

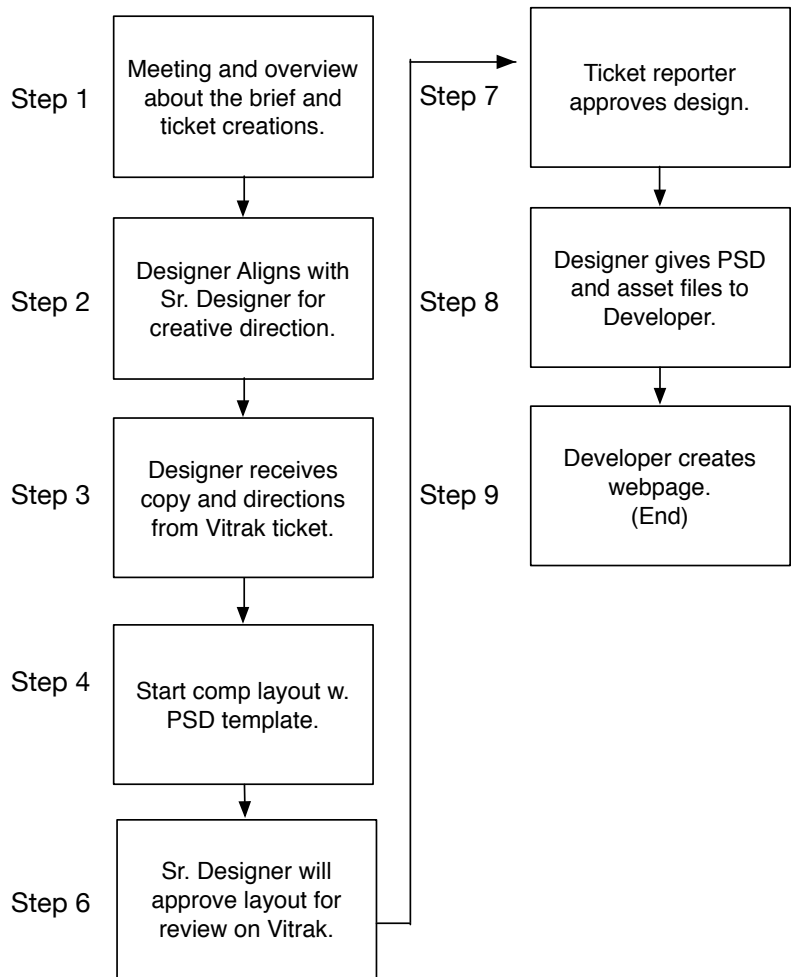
Project I have  
done at  
ViSalus

# At ViSalus

I was a Digital Marketing Coordinator. In this presentation I will highlight my duties with projects I worked on for Vi.com.

ViSalus is a multilevel marketing company that sells health food. I work there for about five months and in that time I design web pages, user experience flow charts and SEO projects to increase Vi.com visibility on the World Wide Web. For more details please contact me with question about these different projects

# Vi.com process for web pages



Currently this process takes 1 day\*

## Suggestions and comments

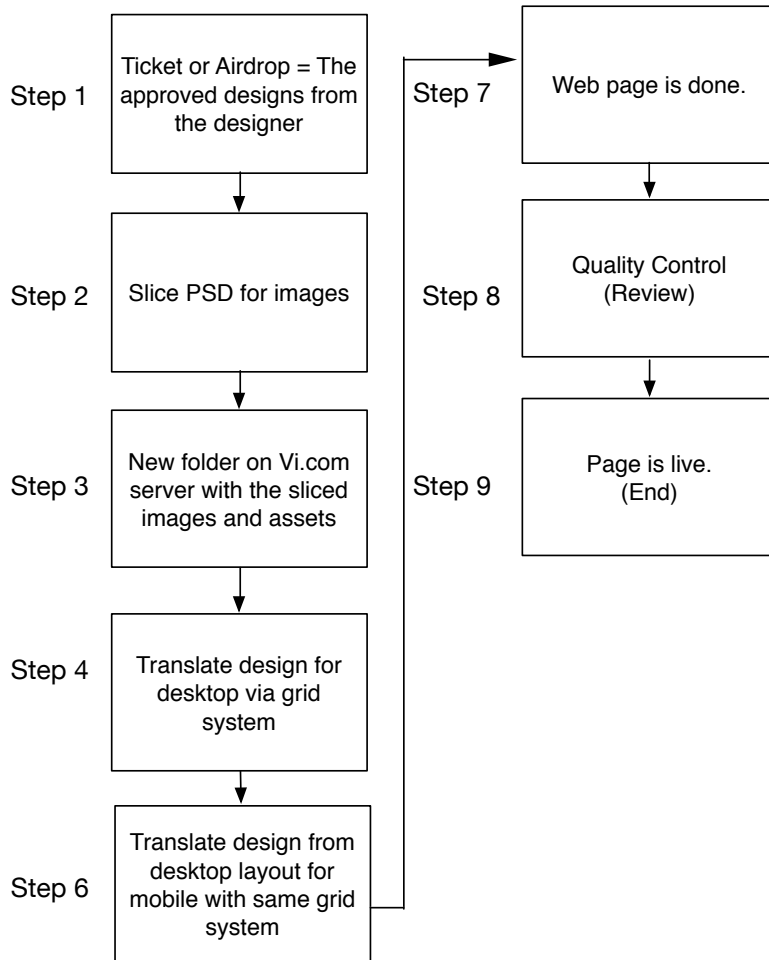
The Designer should start a simple drawing/sketches/mockup of the web page first. Then this “mockup” should be given the okay from the Sr. Designer.

Designer has very little time to research their designs to know if designs will work for the targeted audience. More time should be given for research.

More time on planning (might need to use card sorting) and touch bases with developer.

Copy and content will need to be reviewed with webpage designs. The balance of content and design should be met in this process.

# Vi.com process for making



Currently this process takes 1 day to a week

## Suggestions and comments

The longest part is the QC process. Too many big changes to the design happen after the first QC round. These changes add time to creating the page again. For example, this process would almost always need to start again at Step 1. Ideally the process after first round of QC should start at Step 4.

The developer will need a concrete design process to refer back to at any time.

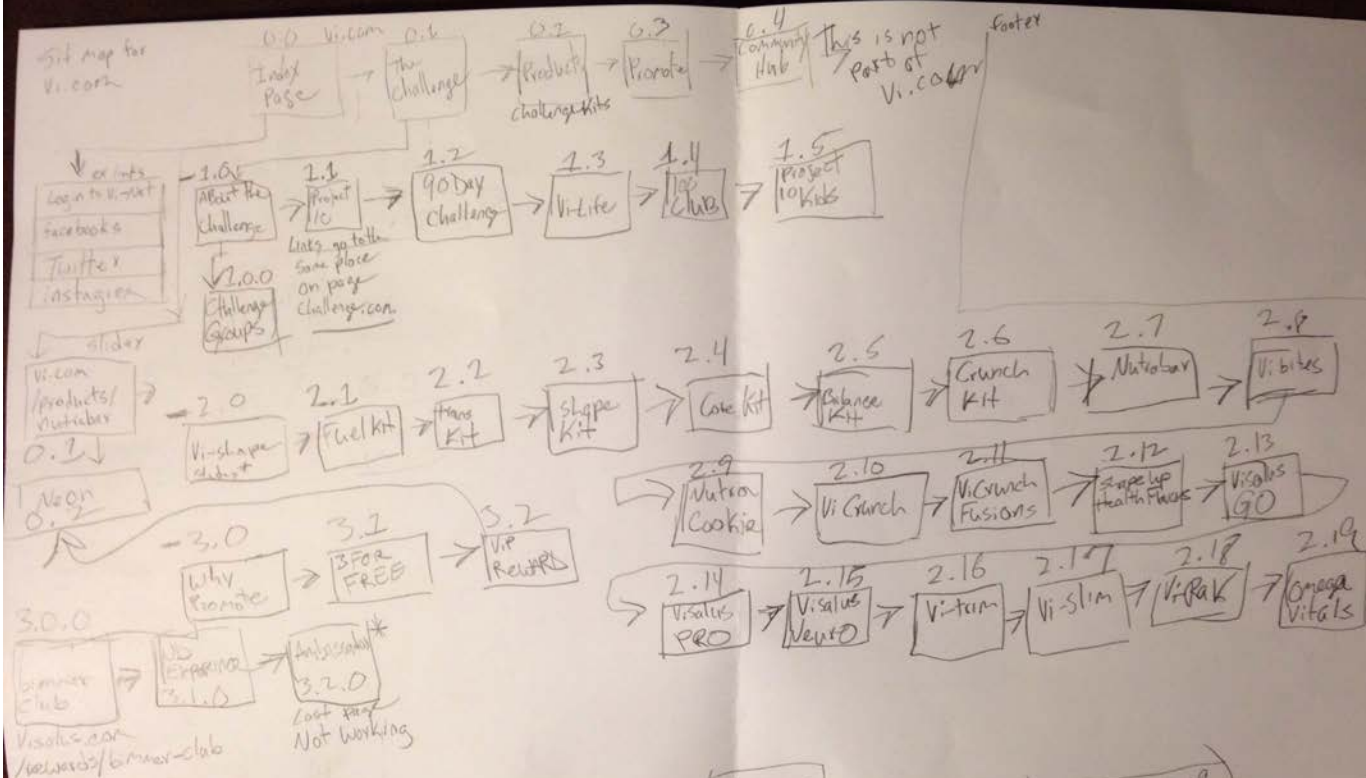
Developer should be consulted in the Creative Services process for better understanding of what the design will need and how much time it will take.

Communication with developer (or small touch bases) are needed if new elements are being added to the design(s), like animations, GIF, etc.

Once the design gets to the developer elements and copy should be locked in. Adding more elements or changing copy will add to the overall building time of the web page.

Design templates should guide more for text design. "Some times header text sizes become paragraph text size". More care with typography is needed.

## Sketching out the sitemap for Vi.com



On about the challenges, the links Repeat.  
Project 10, Baby by V, ViLife, Project 10.  
100-LE club

1.2

1.2 should think about updating challenge transformation.

32.0

Page not working!

13.00

B.O.O | Birmer Club

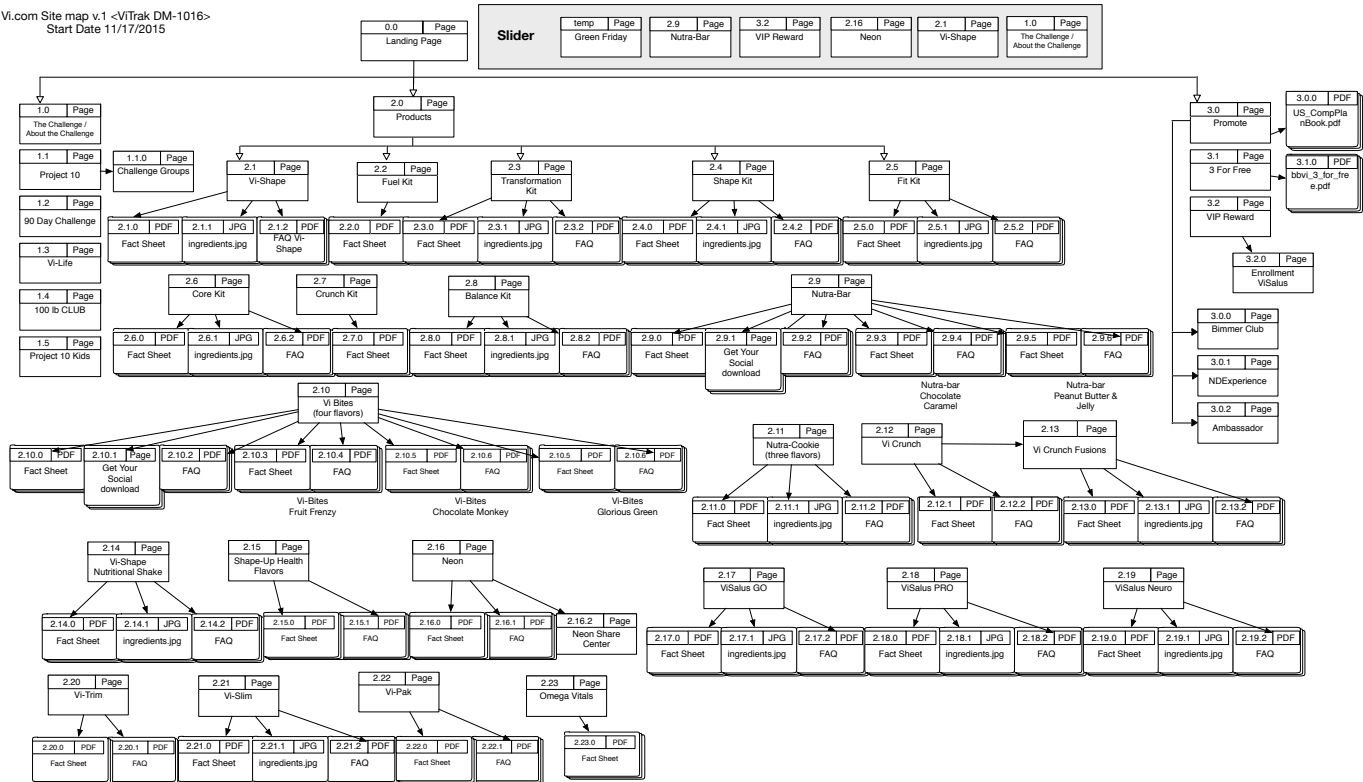
This is still ViCalas not Vi.com

2.0 - 2.19

2.0-2.17  
Could we fit on one page?

# Sitemap for Vi.com

Vi.com Site Map v.1 <Vitrak DM-1016>  
Start Date 11/17/2015



## FOOTER

### SUPPORT

4.0 Page Contact Us
5.0 Page Privacy Policy
6.0 Page Terms of Use

### ABOUT VISALUS

7.0 Page Company info
8.0 Page Executive Team
9.0 Page Careers

### Leadership Team

8.1 Page Ryan Blair	8.2 Page Blake Mallen	8.3 Page Nick Samicola
8.4 Page Todd A. Goergen	8.5 Page Adam Morgan	8.6 Page Aldo Moreno
8.7 Page Tyler Schuessler	9.1 Page Graphic Design	9.2 Page Web Design
9.3 Page C# Developer		

Features: Change language, Videos embedded, Jobvite, ViNet Shopping.


# Shareable assets

**NUTRA BAR**  
On ne l'a pas seulement créé. On l'a élevé.



POUR EN SAVOIR PLUS NUTRA-BAR

**Meet the new bar.**  
We didn't just **create** it. We **raised** it.



LEARN MORE



**EACH ONE TEACH 1**  
EARN PREFERRED SEATING AT NST 2016\*  
The **FASTER** you qualify, the **CLOSER** you'll sit at NST!  
\*PROMO PERIOD: QUALIFY BY THE END OF OCTOBER. PRODUCTIONS.

**NUTRA BAR**  
No solo la creamos. La elevamos.



**VIP REWARDS**  
LIVE THE V-LIFE, REAP THE REWARDS. **MEMBERS ONLY.**  
[viprewards.vi.com](http://viprewards.vi.com)



**Meet the new bar.**  
We didn't just **create** it. We **raised** it.



#NutraBar NutraBar.vi.com



**LAST CHANCE!**  
**EACH ONE TEACH 1**  
[eachone-teach1.vi.com](http://eachone-teach1.vi.com)



**EACH ONE TEACH 1**  
The **FASTER** you qualify, the **CLOSER** you'll sit at NST!  
<http://each-one-teach-1.vi.com>

# Promotion Design

## Each One Teach 1



THE CHALLENGEPRODUCTSPROMOTECOMMUNITY HUB

US English ▼Login to Vi-Net

MORE INFO 877-VISALUS (877-847-2587)FacebookTwitterInstagram



### Are you ready to make a difference?

Simply enroll at least ONE person with an Executive or Star Promoter System between now and the end of October 2015 Production—and you'll score priority seating at **NST 2016**. And the faster you do it, **the closer you'll sit!**

#### PERKS

- The **first 100** Promoters to qualify get Preferred seating at NST 2016
- All qualifiers will receive a special Each One Teach 1 **bracelet**
- All new **Each One Teach 1** enrollees get an invitation to an exclusive **Millionaire's Welcome Call**

#### 2 STEPS TO QUALIFY

1. [Register for NST 2016](#)
2. Enroll at least 1 personal Executive/Star Promoter System

**REMEMBER:** The sooner you qualify, the closer you'll sit at NST!

#### QUALIFIER STANDINGS

POSITION NAME	LOCATION	QUALIFIED DATE
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Vi-NetVi-Store

US English ▼

THE CHALLENGE

Powered by VISALUS™

VISALUS® Body by Vi™ Challenge is the #1 weight-loss and fitness Challenge platform in North America, rewarding those with the best 90-day transformations with over \$47 Million each year\* in earned free products, prizes and vacations. (\*Based on actual 2012 awards)



# Promotion Design 3 for Free

[THE CHALLENGE](#)
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**YOU**  
 Challenge Kit Or 1 Case of Neon on Autoship

**3 Friends**  
 Who purchase a Challenge Kit or Neon of equal or greater value than your autoship. Earn 3FF Points

**FREE**  
 Your Kit or Neon is FREE Next Month!

### Get your favorite Kit or Case of Neon For FREE

With Vi, you can always Refer 3. Get your Next Month Free, by enrolling at least 3 personal Customers on a Challenge Kit or a Case of Neon of equal or greater value to your own.

Now, with 3 for Free Points, you can earn Points that can be used towards getting your order for Free, buying additional Vi products and samples, or simply as a discount on your existing auto ship.

[VIEW EXAMPLE](#)

### More NEON Points

Earn points for more than one case of Neon here's how:

**YOU**  
 Have at least 25 Cases of Neon on Autoship.

**3 Friends**  
 Who purchase Neon of equal or greater value than your autoship. Earn 3FF Points

### SHARE THIS PAGE

[Facebook](#) 6,384
 [Twitter](#) 537
 [Google+](#) 44
 [Pinterest](#) 26
 [Email](#)

### 3 For FREE Policies

- You must have a personal Challenge Kit or Neon on autoship to earn your 3 for Free Points each month.
- You must have at least 3 personally enrolled Customers in a month for the opportunity to earn points to be used the next month.
- Only Neon Customers will count towards volume for additional (2 to 5) cases of Neon. If a customer counted towards volume for a case of Neon or a Challenge Kit, the customer cannot be used towards additional cases of Neon.
- Qualification for your Challenge Kit or Neon Points can be earned based on Customers' Challenge Kit or Neon purchases only.
- If you are a Customer, qualification for your free Kit or Neon/Points earned is based on the volume of your personally enrolled Customers. Customers referred by other Customers do not count toward your free Kit or Neon.
- If you are a Promoter, Customers referred by other Customers DO count toward your free Kit or Neon/Points, provided that Customer's Kit or Neon is not already triggering a free Kit or Neon/Points. Whether it triggers your Free Kit or Neon/Points or a Free Kit or Neon/Points for one of your Customers, a Customer referred by a Customer can only count towards 1 person's Free Kit or Neon/Points.
- The Kit or Neon volume of a personally enrolled Customer who gets higher Kit or Neon for free by referring their own customers WILL count towards your free Kit or Neon qualification and Points earned.
- When a Customer upgrades to become a Promoter, their Customers (as well as their Customers' Customers) will follow them and count toward that Promoter's free Kit or Neon qualification.
- 3 for Free Points earned may be applied to your personal autoship, towards product samples, or towards many other a la carte Vi products. 3 for Free Points may not be applied to Promoter Systems, or Vi Store purchases.
- You must select how you wish to apply your points to receive your Kit or Neon and/or products, if making a change to your autoship please ensure to select the correct payment method. Free Kits or Neons will not be sent automatically.
- 3 for Free Points are earned based on the value of the Challenge Kit or Neon that you qualify to earn for free, even if the of the Kit or Neon value is less than the value of your personal Challenge Kit or Neon. You may only earn 3 for Free Points up to the value of your personal Challenge Kit or Neon each month.
- Program is limited to a maximum of 10 Challenge Kits or Neon per household shipping address monthly.
- Points are non transferable and will be forfeited if a Promoter/Customer cancels their account. Points expire 12 months from the date they are earned.

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**THE CHALLENGE**  
Powered by ViSaku™

Visalus® Study for 877 Challenge is the #1 weight loss and fitness Challenge platform in North America, according to how well the over 30-day transformations with over 847 Million each year\* in product free products, sales and ratings. \*Based on actual 2012 awards.

# Vi-Shape Shake

## Re-design of page



# Green Friday Black Friday sales event

THE CHALLENGE | PRODUCTS | PROMOTE | COMMUNITY | HELP

GET INSIDE • CONTACT US  
800.873.8733 (US) 873.873.8733 (CAN)

1530 nutritious breakfasts donated to Boys & Girls Clubs of America!

IT'S BLACK GREEN FRIDAY THROUGH CYBER MONDAY!  
HURRY! OFFERS END NOVEMBER 30TH

SHOP SAVE GIVE

**LET THE SAVINGS BEGIN!**

The Holiday Season is upon us, but those extra pounds don't have to be. We want to help you and the people you care about stay healthy through the holidays. That's why we've loaded some of our favorite Vi products into a special **Green Friday** offers. Shop now through November 30th (Cyber Monday).

**Save 25% or more on every offer, or bundle them together for over \$400 in Green Friday Super Pack savings!**

**GIVEBACK BONUS:** Scroll to Offer #6 for an opportunity to donate 1 full month of breakfasts to our Boys & Girls Club charity partner!

**25% OFF**

**OFFER 1: Trim Slim Shape Bundle**

- 1 box ViTrim Clear Control Drink Mix (30 servings)
- 1 bottle ViTrim Metabo-Angle (30-day supply)
- 1 pouch ViShape Natural Shake Mix (30 servings)
- \$95.99 now \$72.97 | \$2 off

[Shop this offer](#)

**25% OFF**

**OFFER 2: Vi-Pak Special**

- 1 Vi-Pak nutritional support system (30-day supply)
- \$14.99 now \$11.24 | \$3.75 off

[Shop this offer](#)

**25% OFF**

**OFFER 3: Vi Bliss Snack Box**

- 4 Vi Bliss Boxes (1 of each flavor)
- Includes: Chocolate Monkey, Fruit Frenzy, Citrus Green, Vanilla Nut
- \$51.99 now \$38.99 | \$12 off

[Shop this offer](#)

**25% OFF**

**OFFER 4: Vi Crunch Bundle**

- 14 Vi Crunch super control singles
- 1 container Vi-Berry Fusion (7 servings)
- 1 container Chocolate Macadamia Fusion (7 servings)
- \$44.99 now \$33.74 | \$11.25 off

[Shop this offer](#)

**25% OFF**

**OFFER 5: GO Glow Energy Pack**

- 1 box ViGlow GO
- 1 case NEON Energy Drink
- \$88.99 now \$66.74 | \$22.25 off

[Shop this offer](#)

**25% OFF**

**OFFER 6: Green Friday Super Pack (over \$500 total savings)**

- This bundle includes everything in the first 5 offers at 25% OFF PLUS:
- 1 bonus Shakeo bottle
- 25 Vi Product Points credited to your account
- 1 month's worth of Vi breakfasts donated to our Boys & Girls Club charity partner on your behalf
- 1 entries into the Merry Mondays raffle
- Free Shipping
- \$348.99 now \$261.74 | \$87.25 off

[Shop this offer](#)

START SHOPPING

\*Offers require each item. Excludes any products not for resale. All offers end 11:59 PM / 10:59 PM (PST) on Monday, November 30 at 11:59 pm PT.

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\*Offer #6 is a \$500 value bundle of 1 Vi product and 1 Vi product point. Vi product points are earned by purchasing Vi products. Vi product points can be used to purchase Vi products. Vi product points can be used to purchase Vi products. Vi product points can be used to purchase Vi products.