

**BRAND  
OVERVIEW**  
for DAUTZEN

# **STRATEGY**

**STARHOUNDS**

[alan@starhounds.com](mailto:alan@starhounds.com)

# GOALS

Define Goals and Key Metrics

**Objectives:**

Sales  
Lead generation  
Brand awareness

**Metrics:**

Conversion rate  
Bounce rate  
Social media engagement rate

# TARGET AUDIENCE

Define the Target Audience

**Demographics:**

Who is the ideal customer?  
Age  
Gender  
Location  
Income level

**Psychographics:**

What motivates the TA?  
Their values  
Preferences  
Aspirations  
Lifestyle

**Habits:**

Where do they shop online?  
How do they make purchase decisions?

# COMPETITION

Analyze Competitors

## **Study competitors':**

- Websites
- Social media
- Branding
- Identity
- Target audience

## **Identify:**

- USP
- Communication

## **Research Production:**

- Design
- Marketing

# WEBSITE AUDIT

Study Website Weak Points

## **UX/UI Design:**

- Intuitiveness
- Brand coordination
- Coherence
- Look and Feel

## **User Experience:**

- Is the it fast and easy to navigate?
- How difficult it is to buy something?
- Is it pleasant to use?
- Is the content high production?
- Does it communicate vision well?
- Are product descriptions and names compelling and detailed?

## **Visuals:**

- Are the visuals high quality and on brand?

# BRAND IDENTITY

Analyze Brand Identity Strategy

## **Consistency:**

Is the branding consistent?

Is the branding aligned with the marketing strategy?

## **Mythology:**

Does the brand have strong mythology?

Is it relatable for the TA?

Is the story the one they'd want to be the part of?

## **Mission and Values:**

Is the mission aligned with the TA?

Are the values resonating with the TA?

# SOCIAL MEDIA AUDIT

Analyze Social Media and Content Strategy

## **Platform presence:**

Is Dautzen active on platforms where TA spends time?

Is Dautzen aligned with the platform's best practices and tone of voice?

## **Content quality:**

Are posts engaging and aligned with the strategy, and the audience?

Are the posts and visuals relevant and compelling for the TA?

## **Influencer collaboration:**

Who are the influencers that are the right fit for the brand?

Study influencers collaboration options and strategies

Leverage influencers for reputation and awareness

## SALES FUNNEL

How Sales Are Made Currently

### **Customer Journey Tracking:**

Track CJ from Awareness to Purchase

### **Identify pain points:**

- Detailed study of session replays
- Find points of friction
- Find bounce factors
- Research cart abandonment
- CA follow ups
- Collect and monitor reviews and testimonials

### **Email Newsletter:**

- Study the user base
- Collect email addresses

## TEST AND ITERATE

Form and Test Hypothesis

### **AB Tests:**

- Detailed tracking and testing of each element on website
- Social Media campaigns

## REFINE OFFERINGS

Adapt offerings and Products to the Data

- Personalized recommendations
- Bundles
- Etc

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# **AWARENESS**

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## GOALS

### **Objectives:**

Make more people aware of the brand and its offerings.

### **Impact on Sales:**

A higher brand recall increases the likelihood of being chosen when customers are ready to buy

### **Examples:**

PR campaign

Partnering with influencers

Targeted social media ads

## BRAND PERCEPTION

Increase Brand Perception and Trust

### **Goal:**

Establish the brand as reputable, high-quality and premium.

### **Impact on Sales:**

Customers prefer buying from brands they trust and perceive as credible

### **Examples:**

Highlighting customer testimonials and reviews

Publishing behind-the-scenes content to emphasize craftsmanship

## CUSTOMER ENGAGEMENT

Increase Engagement on Social Media

### **Goal:**

Increase interaction with the brand on digital platforms.

### **Impact on Sales:**

More engaged customers are likely to convert and remain loyal.

**Examples:**

- Interactive social media content.
- Hosting live sessions or webinars about jewelry care or styling.
- Creating user-generated content campaigns.

## AUDIENCE EDUCATION

**Goal:**

Inform potential customers about the product's value, quality, and uniqueness.

**Impact on Sales:**

Educated customers are better equipped to appreciate the product and justify its cost.

**Examples:**

- Blogging about trends in jewelry design.
- Sharing video content on gem quality or care tips.
- Explaining the significance of customizations or rare materials.

## LEAD GENERATION

Create Leads from Audience

**Goal:**

Collect contact information to nurture potential buyers.

**Impact on Sales:**

A well-nurtured lead is more likely to convert.

**Examples:**

- Guides.
- Incentivizing email sign-ups.
- Referral campaigns.

# CUSTOMER RETENTION

**Goal:**

Keep existing customers coming back for repeat purchases.

**Impact on Sales:**

Retaining a customer is more cost-effective than acquiring a new one.

**Examples:**

Loyalty programs or exclusive discounts for repeat buyers.

Offering repair or upgrade services for older jewelry.

Offering extended warranty.

Personalized communication.

# SOCIAL PROOF AND AUTHORITY

**Goal:**

Demonstrate popularity and reliability.

**Impact on Sales:**

Social proof reduces hesitancy in potential buyers.

**Examples:**

Highlighting the number of customers served or popular products sold.

Featuring endorsements from experts or celebrities.

# OPTIMIZED PRICING STRATEGY

**Goal:**

Align product pricing with market expectations and perceived value.

**Impact on Sales:**

Competitive and perceived-fair pricing encourages purchases.

**Examples:**

Tiered pricing (entry-level to premium options).

Bundling products for better perceived value.

## OMNICHANNEL EXPERIENCE

**Goal:**

Ensure a seamless experience across all platforms (online and offline).

**Impact on Sales:**

Customers who interact across multiple channels are more likely to purchase.

**Examples:**

- Syncing online and in-store inventories.
- Offering click-and-collect services.
- Ensuring consistent branding across platforms.

## COMMUNITY BUILDING

**Goal:**

Foster a sense of belonging among customers.

**Impact on Sales:**

A strong community creates brand advocates who bring in new customers.

**Examples:**

- Launching a newsletter with exclusive updates and content.
- Engaging with the audience on social media in authentic way.

**BRAND  
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# **IDENTITY**

Brand identity is the essence of what the brand stands for and how it is perceived.

A well-crafted brand identity directly influences customer perception and trust, ultimately impacting sales and loyalty.

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# CORE ELEMENTS

## Brand Purpose and Values

### **Goal:**

Define why the brand exists and what it stands for.

### **Impact on Perception:**

Aligns the brand with the values of its target audience, fostering trust and loyalty.

### **Impact on Sales:**

People are more loyal and will more likely buy from a brand aligned with their values.

### **Examples:**

Highlighting a commitment craftsmanship and utmost attention to details.

### **Key Questions:**

What does the brand stand for?

How does it differentiate itself from competitors?

## Target Audience Alignment

### **Goal:**

Ensure the brand resonates with the desired customer base.

### **Impact on Perception:**

A relatable identity encourages emotional connections and repeat purchases.

### **Impact on Sales:**

People make emotional purchase decisions and then use rationalization to justify them.

### **Examples:**

Using modern designs and bold marketing for younger audiences.

Using bold and authentic marketing strategy.

Showcasing timeless elegance for an older, affluent demographic.

## **Brand Personality**

### **Goal:**

Humanize the brand with distinct traits.

### **Impact on Perception:**

Creates a memorable and relatable brand image.

### **Impact on Sales:**

People like things that they understand and know and they buy from brands they connect with.

### **Examples:**

Sophisticated and elegant for a high-end brand.

Bold, daring and modern for a younger audience.

### **Key Questions:**

Is the brand perceived as approachable, luxurious, or aspirational?

Does the tone of voice reflect this personality?

## **VISUAL IDENTITY**

### **Logo**

#### **Goal:**

Create a recognizable and symbolic representation of the brand.

#### **Impact on Perception:**

Acts as the cornerstone of visual recognition.

#### **Impact on Sales:**

If the logo isn't aligned with the rest of strategy, it will create disconnect and friction.

#### **Examples:**

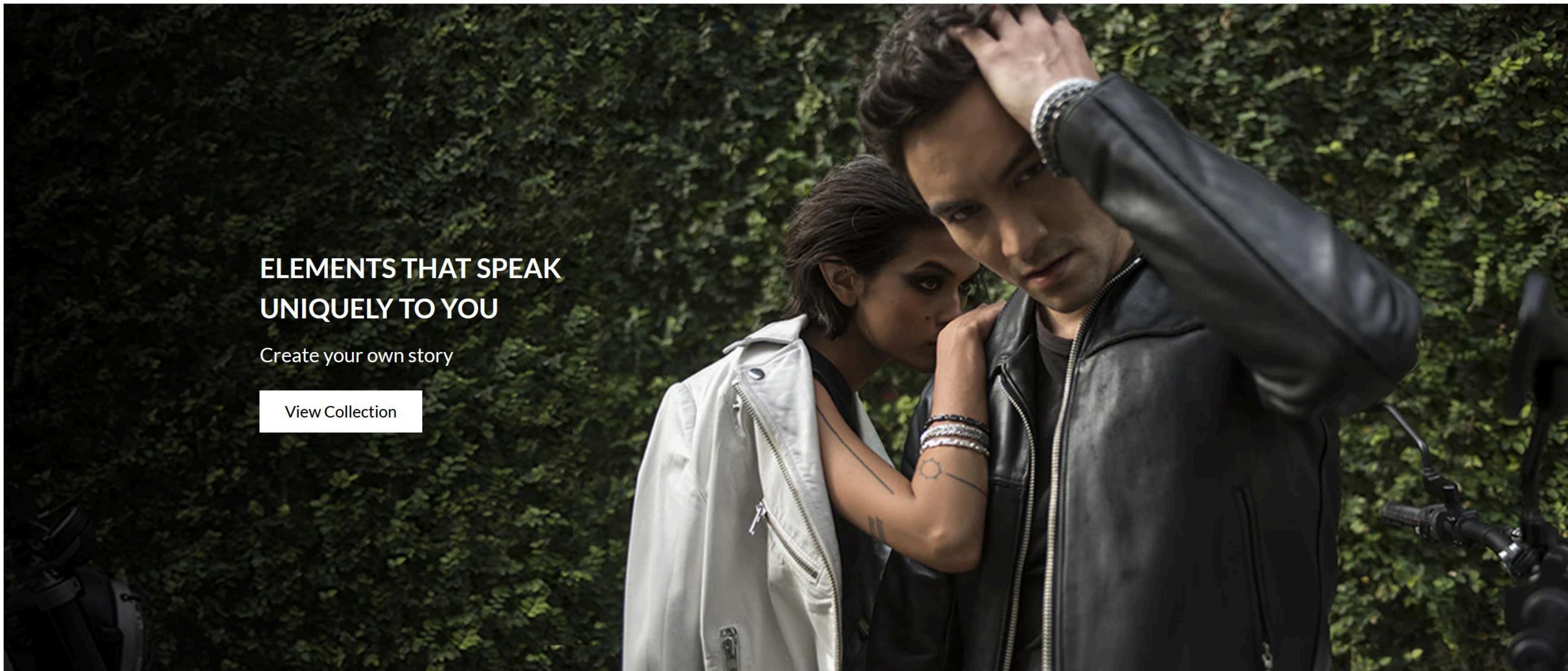
Minimalist logos for modern, high-end jewelry positioning.

Elegant sophisticated design for vintage-inspired branding.

**WEBSITE**  
for DAUTZEN

# **AUDIT**

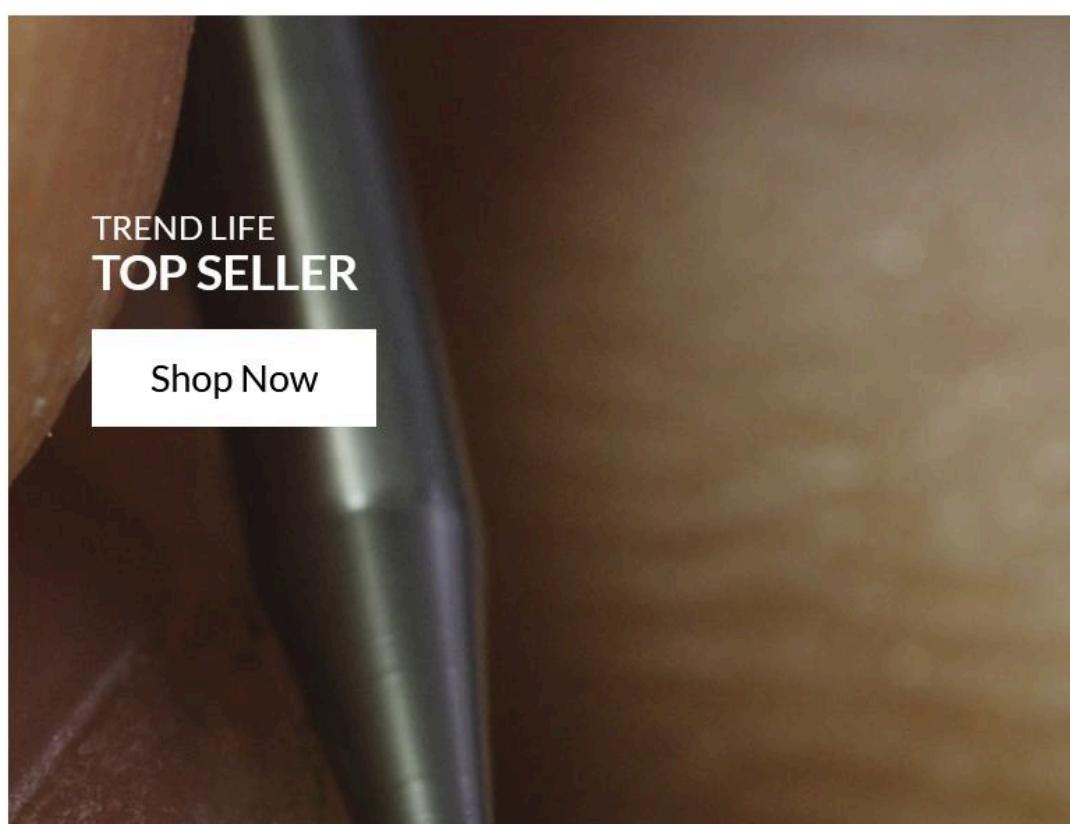
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ELEMENTS THAT SPEAK  
UNIQUELY TO YOU

Create your own story

[View Collection](#)



SPECIAL GIFT FOR THE SPECIAL ONE



[Natural Elements](#)   [Elements Of Life](#)   [Catena Series](#)   [Capsule Series](#)

DAU<sup>ZEN</sup>



DAU<sup>ZEN</sup>



DAU<sup>ZEN</sup>



DAU<sup>ZEN</sup>



I don't understand  
**where I am** and what  
collection I'm  
supposed to view

## ELEMENTS THAT SPEAK UNIQUELY TO YOU

Create your own story

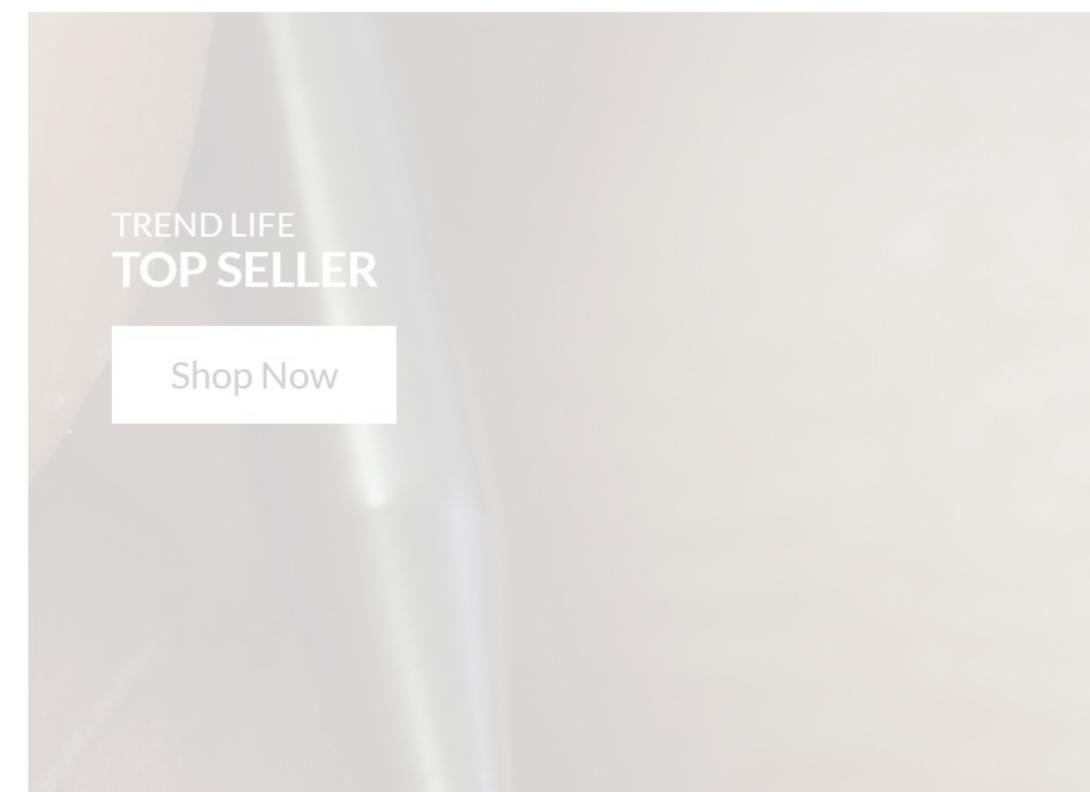
[View Collection](#)

**What's being sold  
here?**

The people here don't  
look like they care  
about each other, so  
what emotion is being  
sold here?

Who am I supposed  
to identify with?

The man's face in the  
shadow, the emotion  
he is conveying is  
fake posing, I don't  
want to be like these  
people.



### SPECIAL GIFT FOR THE SPECIAL ONE

[Natural Elements](#) [Elements Of Life](#) [Catena Series](#) [Capsule Series](#)

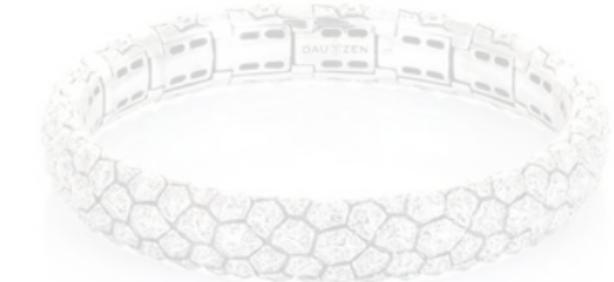
DAUZEN



DAUZEN



DAUZEN



DAUZEN



## SPECIAL GIFT FOR THE SPECIAL ONE

[Natural Elements](#) [Elements Of Life](#) [Catena Series](#) [Capsule Series](#)**TREND LIFE  
TOP SELLER**[Shop Now](#)**The photos do not convey premium quality**

They're blurry, overexposed, small.

The photos lack character, emotion and the reflective floor makes them look cheaper and outdated.

**DAU<sup>ZEN</sup>**

Silver Bracelet Water

€649,00

**DAU<sup>ZEN</sup>**

Silver Bracelet Fire

€649,00

**DAU<sup>ZEN</sup>****The background can't be pure white, this color is unnatural, it makes bracelet Earth everything look cheap.**

€649,00

**DAU<sup>ZEN</sup>**

Silver Bracelet Air

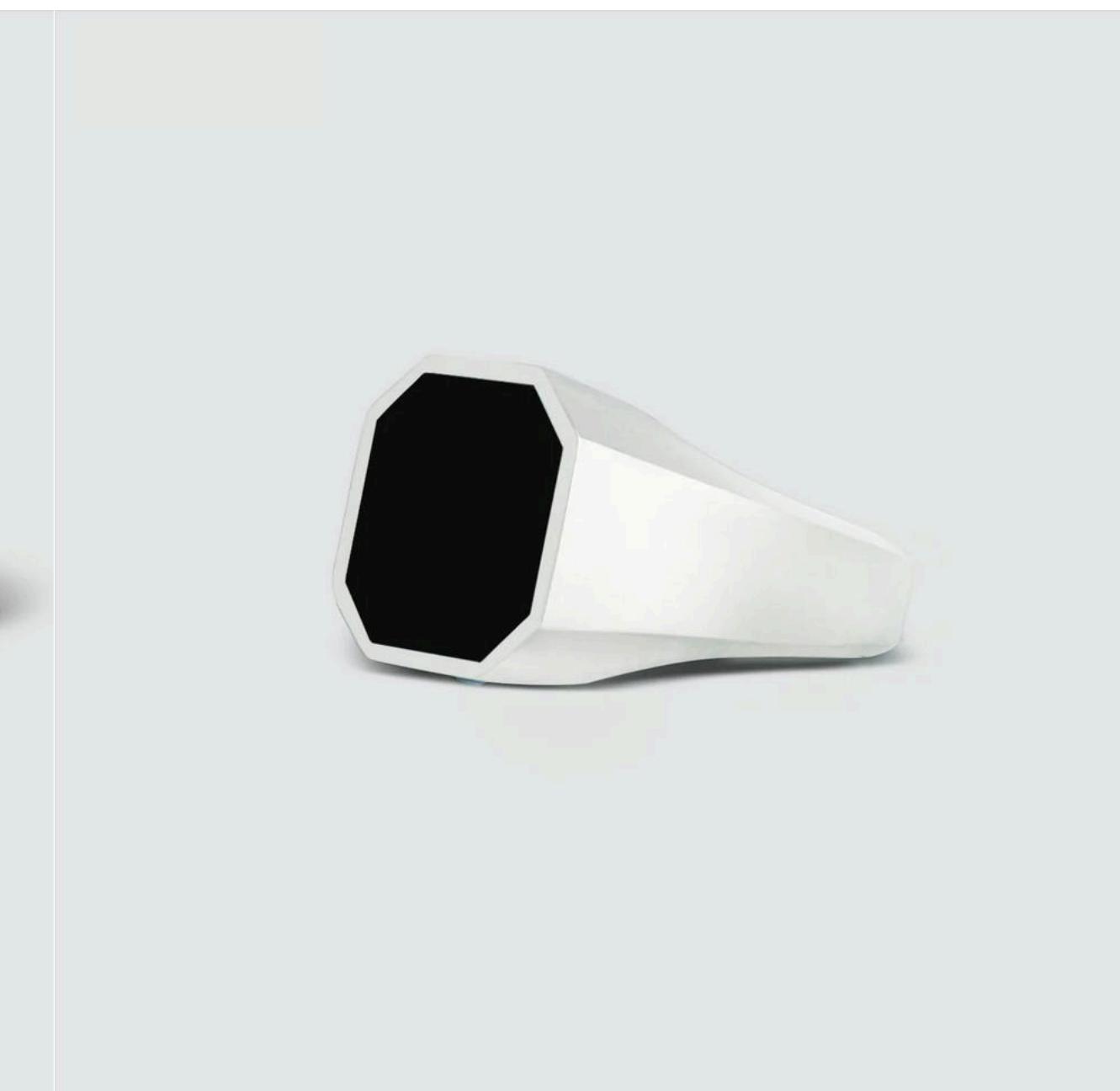
€649,00

To make the background the same as the website background, you end up cranking up exposure on the photos, which makes them look cheaply made.

This doesn't convey premium handmade quality.

**RAW MANIFESTATION  
NATURAL ELEMENTS****ABSTRACT & SYMBOLIC  
ELEMENTS OF LIFE**

Compare:



## SPECIAL GIFT FOR THE SPECIAL ONE

[Natural Elements](#) [Elements Of Life](#) [Catena Series](#) [Capsule Series](#)**TREND LIFE  
TOP SELLER**[Shop Now](#)

**Watermarks create noise and make the website look cheap**

**DAU<sup>ZEN</sup>**

Silver Bracelet Water

€649,00

**DAU<sup>ZEN</sup>**

Silver Bracelet Fire

€649,00

**DAU<sup>ZEN</sup>**

Silver Bracelet Earth

€649,00

**DAU<sup>ZEN</sup>**

Silver Bracelet Air

€649,00

**Typography do not  
convey premium  
quality**

Typography is  
simplistic and not  
appealing.

RAW MANIFESTATION  
**NATURAL ELEMENTS**

ABSTRACT & SYMBOLIC  
**ELEMENTS OF LIFE**

## ELEMENTS COLLECTION



Oxidized sterling silver

WATER

18,680 €

Sterling silver

FENIX

Oxidized sterling silver

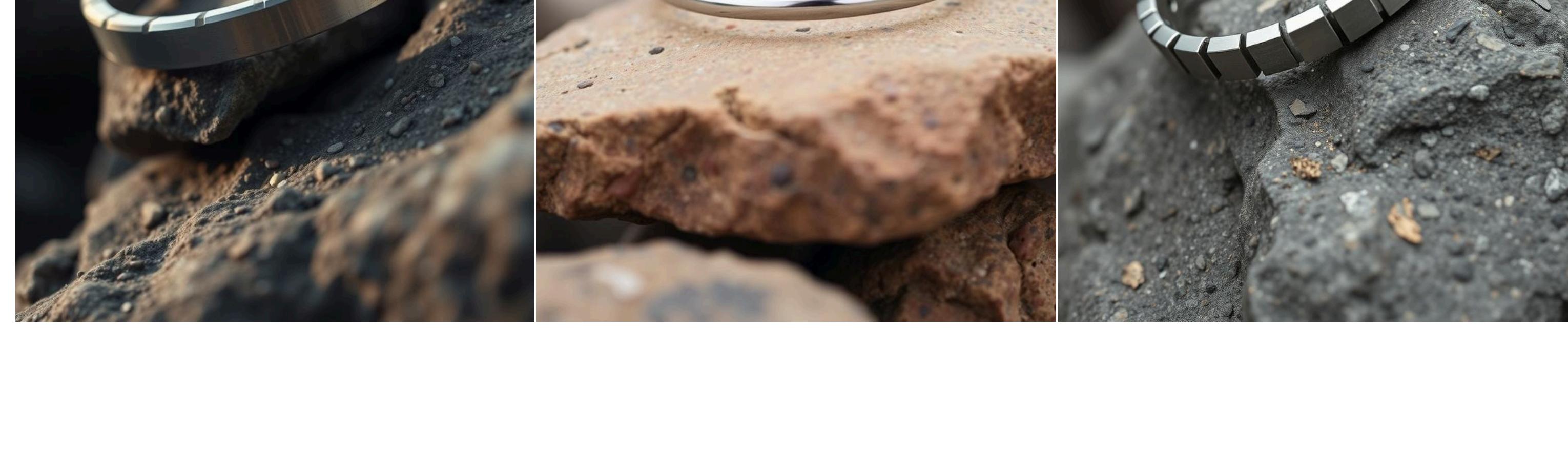
FIRE

Oxidized sterling silver

AIR

DISCOVER ALL &gt;

## NEW RELEASES



DISCOVER ALL &gt;

## CUSTOMER REVIEWS



Donna G.

Great bracelet! My husband loved it.

★★★★★

12/20/2024

## ELEMENTS COLLECTION



Oxidized sterling silver

WATER

469 €

Sterling silver

FENIX

620 €

Oxidized sterling silver

FIRE

467 €

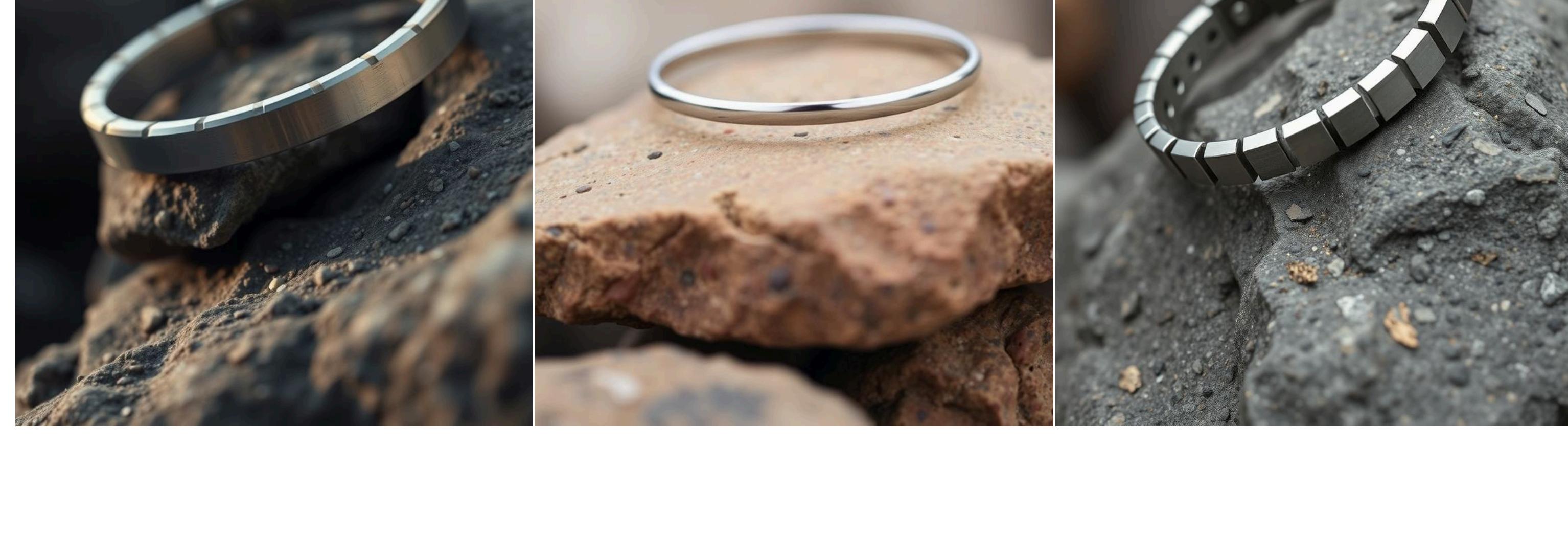
Oxidized sterling silver

AIR

566 €

DISCOVER ALL &gt;

## NEW RELEASES



DISCOVER ALL &gt;

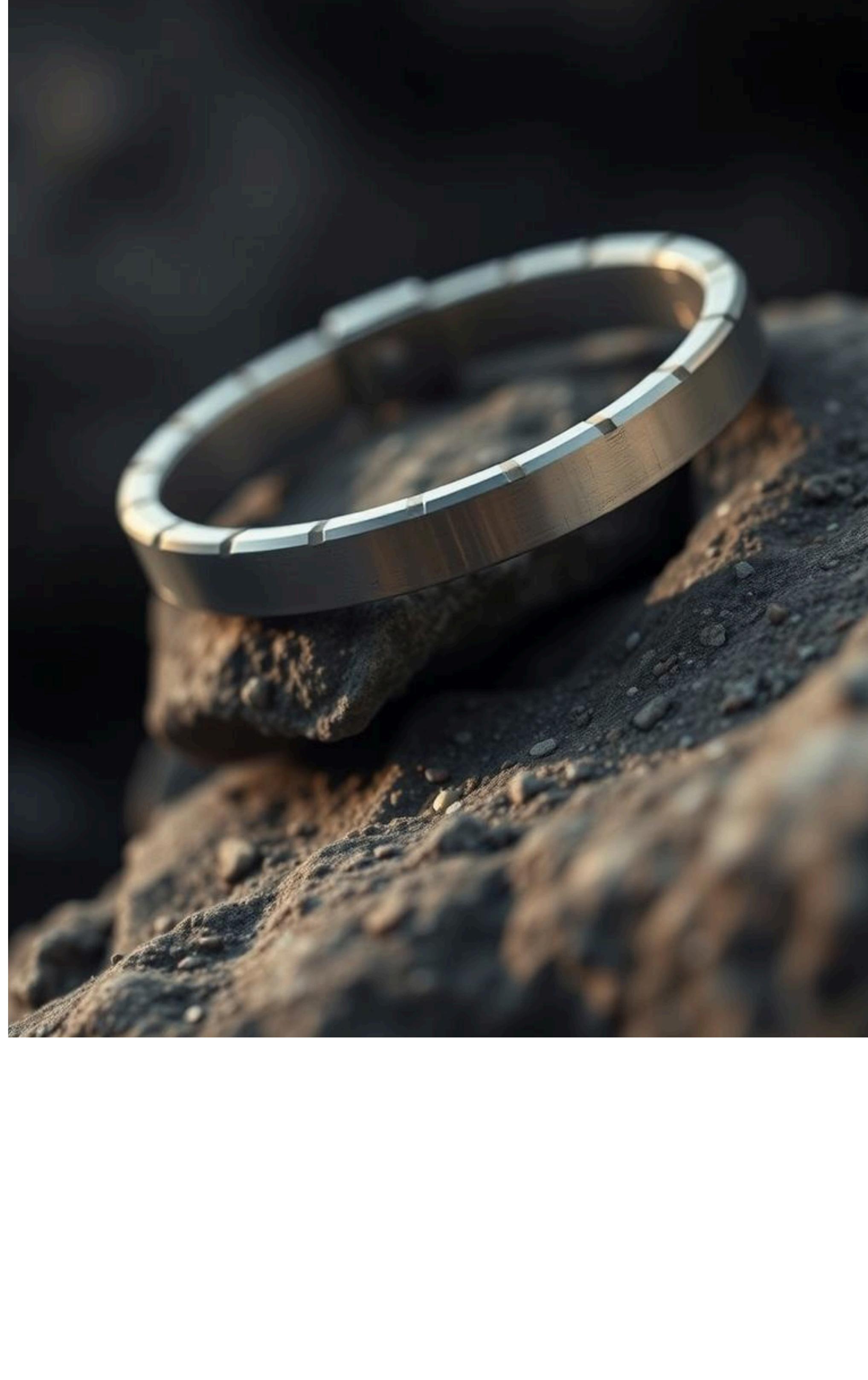
## CUSTOMER REVIEWS

Donna G.

Great bracelet! My husband loved it.

★★★★★

12/20/2024

**SAVAGE**

Brutalist sterling silver bracelet 8.6mm

★ ★ ★ ★ 12 reviews

467 €

Size: M

Size guide

In stock ready to ship

ADD TO CART

 Protected by lifetime warranty

+

## Characteristics

- No clasp
- Handmade out of 925 Silver (38g)
- Inspired by Brutalist architecture
- Blocks are naturally oxidized
- Easy on. Easy off.
- Width: body 5 mm/blocks 6.5mm

## Customer Reviews

**4.9** Based on 21 reviews[Write A Review](#)

Donna G.

Great bracelet! My husband loved it.

★★★★★

12/20/2024

