



absolute beauty online

Marketing Specialists in Beauty, Hair, Dental, Wellness

WHO WE ARE: Best Ever World Ltd currently consists of:

(1) Best Ever Me (BEM) website: Live 18 months. www.besteverme.ie (2) Absolute Beauty Online (ABO) – Niche digital marketing agency for beauty, health and wellness businesses. www.absolutebeautyonline.com

(1) BEM is an online business meeting a number of online marketing needs for small and medium sized Health, Beauty and Wellness businesses. BEM aims to become the platform where beauty and wellness businesses meet their online needs. It is a place where potential clients can research, find and contact service providers; and where potential customers research their concerns about their beauty and wellness as a whole, find treatments and contact local or national providers for procedures of interest. Service providers can register for free and advertise services. The BEM website is a free to use service for small businesses and will serve to introduce new customers to the rest of the BEM services.

(2) ABO offers online marketing packages and services via niche digital marketing agency Absolute Beauty Online (ABO). Clients include Dental Clinics, Beauty Salons, Cosmetic Clinics, Beauty and Wellness Product Businesses.

MARKET ENVIRONMENT:

- Consumers crave unbiased information. With so many bloggers promoting treatments or particular clinics for a fee, it is often hard to know what is real and what is sponsored.
- People are more open about wanting to stay looking and feeling young and healthy; and are interested not only in beauty, but longer-term anti-ageing (including preventative) procedures, as well as nutrition and weight loss, and physical as well as mental fitness. BEM provides a one-stop-shop for all this information.
- The growing market in cosmetic anti-ageing and wellness sectors; people are looking after themselves and spending more money on anti-ageing and wellness treatments and services.
- Consumers are time poor and increasingly expect to be able to have services available to them on-demand and in an instant.

* Many beauty and wellness business owners need to outsource their digital marketing needs.

WHAT THE INTERNSHIP ENTAILS:

Email Marketing:

- Plan and produce 1 email a week for B2B & one for B2C
- Plan, produce and send bi-weekly newsletters to (a) consumers (blog article) and (b) businesses
- Reach out with regular email marketing to businesses (listed); offering digital marketing services of ABO.
- Help us design and produce click marketing funnels through content marketing and retargeting strategies.
- Reach out to beauty and wellness providers and gain their voluntary engagement in sending us before-and-after photos as well as any news of updated treatments; photos for their free listings, etc.

Social Media: - Produce regular quality content for our own Social Media Channels - Facebook and Instagram. Achieve increased post engagement and bring more targeted traffic to our site. - Assist in

planning and designing ads for BEM and ABO to increase traffic to both sites, gain likes, brand awareness and conversions. - SEO boost needed to raise traffic in Ireland (Knowledge/experience of SEO a plus but not a requirement). - Opportunity to become involved in Facebook marketing campaigns for our clients.

WHAT KIND OF PERSON AND WHAT SKILLSETS WE ARE LOOKING FOR:

Ambitious, driven individual with good writing skills enthusiastic quick learner with a can-do attitude In-depth knowledge/experience of social media content posting and advertising, particularly Facebook and Instagram In-depth knowledge and ability in Facebook ad retargeting, custom audiences etc. Ability to design and implement click marketing funnels, email and content marketing and retargeting strategies. [We will be looking for a thorough up-to-date understanding of this area] Native English speaker a requirement

Please send your CV to portiaquinn@hotmail.co.uk