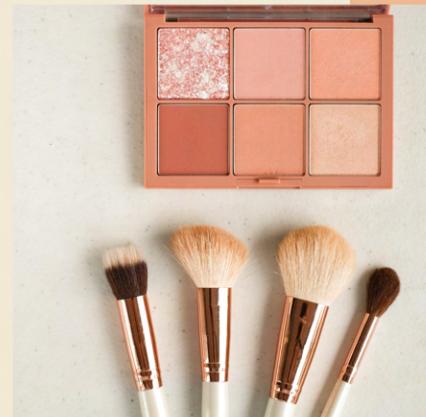
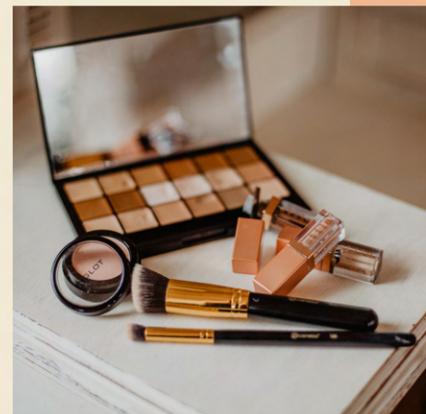


DYNASTY

THE ART OF COSMETIC ALCHEMY



BE A CEO IN THE COSMETIC INDUSTRY

TABLE CONTENT



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Shimmer Eyeshadow (with glitters)
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INTRODUCTION



In 2020, the global cosmetics market decreased by over 19 percent in comparison to the previous year. Skincare, haircare, make-up, perfumes, toiletries and deodorants, and oral cosmetics are the main product categories of the cosmetics market. Skincare was the leading category, accounting for about 42 percent of the global market. Haircare products made up a further 22 percent, while make-up accounted for 16 percent in 2020. Skincare is one of the most profitable product categories, as its revenue is projected to generate roughly 177 billion U.S. dollars in 2025. As of 2020, the Asia-Pacific region accounted for approximately 43 percent of the global market.

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LEADING COMPANIES

The production of cosmetics and beauty products is controlled by a number of multi-national corporations – L'Oréal, Unilever, Procter & Gamble Co. , The Estee Lauder Companies, Shiseido Company, and Lancôme to name a few. As of 2021, the French cosmetics company L'Oréal was the leading beauty manufacturer in the world, generating revenues of about 34 billion U.S. dollars that year. The company owns the leading personal care brand worldwide, L'Oréal Paris, valued at 29.5 billion U.S. dollars in 2020.

INFLUENCE OF SOCIAL MEDIA

The cosmetics industry has benefited from the increasing popularity of social media channels such as Instagram and YouTube. These platforms are not only highly influential amongst certain demographic groups, but create a demand for beauty products and help fill the gap between cosmetics brands and consumers. As of September 2021, Mexican beauty blogger Yuya was the most popular beauty content creator on the video platform YouTube with 24.9 million subscribers to her channel. Fashion- and beauty-related content such as makeup and skincare tutorials, cosmetics hauls and product recommendations are among the most popular content on YouTube.

WHAT IS THE GROWTH POTENTIAL FOR A MAKEUP BUSINESS?

The beauty industry is growing quickly as trends evolve and multiply rapidly. As of 2019, the cosmetics industry is worth \$532 billion and it is slated to exceed a market value of \$805 billion by 2023. Cosmetic products and skincare alone contribute to nearly 40% of that value.

Additionally, the profit margins for makeup businesses are at an average of 40% and can be up to 80%. As a small makeup business, you'll likely fall right around the average profit margin.

It is important to note that the cosmetics sector has a few main players that run the show. Not all brands will grow at this rate.

This bit of information should not dissuade you from starting a cosmetic business, but should help you to shape your expectations accordingly.



FOUNDATION

INGREDIENTS

- Double-boiler (You can use a glass bowl over a pot of shallow simmering water)
- Kitchen scale
- Whisk
- Container for finished product
- 1.5oz Almond oil
- 1oz Shea Butter
- .5oz Cacao Butter
- .5oz Beeswax
- 1/8t Vitamin E
- .5oz Zinc Oxide (make sure it is uncoated, non-nano, and not micronized)
- Cacao Powder (organic cacao powder)
- Cinnamon (organic cinnamon)

The difference between cacao and cocoa. Cacao is the raw, unprocessed version of cocoa. Both can benefit your health, and both can be used, but it is best to use the either the raw version, cacao.

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HOW TO MAKE:

Using your scale and the tare function, measure and combine the first five ingredients into the glass bowl into your double-boiler.

DO NOT add the zinc oxide, cacao powder, or cinnamon!

Completely melt the first five ingredients, stirring occasionally with your whisk.

Remove from heat and allow to cool a bit. Wipe excess moisture off the outside of your bowl.

Place your bowl back on the scale, hit tare, and add in spoonfuls of zinc oxide until you get to .5oz. This gives you approximately a 10 SPF coverage (as it's approximately 10% of the total weight). Whisk to completely combine.

Add 1/8t cinnamon; whisk to combine.

Add cacao powder a little at a time and whisk to get to the color you need...

1/2T cacao powder is a light foundation

1/2T plus 1t is a medium foundation

1/2T plus 2t is a medium-dark foundation

Simply start with 1/2T of cacao powder, whisk to combine, check on your wrist for a color match, and add more cacao powder (1/2t at a time) until you reach your perfect color

Wipe any excess moisture off the outside of the bowl (water in this product is not your friend).

Pour into your selected container(s) and allow to cool and fully setup.

NOTE: You will likely have a bit of settling at the bottom. Don't pour that into your container, as you will end up with flecks of the powders.



LIPSTICK BASE

INGREDIENTS

- Beeswax
- Candelilla Wax
- Carnauba Wax
- Avocado Oil
- Almond Oil
- Castor Oil
- Fractionated Coconut Oil
- Grapeseed Oil
- Vitamin E Oil
- Soybean Oil
- Isododecane
- Shea Butter

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HOW TO MAKE:

Put a pot filled with water on a stove, place a glass bowl on the water.
Add 2 scoops of Beeswax, 2 scoops of Candelilla wax , 2 scoops of Carnauba Wax, 3 scoops of Avocado oil, 3 scoops of Almond oil, 3 scoops of Castor oil, 3 scoops of Fractionated Coconut Oil , 3 scoops of Grapeseed Oil, 3 scoops of Vitamin E Oil and Soybean Oil, 3 scoops of Isododecane , shea Butter.

Note: When making a liquid lipstick the waxes should be less . For a mould lipstick the wax should be more. The more wax the harder it gets.

You can also get an already made lipstick base from cosmetic stores online or offline.



LIQUID MOISTURE
COLOR
ing Nordic Oat Butter

LIQUID LIPSTICK

INGREDIENTS

- Lipstick base
- D&C liquid
- Mica

HOW TO MAKE

This lipstick requires a more softer lipstick base.

Add lipstick base depending on the quantity of lipstick you plan to make into a container,

Add 1 drop of D&C liquid depending on desired shade,

Or you can mix different shades D&C liquid to achieve your desired shade.

Add Mica depending on your quantity and shade of choice

Mix well.

Pour mixture into desired container.

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MOULD LIPSTICK

INGREDIENTS

- Lipstick base
- D&C liquid
- Mica

HOW TO MAKE

You need a lipstick mould to achieve this,
Grease mould with almond oil,
Pour mixture (same way the liquid lipstick was
mixed)into the lipstick mould Make sure lipstick
base is harder.

Melt lipstick base before adding other ingredients ,
Pour into mould and leave it in a fridge to chill for 10-20 minutes.
Then place your lipstick case on it and pull out gently.

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EYELINER

INGREDIENTS

- Water or aloe Vera gel
- Black iron oxide
- Guar gum powder

HOW TO MAKE

For small quantity

7 gram water, add 0.85 Black iron oxide mix well
next add Guar gum powder, mix well, 2 drops of
grape seed oil.

Pour mixture into desired container.

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CONTOUR

INGREDIENTS

- Matte Pigment(with no shimmer)
- Beeswax
- Coconut oil

HOW TO MAKE

For a small quantity

Add 1tsp matte pigment (work with shades of brown depending on color tone) into a bowl like container.

1tsp Beeswax or Honey wax

1tsp coconut oil or olive oil melt on low heat

Pour mixture into container leave to dry.

You can use a lipstick mould if you want to achieve a contour stick.

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LIPGLOSS

INGREDIENTS

- Container for finished product
- Lipgloss Base
- Vitamin E oil
- Castor oil
- Flavoring oil
- Pigments

HOW TO MAKE

Pour lipgloss base in a bowl, depending on the quantity you intend to make,

Add Vitamin E oil this might depend on the quantity you plan to make,

Add Castor oil this might depend on the quantity you plan to make,

Mix it up well. Add a little bit of flavoring oil Continue to mix ,

Add your desired pigment color, add little by little until you get your desired shade.

Fill into tubes with syringe.

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EYESHADOW

INGREDIENTS

- Binder
- Alcohol
- Matte Pigment
- Mica Pigment(for Shimmer eyeshadow)
- Pan to store
- Tissue paper
- Presser
- Empty magnetic pallet

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HOW TO MAKE

How to make Matte Eyeshadow:

Pour matte pigment into pan, smoothen the pigment, cover with tissue paper, press it down with your presser.

How to make Shimmer Eyeshadow:

Add 2 drops of binder to your pan, 10 drops of alcohol, pour the Shimmer Pigment into the pan, mix well if you still have a solid mixture add a few more drops of alcohol.

Place all your product in an empty pallet.

You can have a pallet for shimmer eyeshadow and another pallet for matte eyeshadow. Depending on you.

Pigments comes in different colors depending on the color you want to make.



CONCEALER

INGREDIENTS

- 1 teaspoon each of jojoba oil, argan oil and mango butter
- 1/4 teaspoon of emulsifying wax
- 1 teaspoon of castor oil
- 1 tablespoon of non nano zinc oxide
- 1/2 teaspoon of cacao

HOW TO MAKE

Add the jojoba oil, Argan oil, mango butter and wax to a small saucepan.

Melt over low heat. Stir to combine as it melts.

Remove the pan from the heat.

Add in the castor oil, zinc oxide

Add cacao powder a little at a time and whisk to get to the color you need...

1/2T cacao powder is a light concealer

1/2T plus 1t is a medium concealer

1/2T plus 2t is a medium-dark concealer

Leave to cool completely before using.

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HIGHLIGHTER

INGREDIENTS

- 2 tablespoons almond oil.
- 2 teaspoons of beeswax.
- 1 teaspoon white mica pigment.

HOW TO MAKE

Add almond oil, beeswax into the a container.

Pour a small amount of mica (champagne, pearl, and nude shades work well) into a small container.

Use a stirrer and mix together until smooth (if you need an extra long-lasting formula, add a tiny bit of your favorite primer).

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LOOSE POWDER

INGREDIENTS

- Spice Grinder
- Arrowroot Powder
- Cacao Powder
- Cinnamon
- Zinc Oxide
- Vitamin E

HOW TO MAKE

Carefully combine all ingredients into your spice grinder and pulse until evenly combined.

Be careful not to inhale powders, especially the zinc.

Use a face mask (or hold your shirt over your face).

Use an application puff (or paper towel) to test as you create. Once happy with your shade, carefully pour into your container(s) and secure lid.

Below are the ratios I use to create light, medium, and dark powders, BUT here's the beauty of this recipe...you can play with the ratios until you find your perfect match! Just keep notes as you go.

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FACE PRIMER

INGREDIENTS

- 2 tbsp Aloe Vera Gel
- 1/2 tsp Glycerin
- 1/2 tsp Sunscreen of your choice

HOW TO MAKE

We'll start with an empty container.

Fill this container with two tablespoons of Aloe Vera gel. Aloe Vera is beneficial to oily skin.

Fill the container with 1/2 tsp glycerin. It is a fairly affordable component that is often found in many medical stores.

The final ingredient is entirely optional. If you wish to protect yourself from UV radiation, add 1/2 teaspoon sunscreen to this mixture. Combine all of the ingredients in a large mixing bowl. Your ready-to-use gel makeup primer is now ready.

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NAIL POLISH

INGREDIENTS (SOLID NAIL POLISH)

Measurement here is for one bottle:

- Empty nail polish bottle
- 2 mixing balls
- Oral syringe
- 6ml Untinted lacquer base
- 4ml White tinter
- 1 ml Color tinters(depends on the color you plan to make)

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HOW TO MAKE

Add 2 mixing balls into the empty bottle, draw 6ml Untinted lacquer base into your syringe, add 3ml of it to the bottle, keep the remaining half for later. Add 4 ml of white tinters(add all). Add 1ml of any other tinter color of your choice, and you can also mix different colors. In this case add 1ml for the dominant color and small amount of the other color. Shake well for about 2 minutes, then add the remaining Untinted lacquer base and shake well for about 3 minutes more.

INGREDIENTS (GLITTER NAIL POLISH)

Measurement here is for one bottle:

- Empty nail polish bottle
- 2 mixing balls
- 5ml Untinted lacquer base with silica
- Holographic Silver Glitter

HOW TO MAKE

Add 2 mixing balls into the empty bottle, add some glitter, add all 5ml of Untinted lacquer base with silica into bottle and shake well.

WRITE A BUSINESS PLAN



WHY DO I NEED A BUSINESS PLAN?

A business plan is a crucial document for several reasons, and having one is highly beneficial for entrepreneurs and business owners. Here are some key reasons why you need a business plan:

Guidance and Direction:

A business plan provides a roadmap for your business. It outlines your goals, objectives, and the steps you need to take to achieve them. This strategic document serves as a guide for decision-making and helps you stay focused on your business objectives.

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Understanding Your Business:

- The process of creating a business plan forces you to thoroughly understand every aspect of your business. From market analysis to financial projections, it requires a deep dive into your business model, industry, competition, and target audience.

Communication Tool:

- A well-prepared business plan is an effective communication tool. It helps you articulate your business idea to potential investors, partners, employees, and other stakeholders. It conveys your vision and mission clearly, increasing your chances of attracting support.

Attracting Investors and Funding:

- Investors and lenders often require a business plan to evaluate the viability and potential return on investment of a business. A compelling business plan can attract funding, whether it's from banks, venture capitalists, angel investors, or crowdfunding platforms.

Risk Management:

- Identifying potential risks and challenges is an essential part of the business planning process. By recognizing these risks in advance, you can develop strategies to mitigate them, making your business more resilient and prepared for uncertainties.

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Setting Priorities:

- A business plan helps you prioritize your business activities and allocate resources effectively. It helps you identify which aspects of your business require immediate attention and which can be addressed in the long term.

Operational Efficiency:

- By clearly defining your business processes, organizational structure, and operational plan in the business plan, you enhance the efficiency of day-to-day operations. This clarity is crucial for smooth business management.

Measuring Performance:

- The business plan serves as a benchmark for measuring your business's actual performance against the projected goals. Regularly comparing your actual results with the plan helps you identify areas of improvement and adjust strategies accordingly.

Marketing and Sales Strategy:

- The marketing and sales sections of a business plan outline your approach to attracting and retaining customers. This strategic planning is essential for building a customer base, increasing sales, and achieving sustainable growth.

Legal and Compliance Documentation:

- A business plan often includes legal and compliance information. This ensures that your business operates within the legal framework and meets regulatory requirements.

A well-prepared business plan is a versatile tool that not only helps you plan for the future but also communicates your business vision, attracts stakeholders, and provides a framework for successful business management.

Check next page for a business plan template you can use to create yours. Customize this business plan template based on your specifics.

BUSINESS PLAN TEMPLATE



Business Plan for [Your Brand]

Executive Summary

Business Name:

[Your Brand]

Vision Statement:

[Concise statement about the long-term vision and purpose of your brand].

Mission Statement:

[Clearly define the mission and values of your makeup brand.]

Founding Date:

[Date when the makeup brand was founded.]

Founders/Owners:

[List the key founders/owners and their roles.]

Location:

[Physical location of the makeup brand's headquarters.]

Business Description

Introduction:

[Provide an overview of your makeup brand, highlighting what makes it unique in the market.]

Products and Services:

[List and describe the makeup products and services your brand offers.]

Target Market:

[Define your target market, including demographics, preferences, and purchasing behavior.]

Market Analysis

Industry Overview:

[Provide an overview of the makeup industry, trends, and potential growth.]

Competitor Analysis:

[List key competitors, their strengths, weaknesses, and how your brand differentiates itself.]

SWOT Analysis:

[Conduct a SWOT analysis for your makeup brand - Strengths, Weaknesses, Opportunities, Threats.]

Marketing and Sales Strategy

Branding:

[Describe the branding strategy for your makeup brand, including logo, colors, and overall brand identity.]

Marketing Channels:

[Outline the channels you'll use to market your products, such as social media, influencers, and partnerships.]

Pricing Strategy:

[Define your pricing strategy, considering production costs, competitor pricing, and perceived value.]

Sales Tactics:

[Detail your sales approach, including online platforms, retail partnerships, or direct sales.]

Operations Plan

Suppliers:

[List key suppliers for raw materials and packaging.]

Production Process:

[Describe the production process for your makeup products, including quality control measures.]

Distribution:

[Outline your distribution channels and logistics.]

Regulatory Compliance:

[Ensure your makeup brand complies with industry regulations and standards.]

Management and Team

Leadership Team:

[List key members of the leadership team, their roles, and expertise.]

Staffing Needs:

[Detail current and future staffing needs for different departments.]

Financial Plan

Revenue Model:

[Explain how your makeup brand generates revenue, including product sales, services, and any additional streams.]

Financial Projections:

[Provide detailed financial projections, including sales forecasts, expenses, and profit margins.]

Funding Requirements:

[If seeking funding, outline the amount, purpose, and terms.]

Break-Even Analysis:

[Calculate when your makeup brand is expected to break even.]

Risk Analysis

Identify Risks:

[List potential risks and challenges your makeup brand may face.]

Mitigation Strategies:

[Provide strategies to mitigate each identified risk.]

Monitoring and Evaluation

Key Performance Indicators (KPIs):

[Define measurable KPIs to track the performance of your makeup brand.]

Milestones:

[Set specific milestones for business growth and development.]

Feel free to customize this business plan template based on your specific brand, industry nuances, and business goals. Remember to continually update and revise your business plan as your brand evolves and grows.

BRAND YOUR PRODUCTS



WHAT IS BRANDING IN BUSINESS?

Branding in business refers to the process of creating a distinct and unique identity for a product, service, or company in the minds of consumers. It involves defining and communicating the values, personality, and attributes that set a business apart from its competitors. Branding goes beyond just creating a logo or a name; it encompasses the overall perception and experience that customers have with a brand.

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Why do I need to brand my business?

Branding is essential for businesses for several reasons:

Differentiation: In a competitive market, branding helps your business stand out. It differentiates your products or services from those of competitors, making it easier for customers to recognize and choose your brand.

Recognition: A strong brand identity, including a memorable logo, color scheme, and consistent messaging, helps customers recognize and remember your business. This recognition is crucial for repeat business and word-of-mouth referrals.

Trust and Credibility: A well-established brand builds trust and credibility with customers. When people recognize and trust your brand, they are more likely to choose your products or services over unfamiliar alternatives.

Customer Loyalty: Brands that resonate with customers on an emotional level can build strong loyalty. Repeat customers and brand advocates are more likely to continue supporting your business and recommend it to others.

Value Perception: A strong brand can convey a sense of quality, reliability, and value. Customers are often willing to pay more for products or services associated with a brand they trust.

Consistency: Branding ensures consistency in how your business is presented across various channels, including marketing materials, social media, and customer interactions. Consistency builds a coherent and reliable brand image.

Marketing Effectiveness: Effective branding makes marketing efforts more efficient. A well-defined brand strategy guides marketing decisions and helps create cohesive and impactful campaigns.

Competitive Advantage: A unique and well-defined brand gives your business a competitive edge. It allows you to communicate what sets you apart, making it more challenging for competitors to replicate your success.

Employee Motivation: A strong brand can inspire and motivate employees. When employees understand and believe in the brand's values and mission, it fosters a sense of pride and commitment.

Expansion Opportunities: A well-branded business has the potential for successful expansion. Whether introducing new products or entering new markets, a strong brand can ease the transition and attract customers.

Key elements of branding include:

Brand Identity: This includes the visual elements of a brand such as logo, color palette, typography, and design. A consistent and recognizable brand identity helps consumers identify and remember a brand.

Brand Messaging/Slogan: The messages and communication strategies used to convey the brand's values, mission, and unique selling propositions. Effective brand messaging communicates what a brand stands for and why consumers should choose it. Take for instance for GOTV, it is "LIVE IT, LOVE IT", for MTN, it is "EVERY WHERE YOU GO". Now you get the hint, try and be creative with coming up with a unique slogan when your customer sees your slogan they recognize it anywhere even without seeing your brand logo.

Brand Positioning: The specific space a brand occupies in the minds of consumers relative to its competitors. It defines how a brand wants to be perceived and sets it apart from similar offerings in the market.

Brand Experience: The overall interaction and perception customers have when they engage with a brand. This includes the quality of products or services, customer service, and the emotional connection a brand creates.

Brand Loyalty: The degree to which customers are committed to and prefer a particular brand over others. Building brand loyalty involves delivering consistent positive experiences and meeting customer expectations.

Brand Extension: The practice of using an established brand name for new products or product categories. Brand extension leverages the existing brand equity to introduce new offerings.

Brand Equity: The intangible value a brand adds to a product or service. Strong brand equity can result in higher customer loyalty, perceived value, and a competitive advantage.

PACKAGE YOUR PRODUCTS



IS PRODUCT PACKAGING IMPORTANT FOR YOUR BUSINESS?

Product packaging is the first thing potential customers see when looking at your product. If your product packaging is not eye-catching or appealing, potential customers may not even bother to look at your product. This is especially crucial if you have an online store since customers rely entirely on their visual sense to make a purchase decision.

Product packaging can also affect how customers perceive the quality of your product. If your product packaging looks cheap or flimsy, customers may assume that your product is of poor quality.

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What are the three types of packaging options?

Every layer of packaging is essential to the customer experience. This is because the packaging is the first thing customers will see when they receive their purchase. It creates the first impression and needs to be eye-catching to stand out. As such, you must ensure that every layer of your packaging is up to par. This means using high-quality materials that are durable and will protect your products. It also means using easy packaging to open and close so customers can easily access their purchases.

In addition, you need to make sure that your packaging is easy to store. This means using packaging that can be easily stored away without too much space. It also means using easy recycling packaging to make customers feel good about their purchases.

When discussing types or layers of packaging, there are three main forms: primary, secondary, and tertiary.

Primary packaging is the first layer of packaging that comes into contact with the product. It is the most critical type of packaging because it needs to protect the product from damage, tampering, and contamination. Some examples of primary packaging includes:

- Boxes
- Bottles
- Cans
- Jars
- Pouches
- Tubes

Secondary packaging is the second layer of packaging that surrounds the primary packaging. It is usually made of cardboard or paper and is used to protect the product further and provide additional information about the product.

Tertiary packaging is the third and final layer of packaging. It is typically made of plastic or metal for storage, transportation, and display. It may also be used for tamper-evident or security purposes.

Know your packaging

Different packaging design elements can create a lasting customer experience by adding value to the product, making it more appealing, and increasing its shelf life. For example, using high-quality materials and printing techniques can make a big difference in how a product looks and feels. In addition, choosing the right colors, fonts, and images can also help to create a more lasting customer experience.

The following are some different elements of product packaging:

- **Color:** Color is one of the most critical aspects of product packaging. It can attract attention, communicate a message, and convey a mood.
- **Size:** The size of product packaging can be necessary for several reasons. It can impact the cost of production, the amount of space required for storage, and the ease of transportation.
- **Filler:** Filler is used to fill space in product packaging. It can be used to protect a product, add cushioning, or make a product look more full.
- **Fonts:** The font used on product packaging can be necessary for legibility and aesthetic purposes.
- **Business card:** A business card can be included with product packaging to promote a business.
- **Thank you note:** A thank you note can be included with product packaging to show customer appreciation.
- **Instructional manual:** An instructional manual can be included with product packaging to provide information about how to use a product.

Once you get the following right, you can head up to canva.com to create a good design for your product. Canva is a design tool that has hundreds of templates you can edit to your desire taste. From your logo to your business card, thank you card e.t.c. The most beautiful thing is you can use canva on your phone, it has free and paid plans. With the free plan you can do so much.

Check out these youtubers to learn more on how to use canva:

[Design with Canva](#)

[Franklin Emmanuel](#)

[Natalia Kalinska](#)

[Kate Hayes](#)

[Whiskey & Whit](#)

[Oreoluwa Adesogbon](#)

[Aurelius Tjin](#)

E-COMMERCE WEBSITE

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DOES MY BUSINESS NEED A WEBSITE?

Many business owners ask, "Since I have a small business with a small workforce, and since we don't sell anything online, do I need a website?"

The answer is YES!

If you have a business, you should have a website to avoid losing business to competitors that already have one. Furthermore, are you sure you can't sell your product online? COVID-19 has altered the retail landscape, with millions of shoppers online looking for everything from books to clips to houses to natural gas and more.

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So while you dither, your competitor has likely seen how effective a website can be for their business.

You definitely don't want to be left behind.

Benefits of a Website

Whether you're a small or big business, a business website offers plenty of advantages. Here are the most significant benefits of having a business website.

1. A Business Website Makes You Look Professional

Anyone can create a company page on Facebook; it's free and can be done in a jiffy. This low barrier to entry takes away much of the credibility of a business social media page. Customers don't know who's behind a Facebook page, where they are, and whether it's all a scam.

On the other hand, creating a business website is not free and indicates that you're relatively serious about your business. Therefore, a business website makes you look more professional and credible.

2. It's an Essential Step in Your Customer's Journey

An effective website is where you want your audience from different channels to end up. It's on the website that you'll inspire action from your potential clients.

Your website is like a physical shop—people walk by it until they come in to look at what you offer. So even if they don't buy something the first time they walk in, they might buy something on subsequent visits.

On a similar vein, customers come across your business via different channels like social media feeds. If the social feed ad is interesting, they'll expect to visit your website to find out more about the business. If there isn't a website, they might not take the next logical step in the customer journey.

3. A Website Increases Your Visibility

There are over 4.5 billion active internet users worldwide, and over 90% of them accessed the Internet via mobile devices.

Without a website, your business is virtually invisible to these people. With COVID-19 pushing the global market even more digital, your business will become invisible to those that matter unless you invest in a website.

4. It's Essential For Local Businesses

Many small business owners don't see the need to invest in an effective business website. However, they're currently missing out on an incredible source of revenue.

The following statistics show how important a website is for a local business:

- 46% of search on Google include local intent
- 97% of users use search to find local businesses
- 28% of users purchased an item after a local search
- 70% of users will visit a store because of what they found online

A business website will help you capture all of this potential and make your business even more profitable.

5. It Offers Social Proof

What your customers say about your business can determine whether others patronize you or not. So while review websites like Yelp are good, your website is the best place for people to get more information about your business.

Displaying your best testimonials on your website is an effective way to establish trust and social proof. What is more, publishing your best reviews on your website ensures that third-party review sites don't minimize the good things people say about your business.

6. A Business Website Gives Lasting Value

One of the best things about investing in a business website is how it continues to generate value for you even years after you've created it.

When you pay for ads on social media, your potential clients only see your ads for as long as you run them. If they don't see it, you'll have to pay again to run the ad campaign.

On the other hand, a business website will give you ROI over time. Even if it doesn't give you returns in the first year, you have time to tweak things until you get returns.

7. Creating a Business Website is Easier and Cheaper Than You Think

Many business owners refuse to create a website because they believe it's difficult and expensive to create an effective website. However, that's not true.

There has never been an easier and cheaper time to create high-quality websites. There are affordable, easy-to-use website builders available to you. Creating a website and hosting a website is pretty straightforward.

8. A Business Website Lets You Sell Online

Ecommerce sales are exploding and are projected to hit over \$5.4 trillion in 2022. Surely, none of these sales happen with businesses that don't own websites. Even if you aren't a traditional ecommerce business, having an online storefront can help you attract new customers and help you continue selling even when your physical store is closed.

To create a free website head up to Google site, this is a platform by google designed to help you build a responsive website without having any experience about website development or how to code.

Check out these youtubers to learn more about google site

[king Obinnar](#)

[Simpletivity](#)

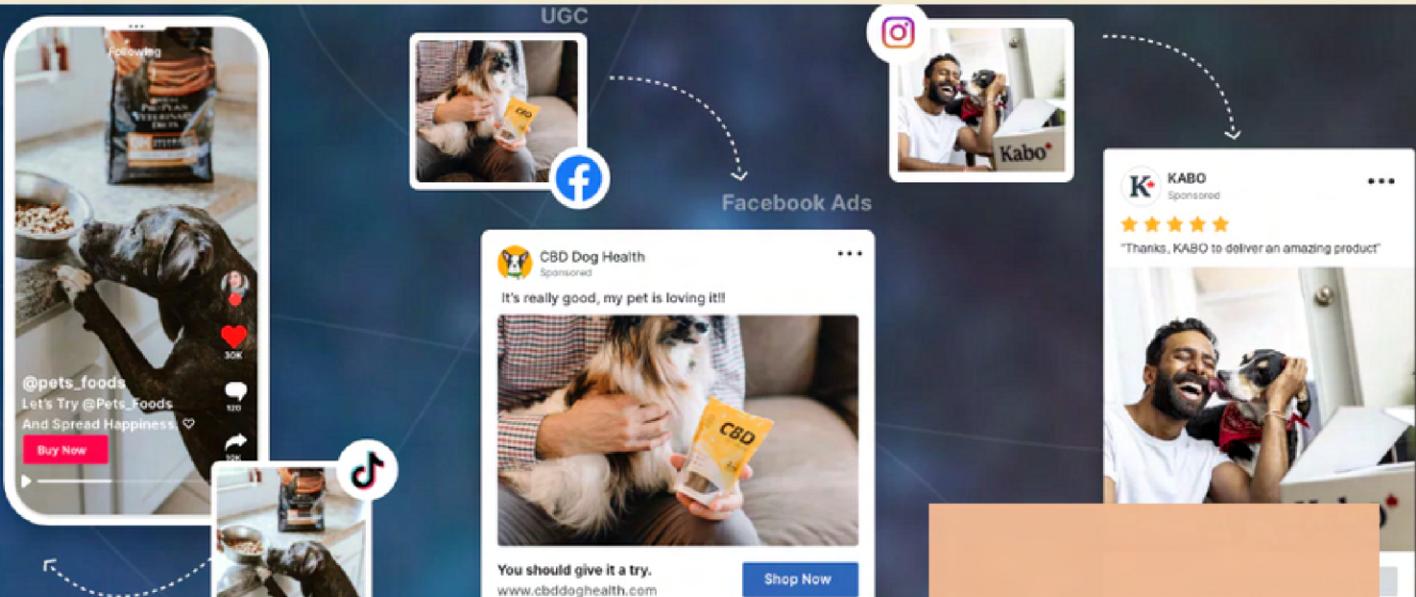
[Mr. Campbell Rocks](#)

[Teacher's Tech](#)

[Stewart Gauld](#)

[KnowledgeBase](#)

VIDEO ADVERTISING



DOES MY BUSINESS NEED A WEBSITE?

Video advertising is a marketing strategy that involves creating a short and informative video that promotes a product. It helps tell a story, improve sales volumes, create buzz, convey information concisely and captivatively, and reach a wider audience.

Make sure you
sanitize all
environment
and your hands
before you start
Preferably wear
a pair of gloves

Benefits of Video Advertising

It's always critical for marketers to find new, effective, and unique tactics and techniques that help a product or service stand out in a market overwhelmed by competitors. Video advertising is not a new kid on the block. It's an established way of communication with consumers that brings visible results to businesses. With its help, entrepreneurs create quality and unique content that boosts their outreach, sales, and brand recognition.

It's not a secret that people who lead a hectic lifestyle would rather watch a short video and obtain all the necessary information about a product rather than read long articles. Although this one is the key pro, there are even more for you to consider.

Video advertising also helps:

- obtain great sales volumes;
- tell a story;
- communicate the necessary information fast;
- receive high organic traffic;
- educate people on a topic in an interactive and engaging way;
- gain more social shares;
- go viral;
- attain wider customer reach;
- establish brand awareness .

There are many benefits you can reap after implementing video advertising. However, to reach your goals, you should identify the most suitable video ad formats for your product.

To create a free ad video for your business head up canva.com, canva helps you with free template designs to help you create great quality ad videos for your product.

Check out these youtubers to learn more about ad videos:

[Webon](#)

[Canva](#)

[Aurelius Tjin](#)

[The Lue Fang](#)

[Stewart Gauld](#)

[Daniel Schiffer](#)

THANK YOU SO MUCH FOR PATRONIZING DYNASTY, WE APPRECIATE YOU, WE
PRAY YOU FIND THIS USEFUL AND WE PRAY YOU BENEFIT FROM THIS
FINANCIALLY.

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TYPE NAMES ON GOOGLE SEARCH