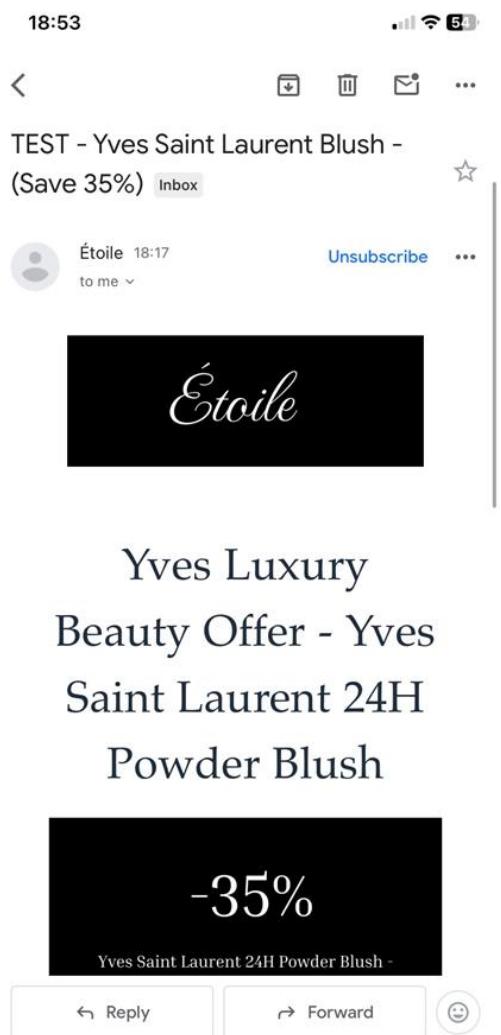
Subject

Subject: Yves Saint Laurent Blush - (Save 35%)

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.

Edit subject

## 2.3 Campaign Design



18:53 Saint Laurent 24H

< Powder 🗑️ ⏪ ⏹ 📲 ...

-35%

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

<https://etoile.free.nf>

Original Price: 45,00 €

Now Only: 29,00 €

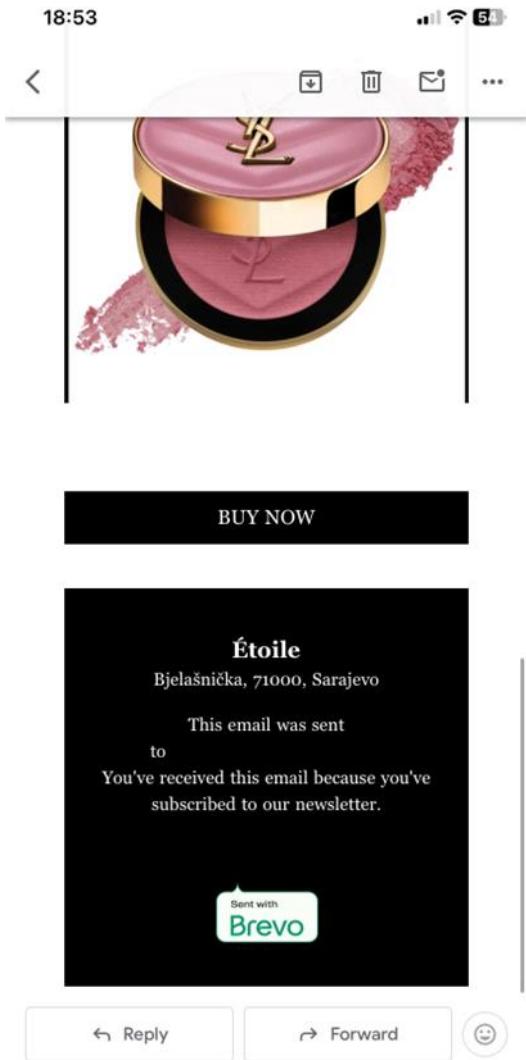
Experience 24 hours of luminous color, a  
lightweight silky texture, and a flawless  
finish that lasts all day and night.



Reply

Forward



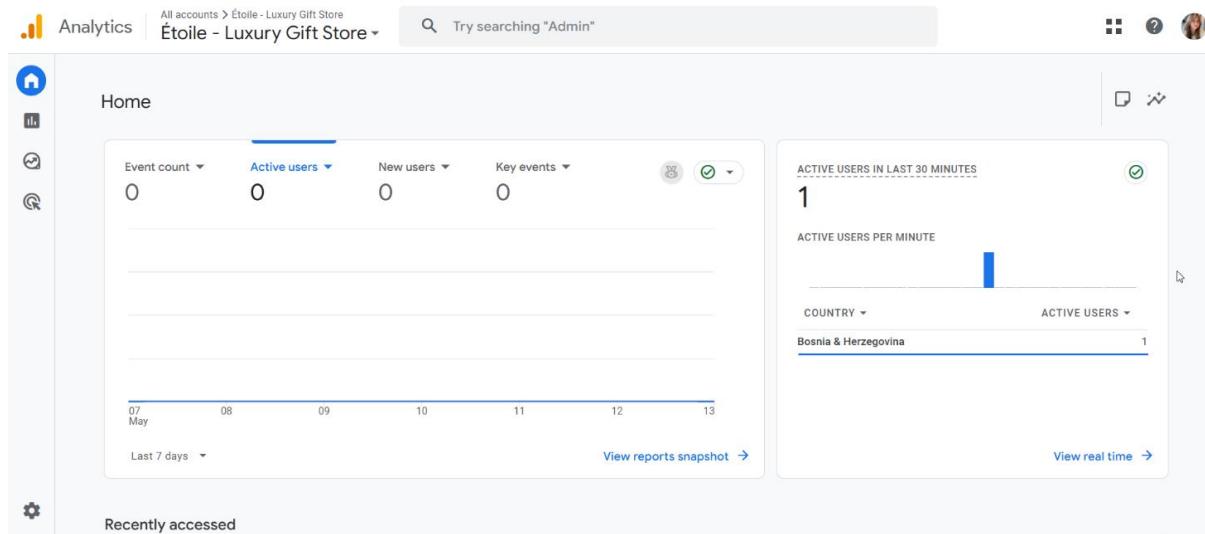


I ensured the campaign included a visually appealing email design, persuasive call-to-action buttons, and tested the message across devices to maintain a premium experience for the recipients.

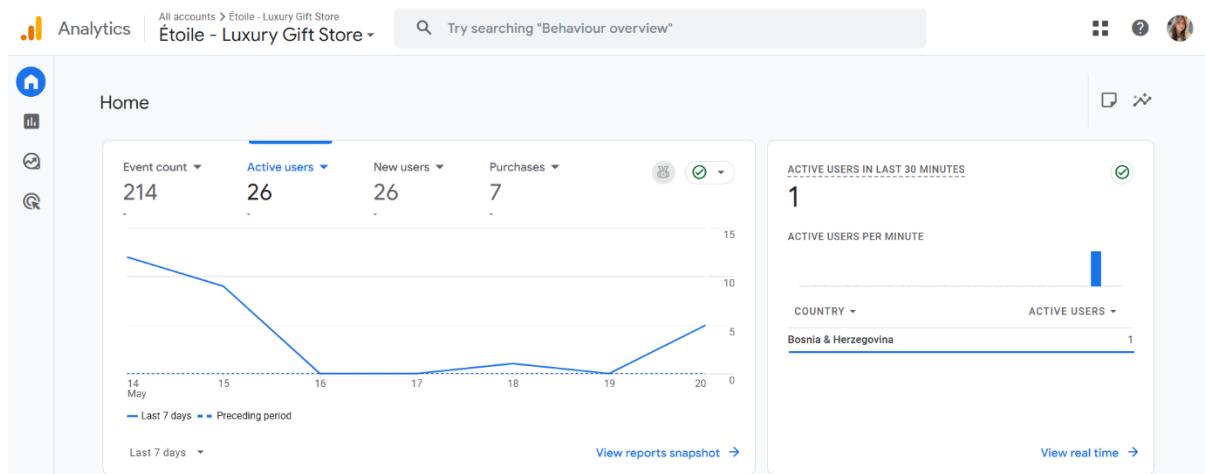
For the email campaign, I intentionally chose a black and white color palette to reflect the elegance and sophistication of the Étoile brand. Black is widely associated with luxury, exclusivity, and timeless style. It conveys a sense of power, prestige, and formality—values that align perfectly with 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.

### 3. 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.

### 3.1 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.

### 3.2 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	Even All e
<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...				
		Country	Engaged sessions per active user	Average engagement time per active user	Event count	Key events	User key event rate
				All events	All events	All events	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%
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.

### 3.3 Insights

You asked: How many users did I have last week?

**Users**  
May 11–17, 2025

Users	21
-------	----

 Insights X

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

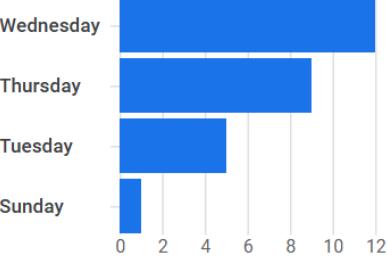
Based on this insight, it is evident that the homepage and checkout page were the most viewed and interacted with, showing user interest in exploring products and moving toward purchases, although no transactions were completed.

 Insights X

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

**Top Day of week by Users**

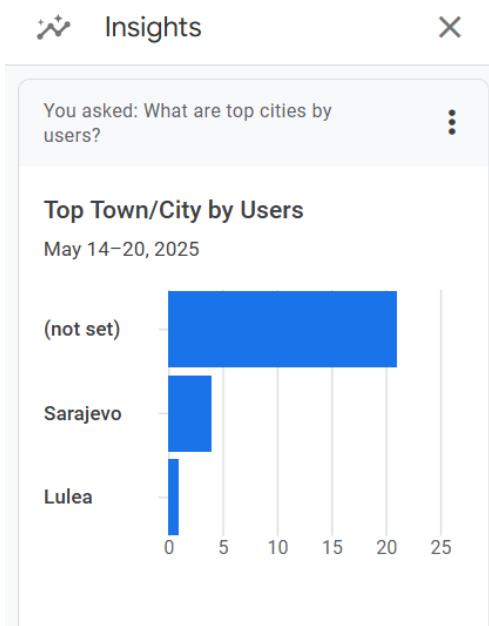
May 14–20, 2025



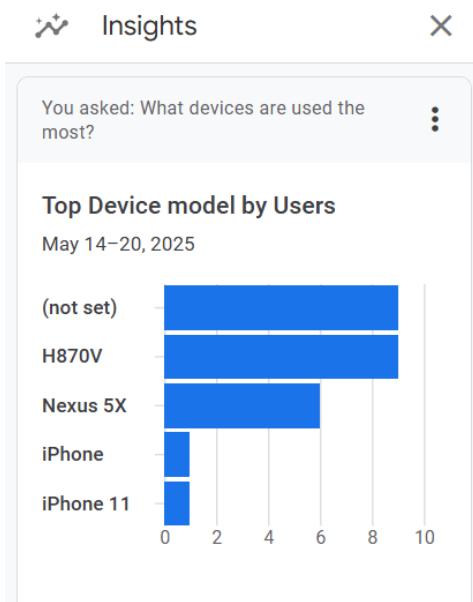
Day	Users
Wednesday	12
Thursday	9
Tuesday	5
Sunday	1

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

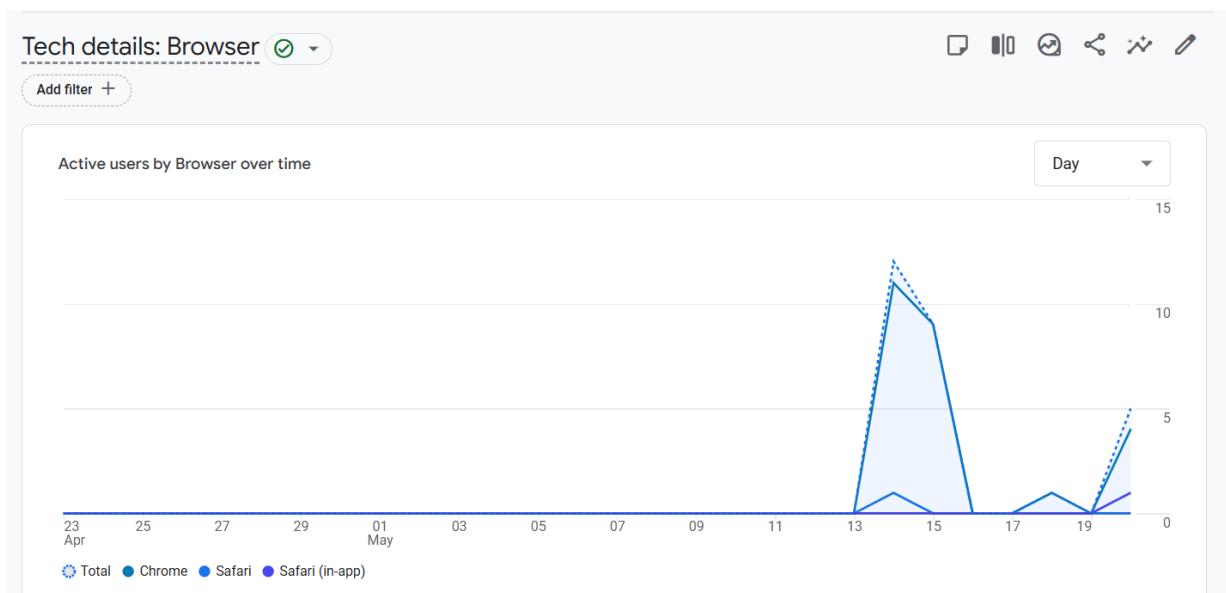
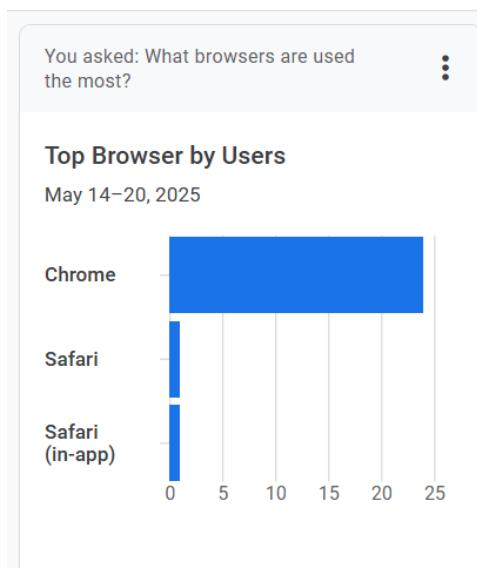
Tuesday also showed moderate activity, while Sunday had the fewest visitors. This indicates that midweek days tend to attract the most traffic to the site.



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.



## Insights



## 4. 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	<input type="text"/> Delivered to Your Door	
Campaign goal	Ad Preview	
Website traffic		
Your website	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.	
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.	

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

Campaign	Budget	Status	Optimization score	Campaign type
Drafted in progress: 0				
Delivered to Your Door	US\$1.00/day	Paused		Performance Max
Total: All but removed campaigns in your cur...				
Total: Account	US\$1.00/day			

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.

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

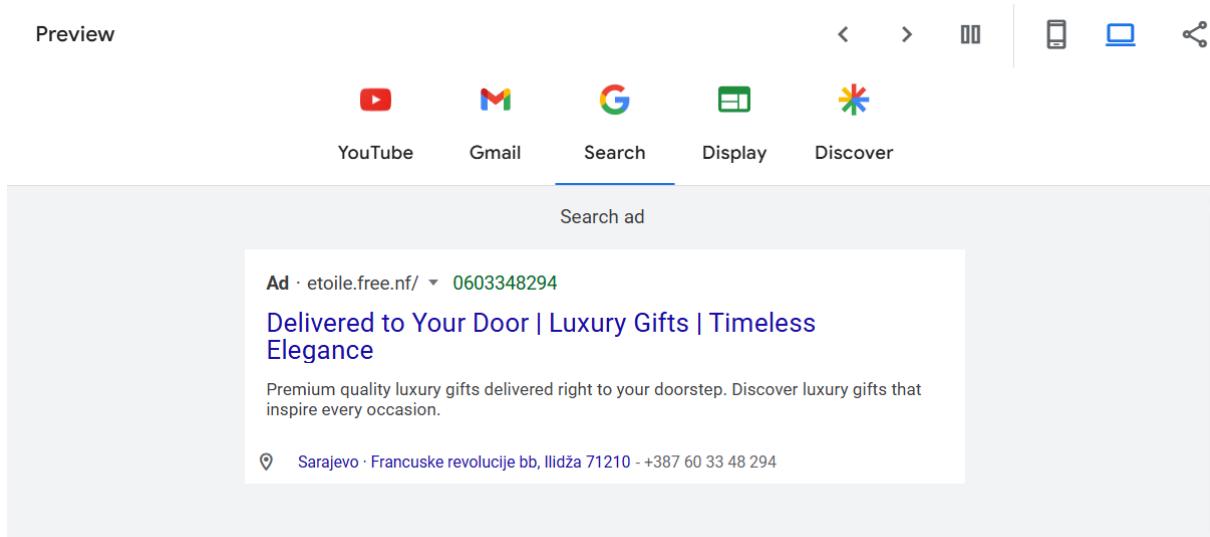
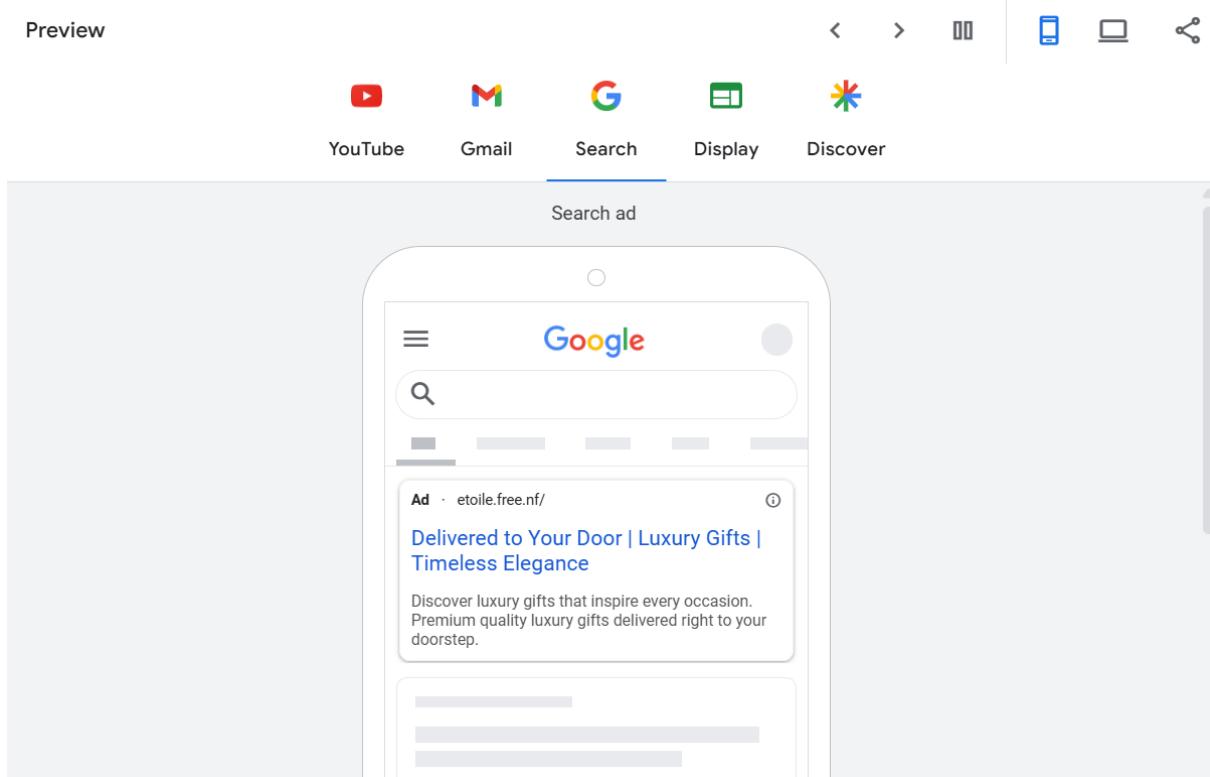
The screenshot shows the Google Ads interface for managing asset groups. On the left, the navigation menu is open, with 'Campaigns' selected under 'Assets'. The main content area displays 'Asset Group 1' titled 'Delivered to Your Door'. A table lists five items: three asset groups and two campaigns. All items are marked as 'Not eligible' due to the campaign being paused. The table includes columns for Asset/Campaign name, Level, Status, Asset type, Last updated, Conversion, and Conv. val.

Asset	Level	Status	Asset type	Last updated	Conversion	Conv. val
Etoile	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
Etoile	Asset group	Not eligible Under review, Campaign is paused	Business name	28 May 2025, 16:19	—	—
0603348294	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.

This screenshot shows the same Google Ads interface as the previous one, but with a different view. It displays the 'Asset groups' section for 'Asset Group 1'. The 'Paused' status is explicitly mentioned above the asset list. The asset group details show three images, one logo, and three headlines added. A tooltip indicates that the campaign is paused, which is why the assets are marked as 'Not eligible'. The 'Edit assets' and 'View details' buttons are visible at the bottom of the asset group card.

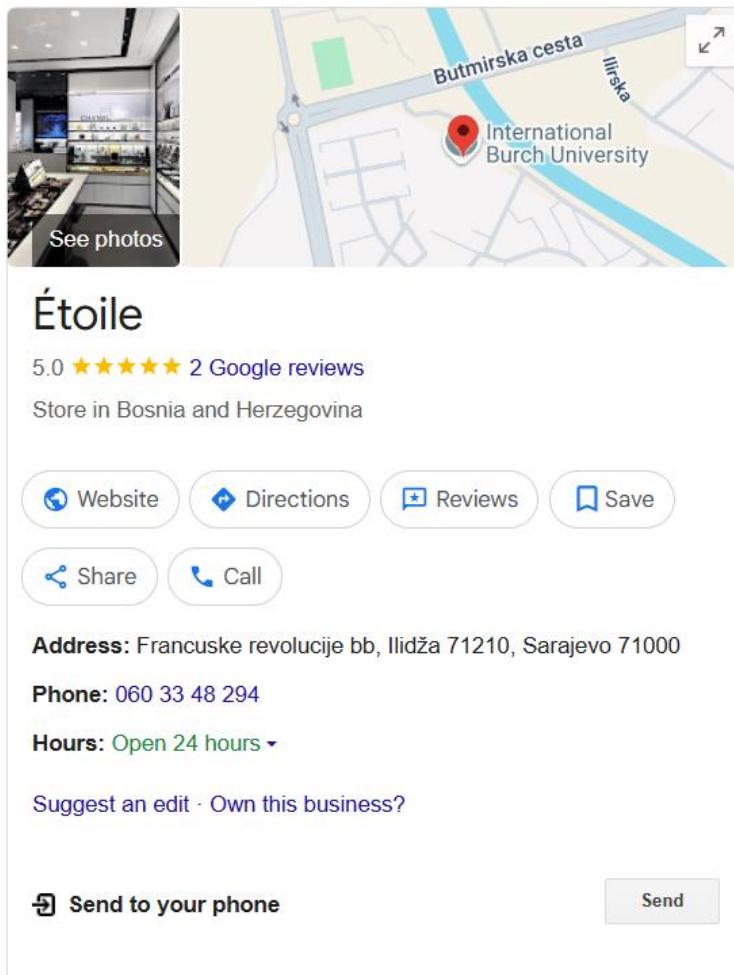
This is a preview of my Google Ads campaign setup, created as part of the planning and preparation phase before officially launching the campaign. At this stage, the campaign is fully configured with the essential elements, including the campaign type, budget, and targeted asset group.

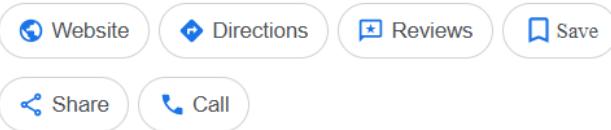


## 5. Local Marketing

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, where it now appears as an e-commerce agency based in Bosnia and Herzegovina.

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.





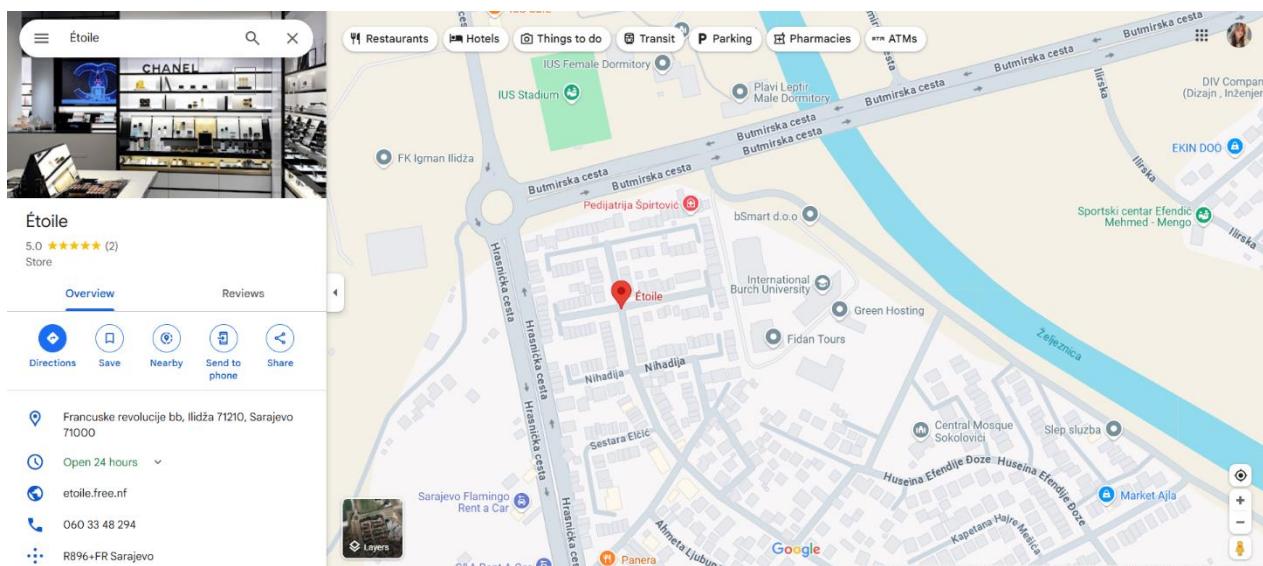
**Address:** Francuske revolucije bb, Iliča 71210, Sarajevo 71000

**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](#)



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

## Reviews i

[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 **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



● 16 • 62%
Google Search – mobile
● 6 • 23%
Google Maps – mobile
● 3 • 12%
Google Search – desktop
● 1 • 4%
Google Maps – desktop

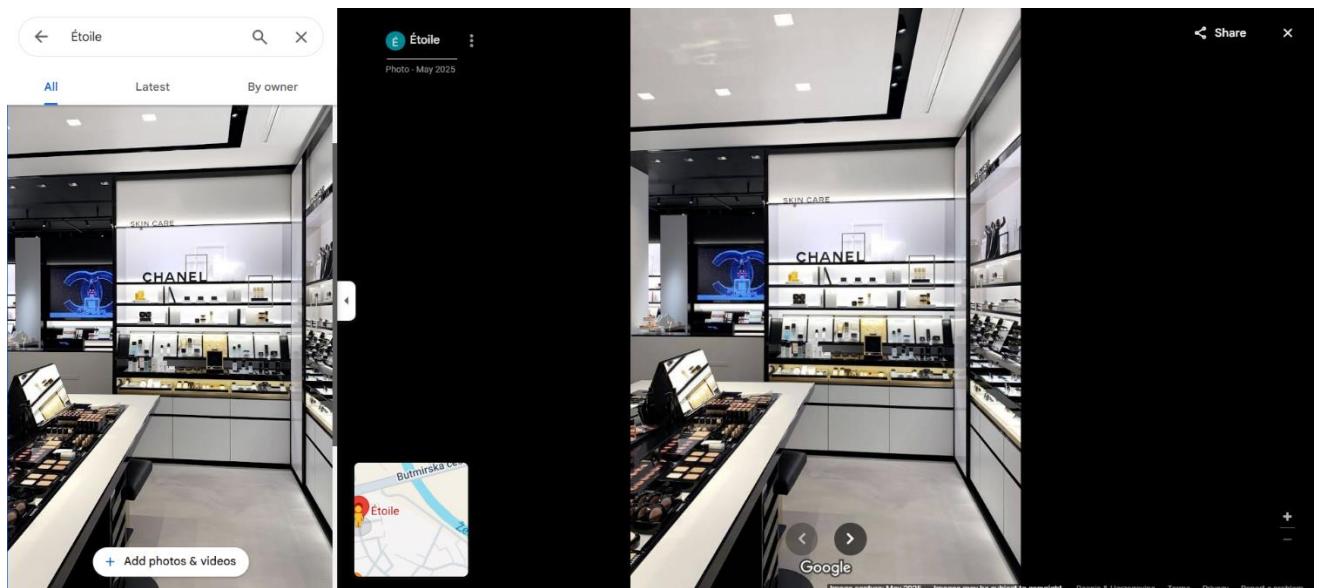
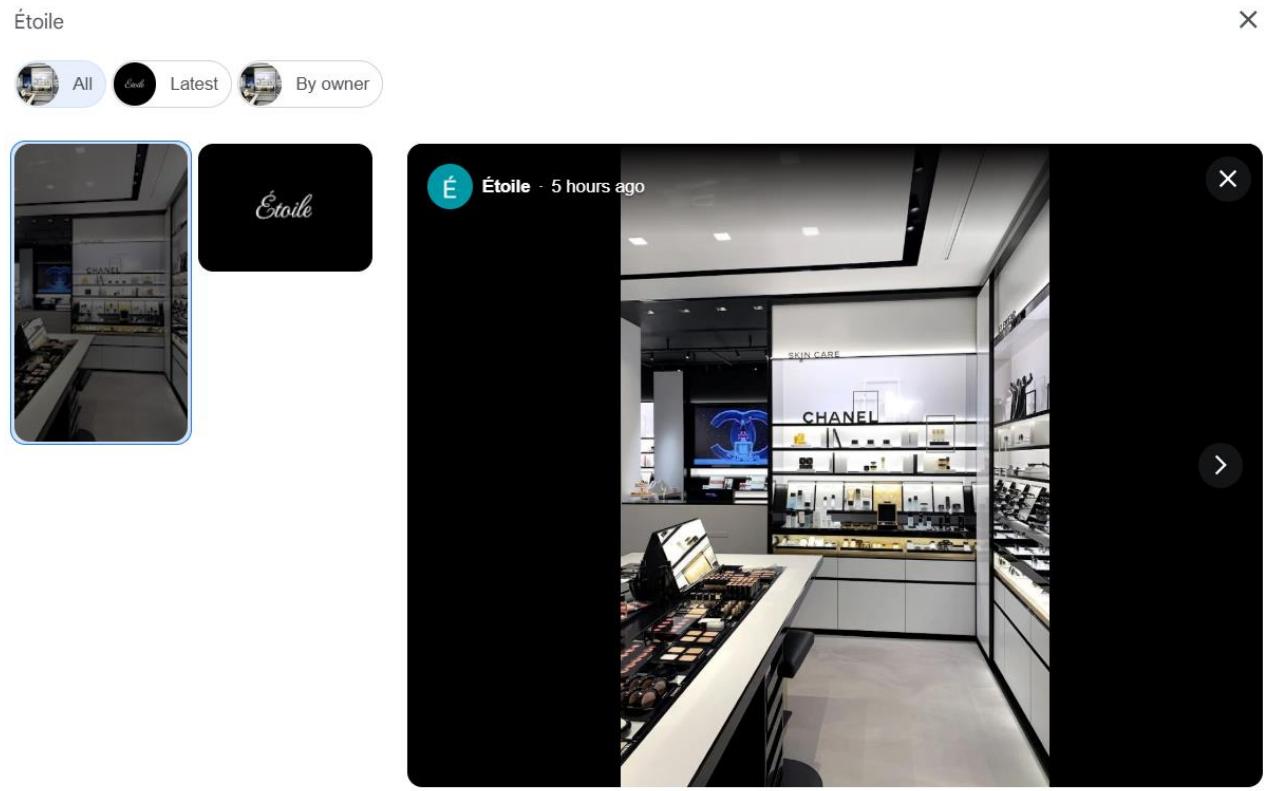
<50

▢ 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!



## 6. 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:**

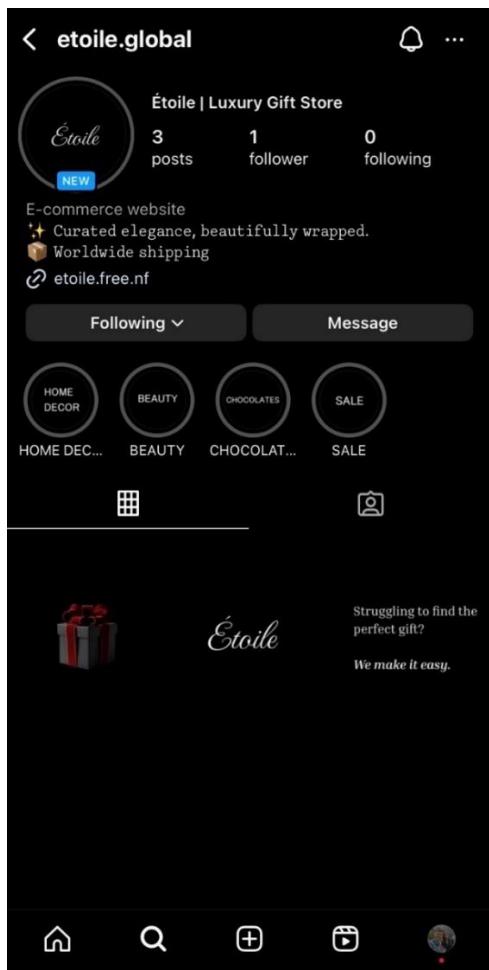
- Share Instagram content to Facebook regularly for consistency
- Post occasional exclusive updates or announcements tailored to Facebook users
- Use Facebook's page insights to analyze engagement and reach
- Consider Facebook Ads in the future to promote the brand or boost posts.

## 7. Social Marketing

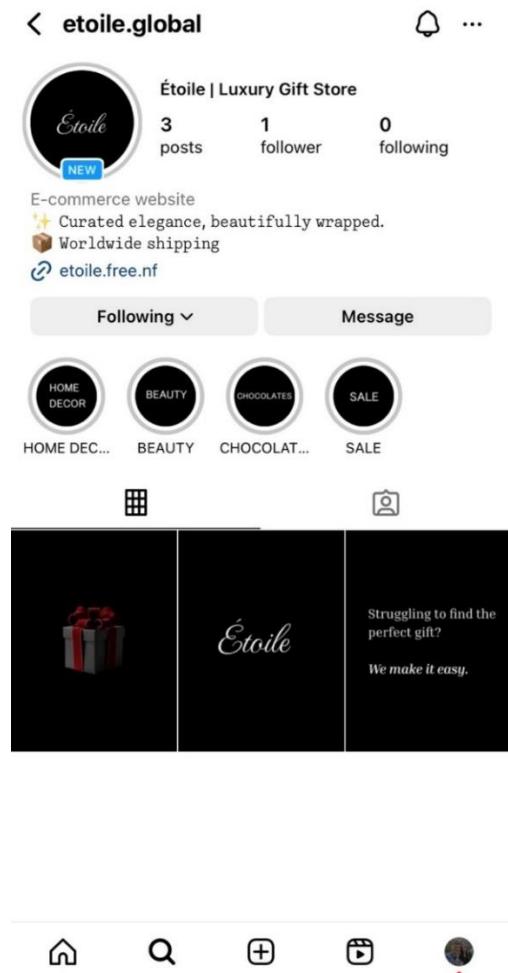
### 7.1 Instagram

#### **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.

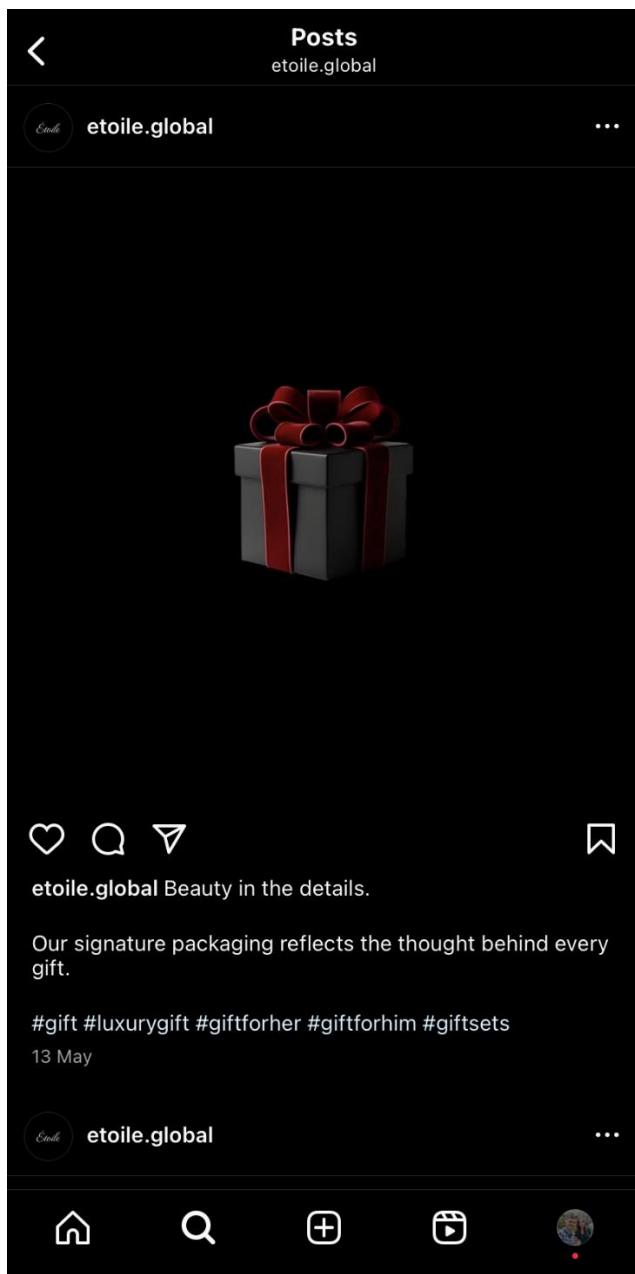


The bio was intentionally crafted to reflect the core values of Étoile. The phrase “curated elegance, beautifully wrapped” emphasizes the personalized and luxurious nature of the gifts we offer. It suggests thoughtful selection and exquisite presentation—key traits of a high-end gifting experience.

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.





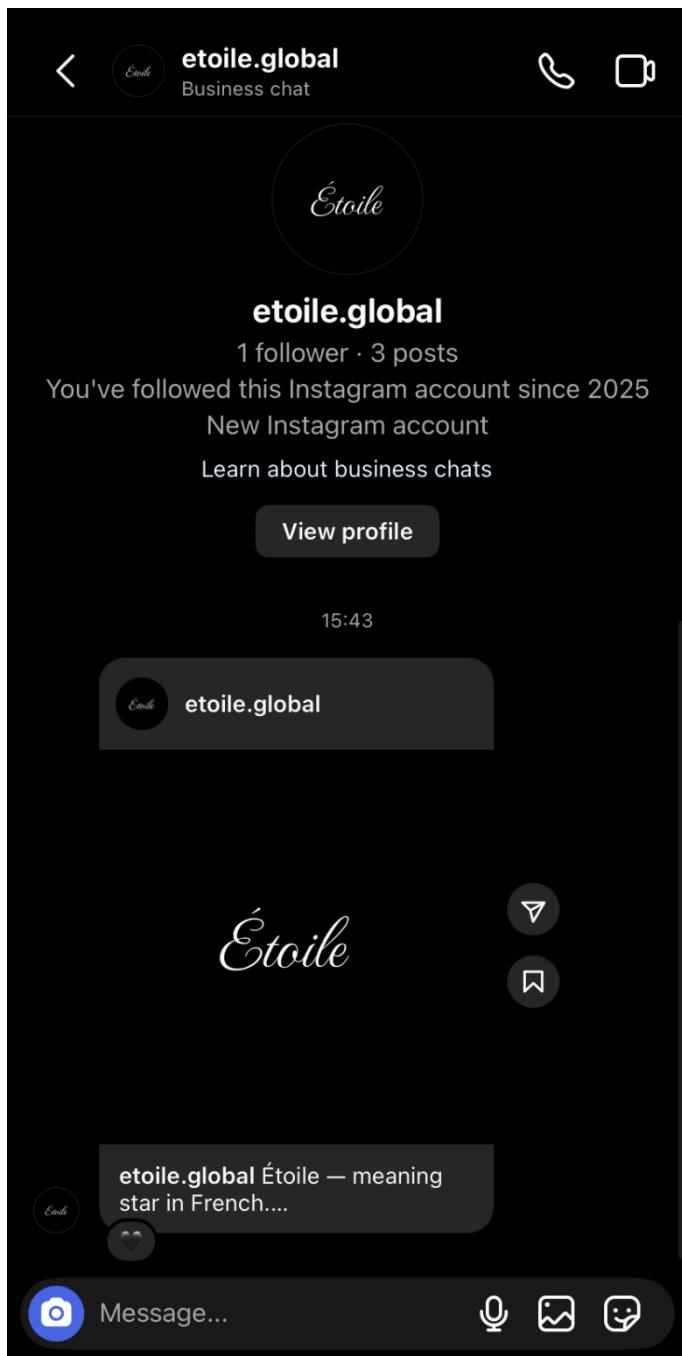
### Design Choices:

- **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.

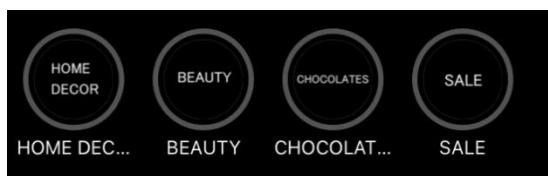


### Next Steps:

- 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.

### 7.1.1 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.

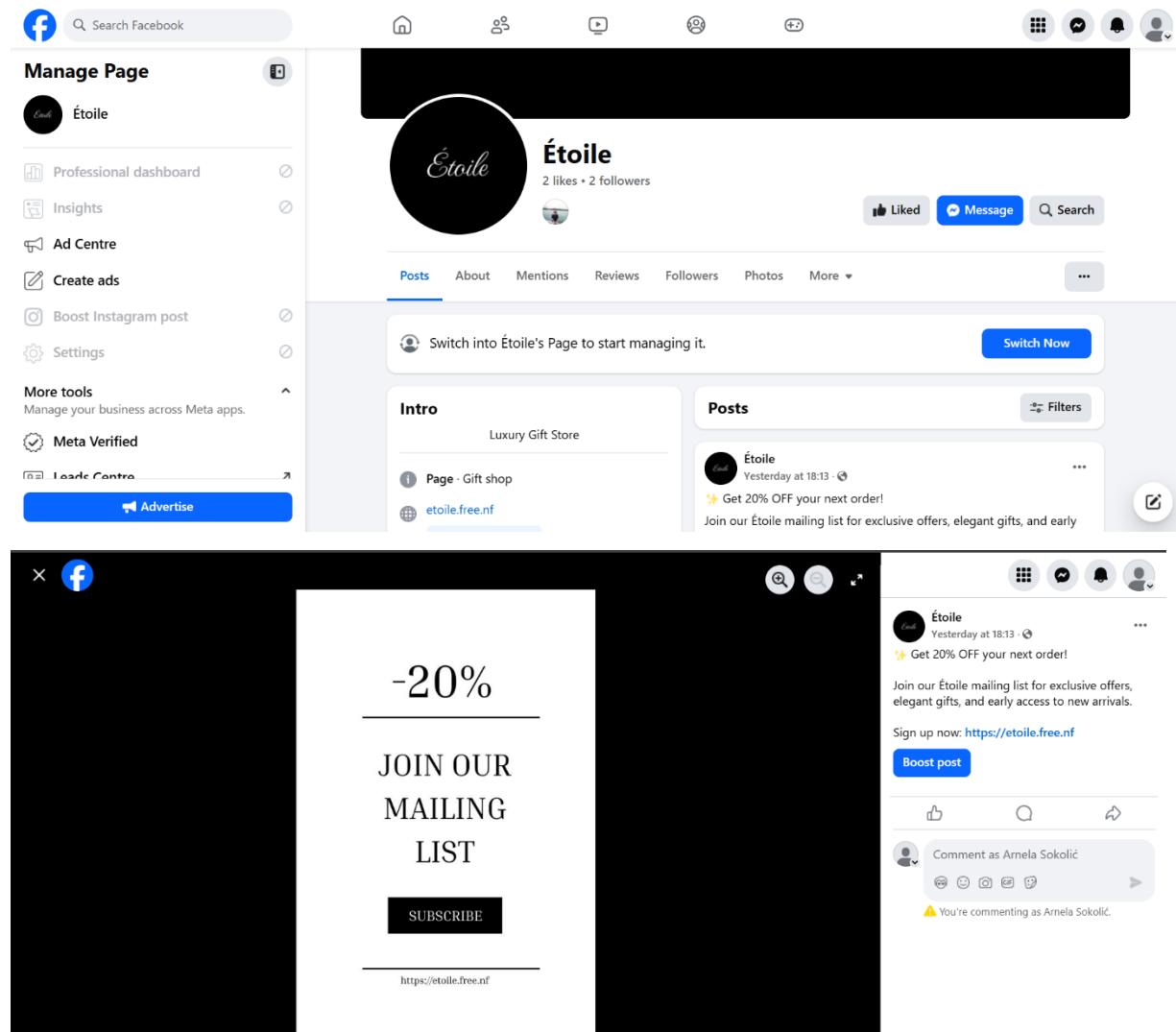


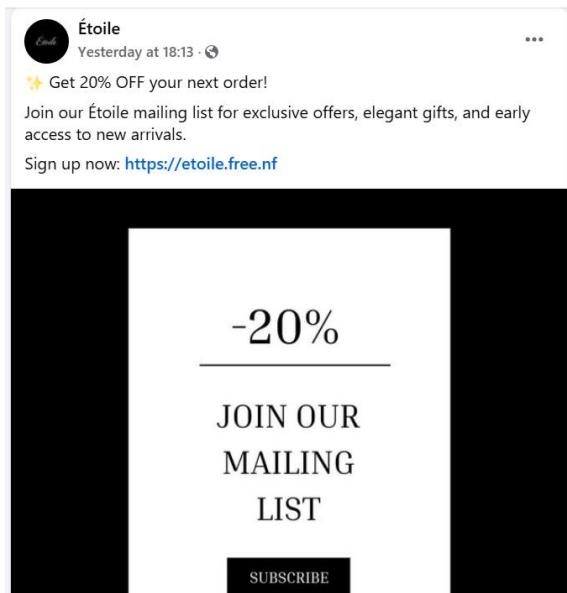
I am posting stories to keep the audience engaged with fresh, short, and interactive content that disappears after 24 hours, making it perfect for sharing updates, behind-the-scenes moments, quick promotions, or customer interactions.

## 7.2 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:

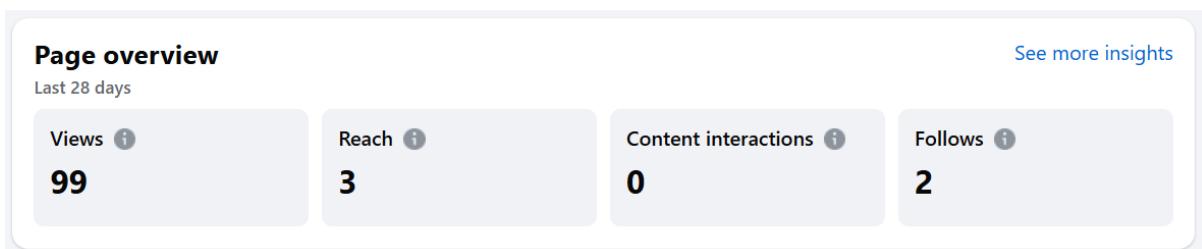
“ Get 20% OFF your next order!

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

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

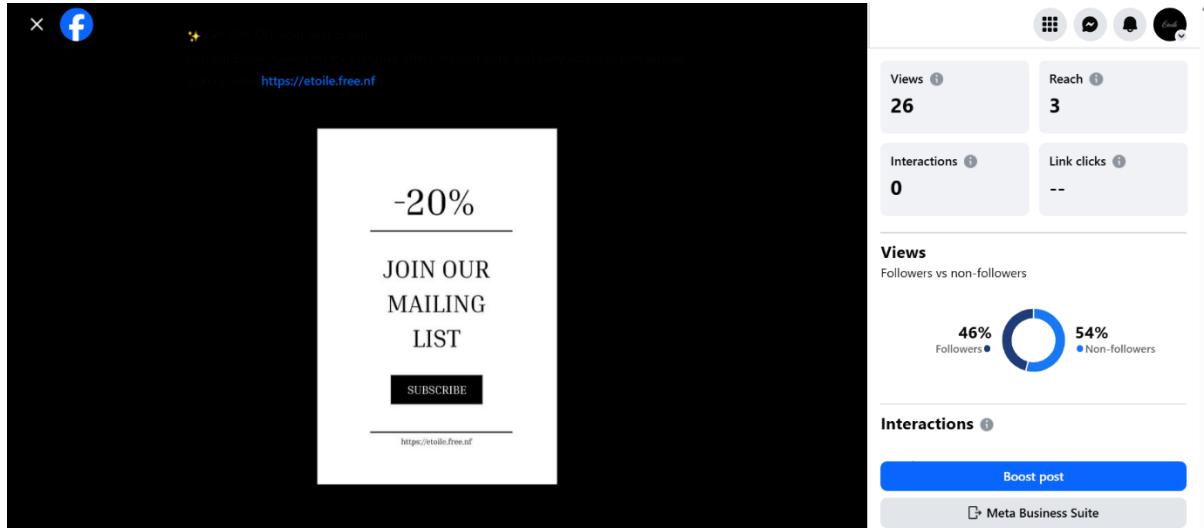
This post is designed to attract more subscribers by offering a discount incentive and emphasizing the benefits of joining the mailing list. It's a good example of how the business uses Facebook to promote sales and increase customer engagement.

## 7.2.1 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):** This metric indicates that the page was visited 99 times. Page views are important because they show how many people are actively checking out the business's content, products, or information. A higher number of views can suggest growing interest or curiosity about the brand.
- **Reach (3):** The reach value shows that the posts were seen by only 3 unique users. This is a relatively low figure, which could be due to limited content, low follower count, or minimal promotion. Improving reach typically involves posting more consistently, using engaging content, and promoting posts to wider audiences.
- **Content Interactions (0):** There were no interactions such as likes, comments, shares, or clicks on the page content during this period. This suggests that while some users may be viewing the page, they are not engaging with the content. To improve this, the business could use more interactive posts such as polls, questions, behind-the-scenes updates, or special offers that encourage responses.
- **Follows (2):** The page gained 2 new followers, which means that two users have chosen to receive future updates from Étoile. Although this is a small number, it shows the page is starting to build an audience. Over time, with better engagement and marketing strategies, this number can 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

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

Your Photos

Albums



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.

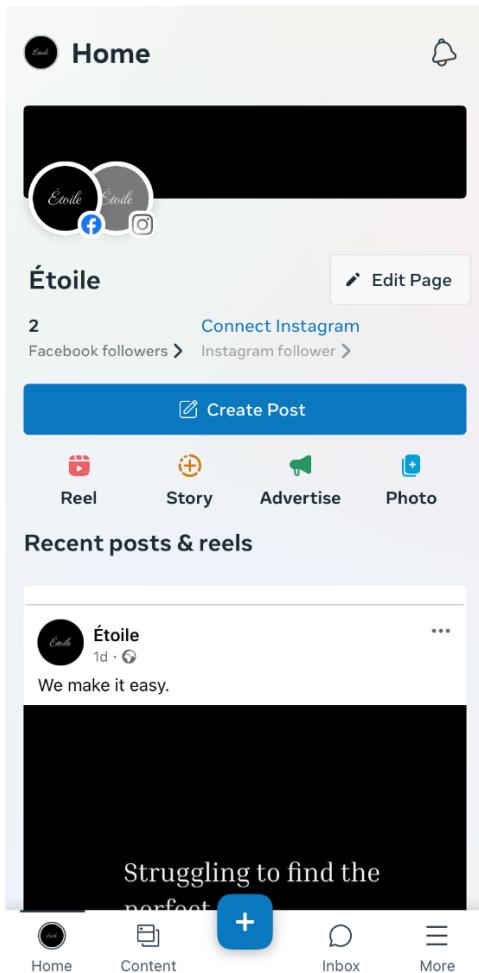
The third post offers: “*-20% JOIN OUR MAILING LIST – SUBSCRIBE.*” This post is presented on a white background with black text, the reverse of the others.

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.

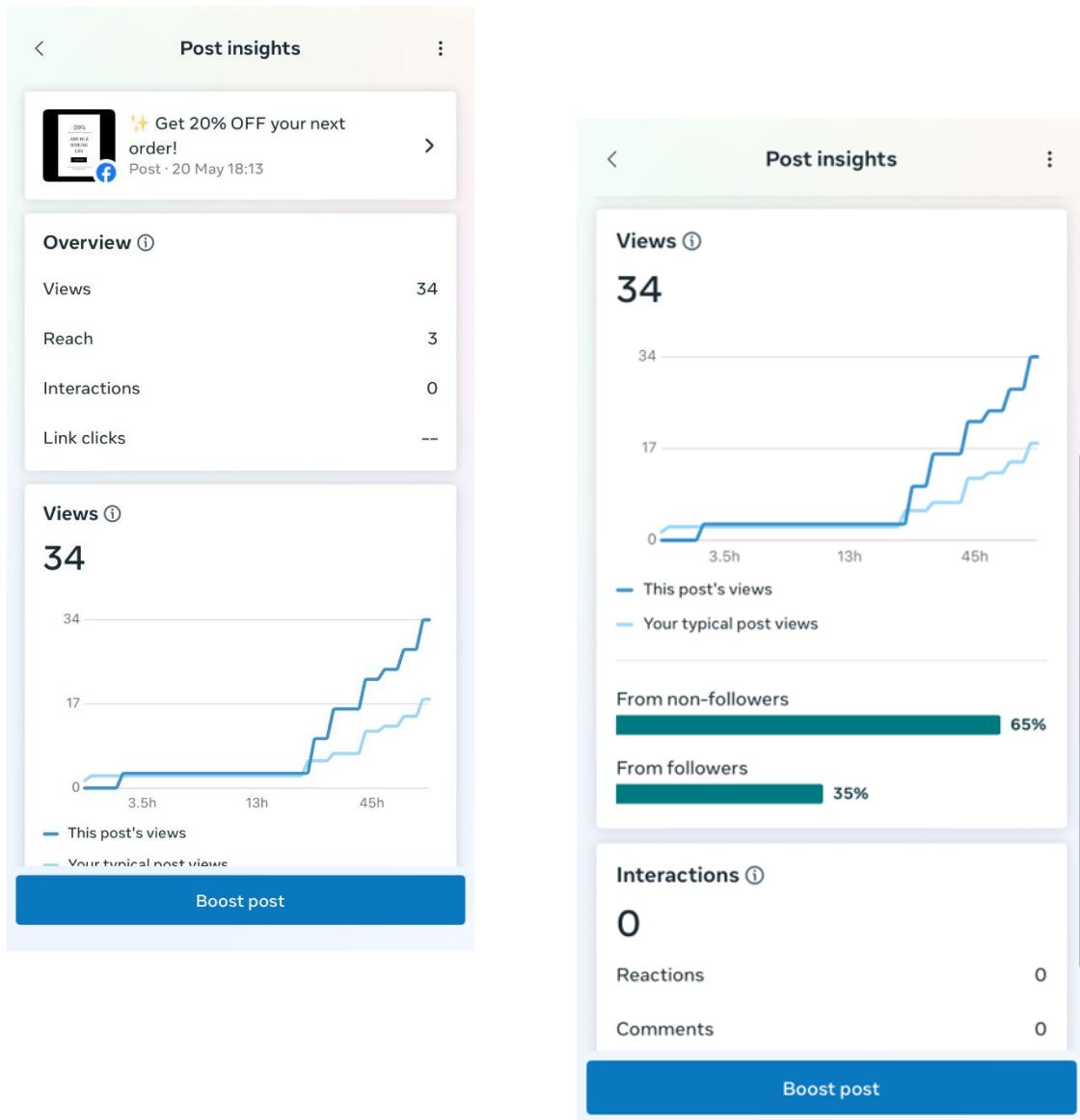
Together, these posts form a visually cohesive and strategic marketing approach. The use of minimal colour, elegant fonts, and focused messaging creates a premium look that aligns with the luxury positioning of Étoile. Each post serves a different purpose—brand awareness, product promotion, and customer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

### 7.3 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](#)

**Insights** Grid ▾

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

<p><b>Views</b> <b>69</b> ↑ 100%</p>	<p><b>Content interactions</b> <b>0</b> .. 0%</p>
<p><b>Messaging contacts</b> <b>0</b> .. 0%</p>	<p><b>Follows</b> <b>2</b> ↑ 100%</p>

**Top content by views** [See all](#)

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

**Weekly plan**

41

## 8. 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 in Facebook Business Manager. On the left, there's a vertical sidebar with various icons for different campaign types: Infinity (Ad Sets), Home, Notifications, Analytics, Chat, Posts, Events, Pages, Ad Library, and Help.

**Goal:** What results would you like from this ad? A button labeled "Get more messages" with a help icon is shown, with the subtext "Show your ad to people who are more likely to send you a message." A "Change" button is also present.

**Ad creative:** How do you want your ad to look? A "Use a post" button is available. Below it, a note says "Save time on creating ad content by turning one of your best performing posts into an ad." Another "Use a post" button is shown.

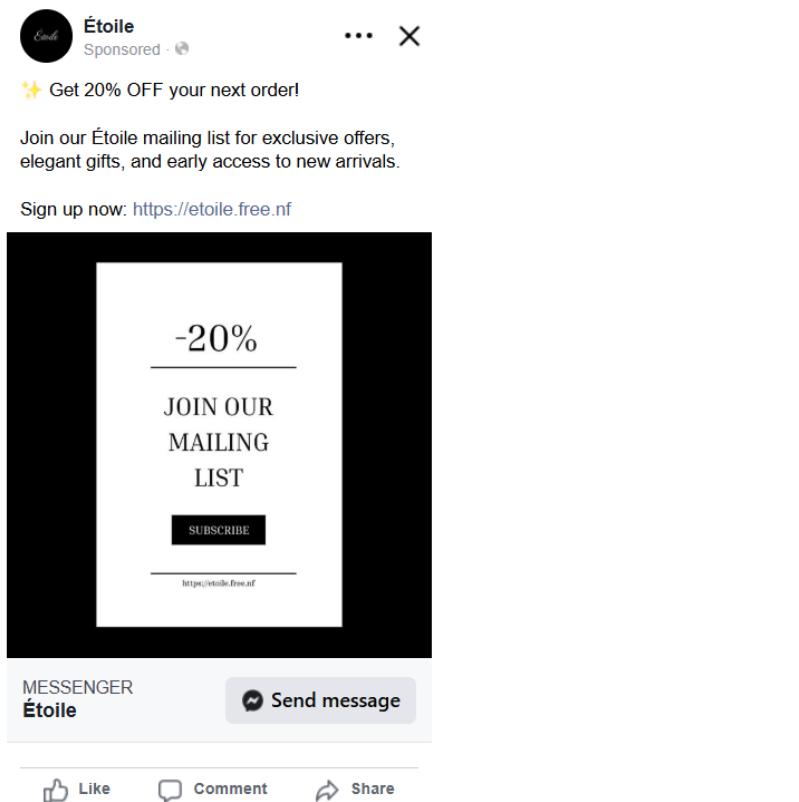
**Description:** Includes a promotional message: "Get 20% OFF your next order!" followed by "Join our Étoile mailing list for exclusive offers, elegant gifts, and early access to new arrivals." It also includes a link: "Sign up now: <https://etoile.free.nf>". There's a smiley face icon with a cursor arrow pointing towards it.

**Media 1/5:** Select multiple images or videos to create a carousel. Buttons for "Select Media" and "Edit" are shown.

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

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.



This image shows the Facebook Ad Creation interface. On the left, there's a vertical sidebar with various icons for different settings: infinity symbol, cloud, house, bell, person, circle, document, speaker, play/pause, search, list, magnifying glass, and question mark. The main area has several sections:

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

At the bottom of the interface, there's 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 callout box stating "Accounts Centre accounts reached" with a range of "1.6K-4.5K".
- Payment summary:** This section provides information about the budget. It shows the "Budget" as € 2.00 EUR and the "Daily total budget" also as € 2.00 EUR. A note below states: "Your ad runs continuously on an average daily budget."

At the bottom of the interface, there is a footer note: "We use data about you and your ad account to provide you with ads billing and spending options. [Learn more](#)".

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

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.

Schedule and duration

Start date

8 July 2025 18:13

Run this ad continuously  
Your ad will continue to run on a daily budget unless you pause it, which you can do at any time.

Choose when this ad will end

Daily budget

Country, currency  
BA, EUR

Change

Estimated 1.6K-4.5K Accounts Centre accounts reached per day

€ 2.00

€2.00 €200.00

€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.

Placements

Recommended

Advantage+ placements   
Let us maximise your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

Meta pixel

No pixel

⚠ 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.

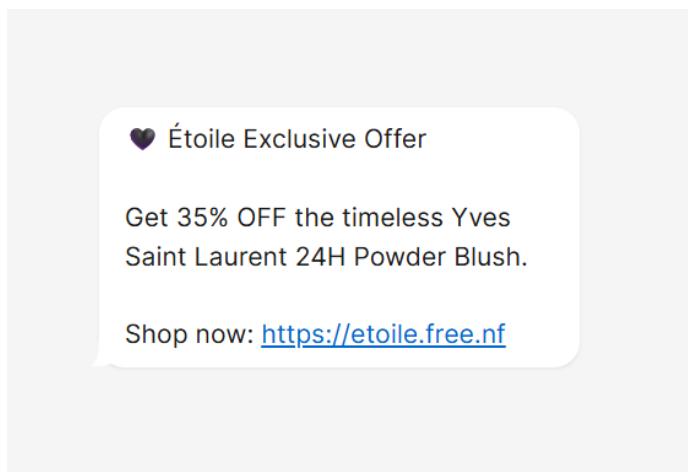
Payment method

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.

## 9. 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](#)

The screenshot shows the Brevo interface for managing SMS campaigns. At the top, there are tabs for 'Email' and 'SMS', with 'SMS' being the active tab. Below the tabs is a search bar labeled 'Search for a campaign' and a dropdown menu set to 'All statuses'. A progress indicator at the top right shows '1-1 of 1' with a link to '1'. The main content area displays a single campaign entry:

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

Below the table are two small icons: a blue square with a white circle and a blue square with a white dot.

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.

The screenshot shows the Brevo interface for creating an SMS message. On the left is a sidebar with navigation links: Home, Contacts, Campaigns (which is highlighted), Templates, Statistics, Settings, Automations, Transactional, Conversations, Deals, and Meetings. The main area is divided into several sections:

- Message content**: Shows '1 SMS' and a preview window containing:

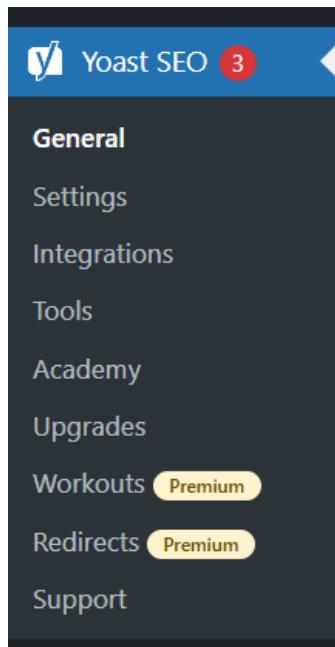
♥ Étoile Exclusive Offer  
Get 35% OFF the timeless Yves Saint Laurent 24H Powder Blush.  
Shop now: <https://etoile.free.nf>
- Sender**: Set to 'Etoile'.
- Recipients**: Set to '3 recipients'. Below this are options for 'Send to' (set to 'Lista 1 #5') and 'Don't send to unengaged contacts'.
- Advanced options**: A dropdown menu.
- Total recipients**: Shows '3'.

At the bottom right are 'Cancel' and 'Save' buttons.

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.

## 10. 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, each featuring a small illustration at the top and descriptive text below.

**SEO analysis:** An illustration of a woman sitting at a desk, looking at a computer screen displaying the Yoast SEO plugin interface. The text below explains that the SEO analysis offers suggestions to improve findability and best practices. A "Learn more →" link and an "Enable feature" toggle switch are at the bottom.

**Readability analysis:** An illustration of a woman in a blue coat and hat working on a large, tilted word "SUPERCAKEFESTIVAL". The text below explains that the readability analysis offers suggestions to improve structure and style. A "Learn more →" link and an "Enable feature" toggle switch are at the bottom.

The screenshot shows the Yoast SEO plugin interface. On the left, there's a sidebar with a search bar at the top. Below it are three main sections: 'General' (with 'Site features', 'Site basics' highlighted with a red box, and 'Site representation', 'Site connections'), 'Content types' (with 'Homepage', 'Posts', 'Pages', 'Products'), and 'Categories & tags'. The main content area is titled 'Site basics' with the subtitle 'Configure the basics for your website.' It contains a 'Site info' section where users can set the 'Website name' (to 'Étoile'), 'Alternate website name' (also to 'Étoile'), and 'Tagline' (to 'E-commerce Luxury Gift Shop'). A note below 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.

This screenshot shows the 'Focus keyphrase' tool within the Yoast SEO interface. 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! 

## 11. 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 with a dark header bar containing the brand name "Etode" and navigation links for Shop, My account, Your cart, FQA, Checkout, Refund and Returns Policy, and a shopping cart icon with the number 4. The main content area has a light background. It features a section titled "Overview" with text about the refund and returns policy. Below this is a section titled "Refunds" with instructions for returning items. A small note at the bottom of the refund section says "Once your return is received and inspected, we will send you an email to".

**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

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.

## 12. 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



*Étoile*

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.

## 13. 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 highlights one issue: 'semantically correct' (Level A, +3 more). It includes sections for Interaction and Navigation Tests (All passed), Visual and Structural Accessibility Tests (All passed), and a note about testing all pages. The report also lists 'Fix 1 Issues with:' and provides links to UserWay and Accessibility Checker services. At the bottom, it mentions WCAG 2.2, ADA, Section 508, and EN 301 549 guidelines.

## 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
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## 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.

## 14. Social Media Links

Facebook page: <https://www.facebook.com/share/15t2PQoAHH/?mibextid=wwXIfr>

Instagram: <https://www.instagram.com/etoile.global?igsh=MTQzMnJkMzYyaDJ6YQ==>