

PAIR

WEBSITE BUILD & PERFORMANCE
MARKETING

pairstudio.co.za

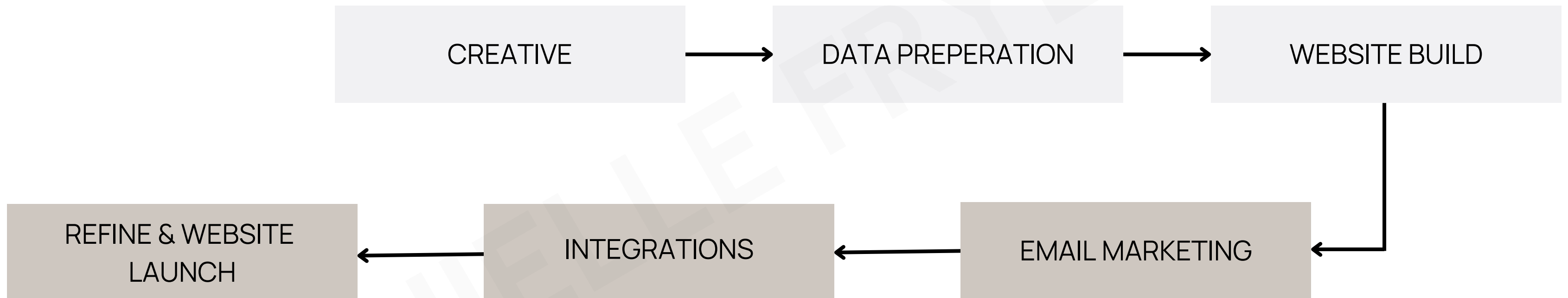
OBJECTIVES

- Create an online store with a sleek design aesthetic that leads to a seamless customer experience.
- Generate leads to the e-commerce store.
- Integrate payment platforms, shipping solutions and marketing apps.
- Develop an e-commerce marketing strategy. SEO, email marketing, Google Stack.
- Conversion optimisation on web pages.
- Ensure scalability.



Beyond trends, beyond boundaries. A new era of fashion, driven by inclusivity, innovation, and conscious living. We believe in the power of fashion to transcend boundaries and unite communities through curated collections. Each piece tells a story, echoing the rich ethos where trendsetting meets our like-minded eco-chic community.

ECOMMERCE & DIGITAL PRESCENCE



WEBSITE BUILD

Front End

- Mobile first
- Store locator
- Built for high-volume stores
- Seamless checkout
- Responsive load times
- Focus on user experience
- Seamless end to end customer experience

Back End

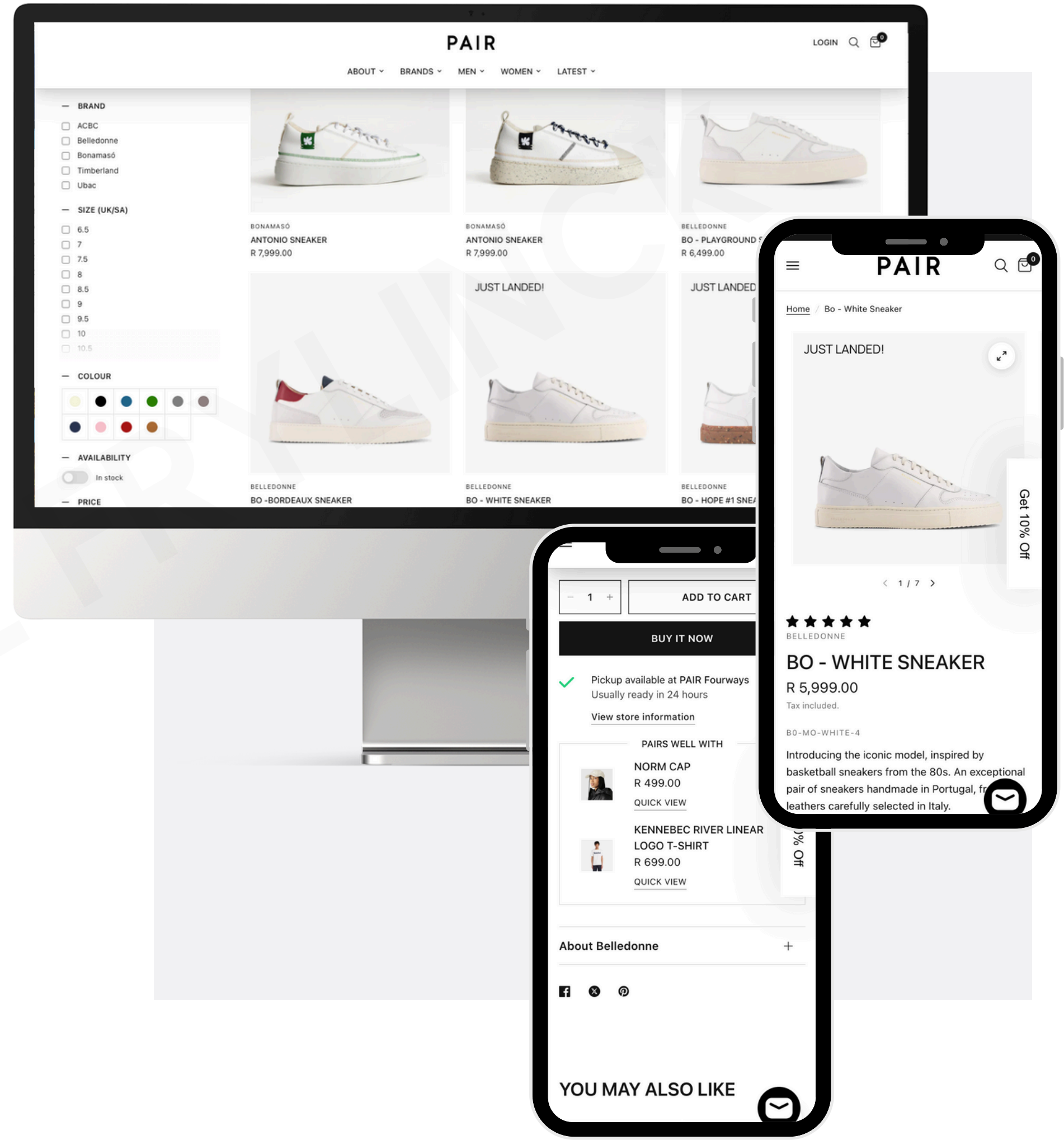
- Simple drag and drop templates
- Highly customisable theme
- App Integration
- Hassle free product, pricing, collection updates
- Advanced reporting and analytics

Indulge in an ethical and luxurious online shopping experience with PAIR. Discover a distinctive fusion of luxury and ethics that empowers you to express your style while making responsible choices. Elevate your online shopping journey—where fashion meets conscience, creating a unique and conscious statement.

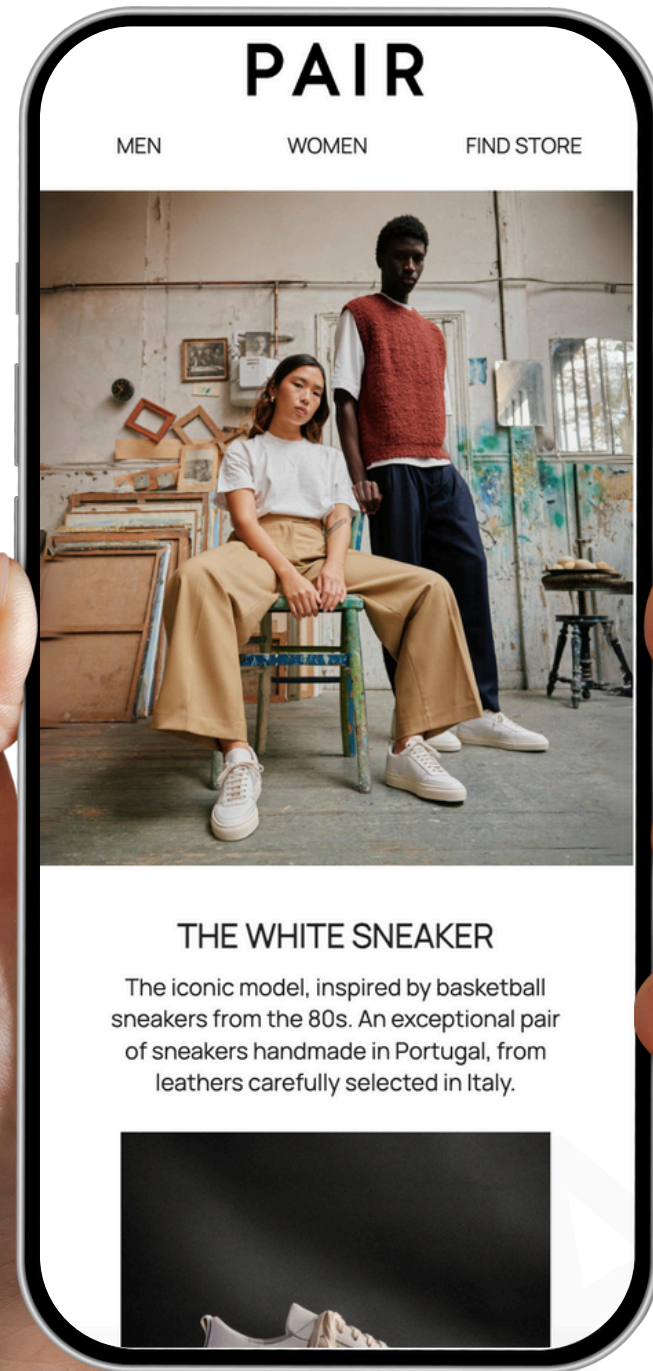


CRO FOCUS

- Collection Pages - Advanced filters, clear aligned imagery, image hover, quick view.
- Product Pages - Clear modern size charts, care guides and feature tabs. Options, linking to colours. Buy now button. Reviews. Up-sells. Cross-sells. Shipping, payment, exchange information (transparency).
- Mobile-First
- One-Page Checkout
- Below 3 second server response time



EMAIL MARKETING



Build an Email List:

Encourage website visitors to subscribe to your email list. Offer incentives such as exclusive discounts or early access to new collections.

Personalised Campaigns::

Implement personalized email campaigns based on customer preferences, purchase history, and behavior.

Automated Workflows:

Set up automated email workflows for onboarding, abandoned cart recovery, and post-purchase follow-ups.



Welcome to a new era of fashion: inclusive, innovative, and conscious. Join our eco-chic community as we transcend boundaries, uniting through curated collections that tell unique stories.

Get 10% OFF your purchase using the code: [IF9BDF9H10Q](#) at checkout!
Discount code excludes Timberland Yellow 6-Inch Boot, Sale Items and Product Care.

SHOP NOW

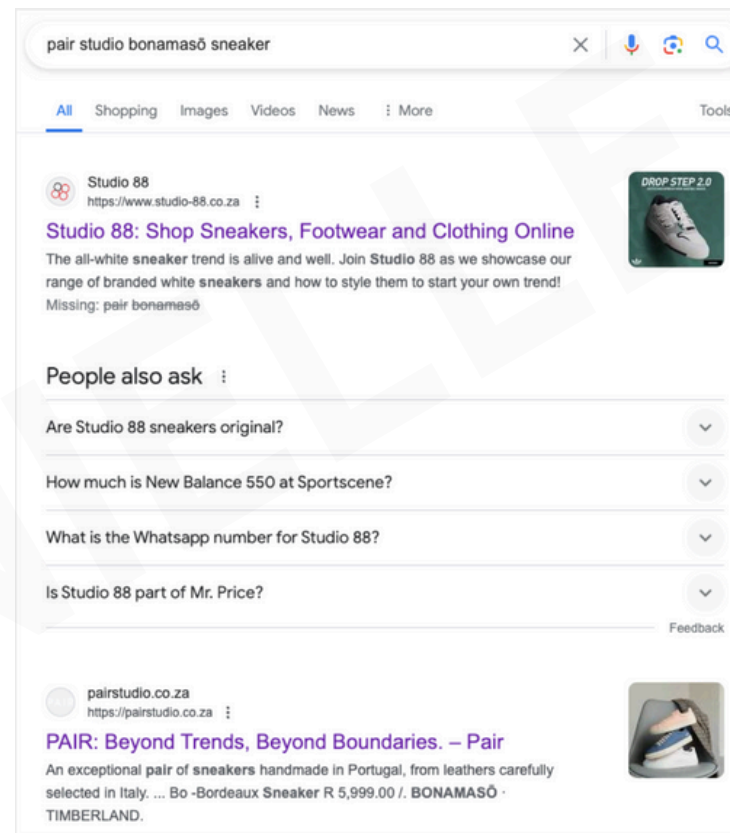
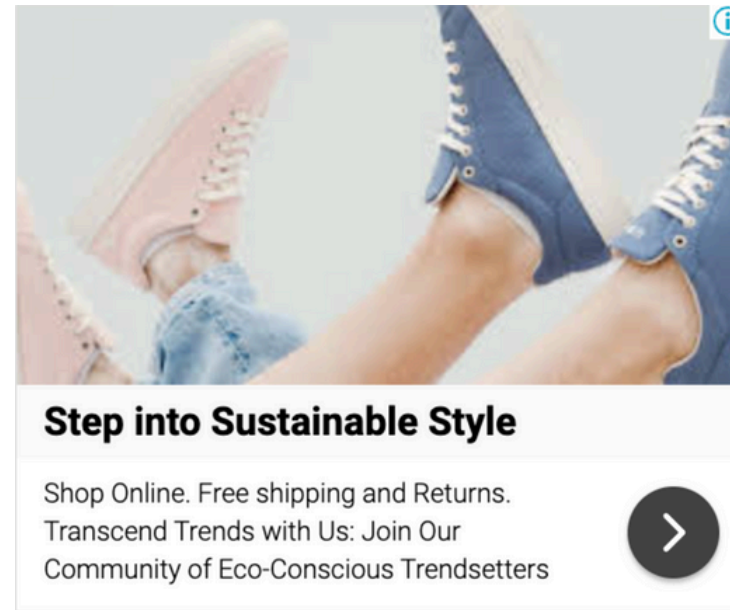
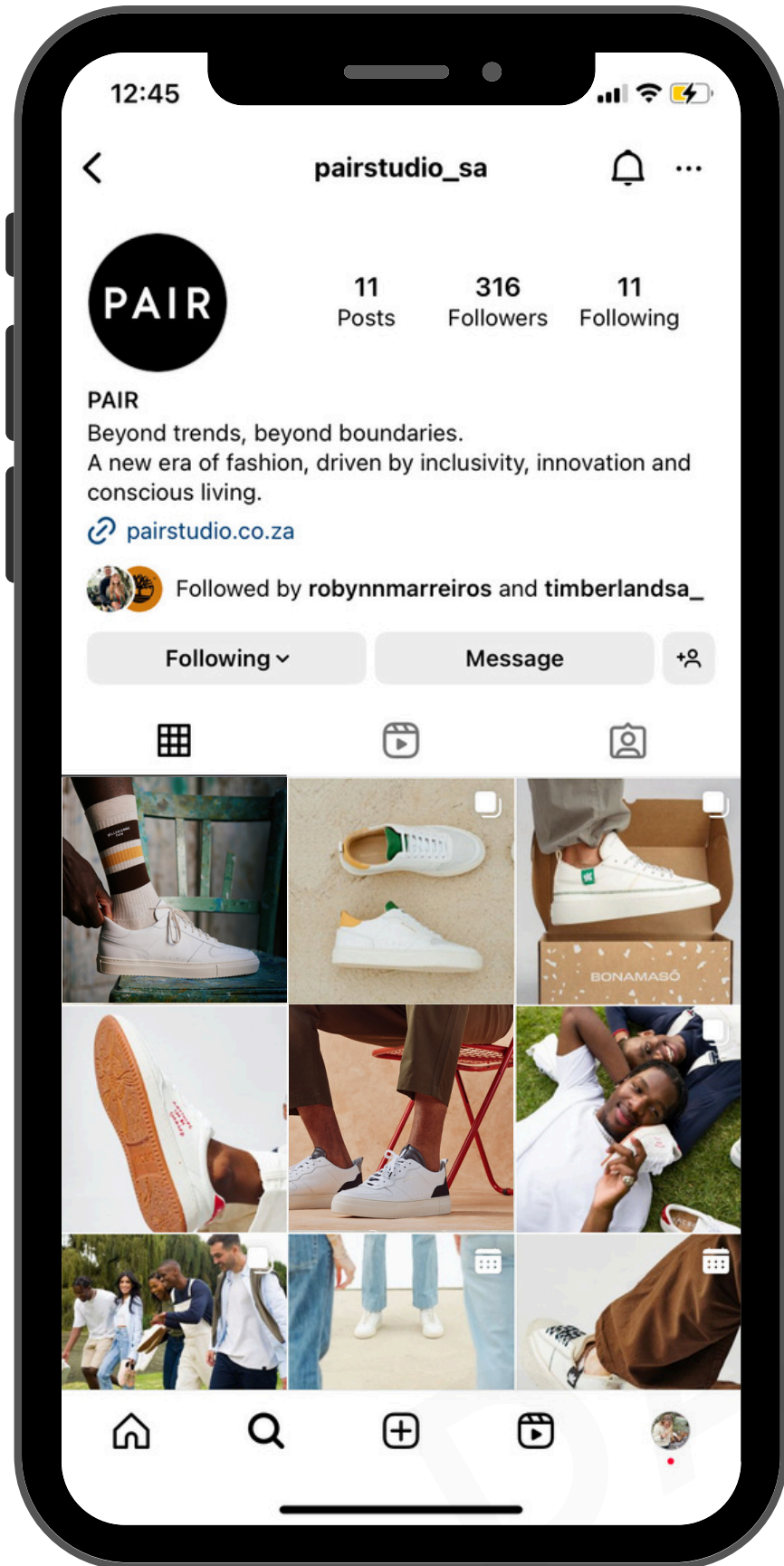
- Customer Support
Mon - Fri, 10am - 16pm
- Easy Returns
Free returns & Exchanges
- Free Shipping
Click & Collect
- Multiple Payments
Safe and Secure



[Unsubscribe.](#)
PAIR Fourways Mall Sandton, Gauteng 2068

WELCOME SERIES

Email flows to increase customer engagement.



INTEGRATIONS

Data Collection:

Collect data from socials, web visitors to build targeted audiences for cross platform marketing.

Social Strategy:

Integrate UCG content to ecommerce.

Google Strategy:

Merchant centre for Google Shopping
Focus on SEO
Google Ads

REFINE & LAUNCH



- Testing: Dev and UX
- Optimise User Experience
- Optimise Customer Experience

- Analyse Data: Visitors and Clicks to ensure optimal launch day and time
- Refine Marketing Campaigns
- Refine Content
- Launch

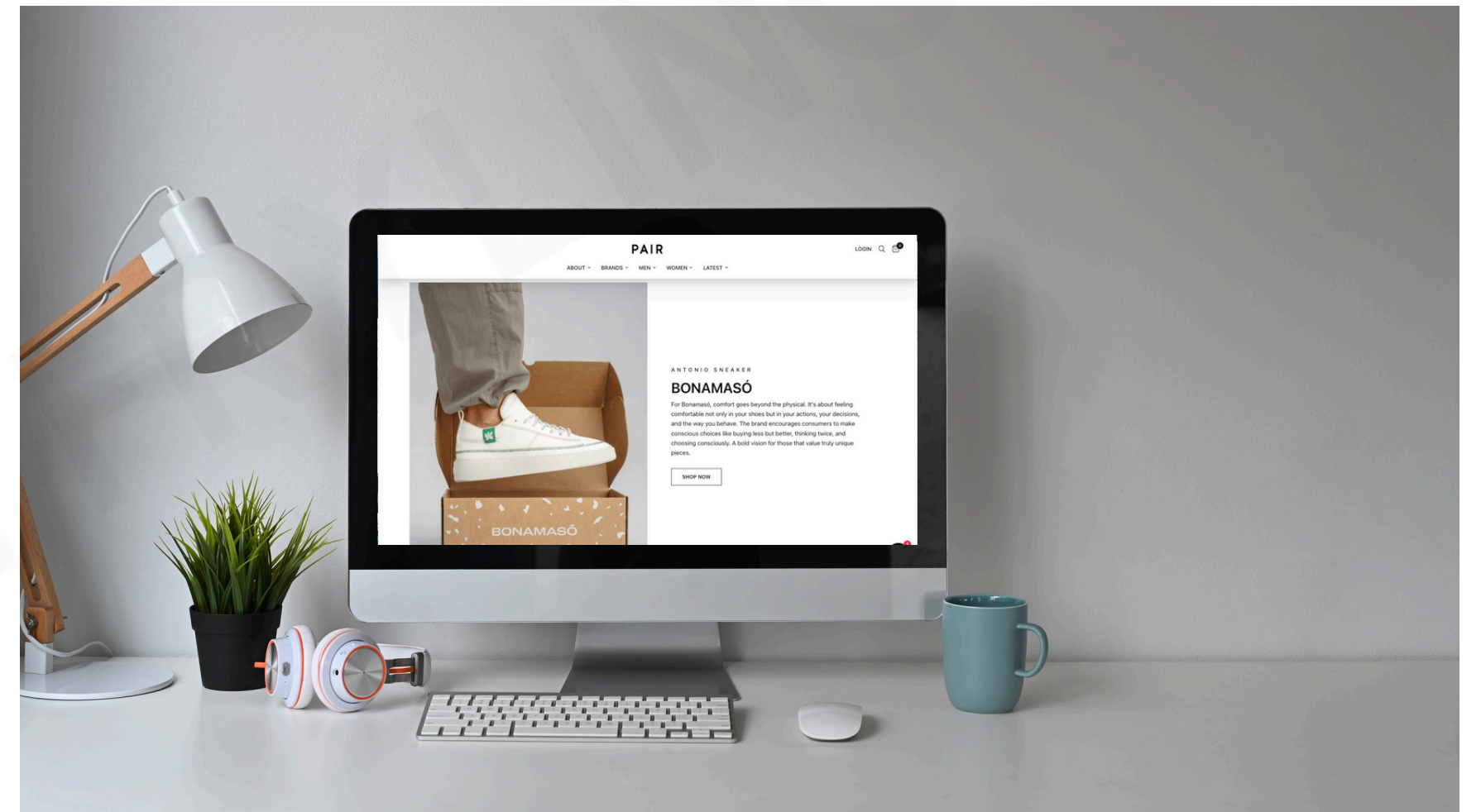
FUTURE PLANS

Marketing

- Assess audiences and create targeted segments with collected data.
- Targeted ads with sign up link to grow email data base (social).
- Retargeting through email marketing.
- Focus on Google Shopping and Google Search ads.
- Continue SEO strategy.
- Collaborations to increase backlinks.
- Grow trust element with socials and reviews.
- Customer Unboxing and end to end experience.

CRO

- Weekly banner changers, .
- A/B testing different elements of email campaigns (subject lines, content, timing) provided valuable insights into what resonates best with the audience.



THANK YOU

danielle frylinck
internal use only

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