



D U H B U T T U H S

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Elven Essentials
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Overview

Duh Buttuhs was founded in 2019 by Destauni Williams looking to make extra money during a global wide pandemic, little did she know it would become a fully functioning business that people across the country would come to love. Located in Atlanta, Georgia, Duh Buttuhs is an all-natural vegan skincare line that leaves your skin feeling brand new and smooth like butter. Having over 10 different types of oils, scrubs, soaps and shea butters Destauni has guaranteed an all-natural luxury skincare experience.

Noticing a recent dip in sales, Destauni decided to invest more into the company's marketing, with the intent of increasing her sales margin and online presence. Her main goals are to turn her weakness into strengths, maintain her open and honest company motto, and share the importance and power of true healthy skin.



Brand Analysis



- Strengths
 - Affordable
 - With all natural cosmetic products being on the rise, the cost for these products have increased as well. Duh Buttahs products have maintained their affordable pricing despite being an all-natural vegan company.
 - Variety of Products
 - Despite being named after their initial product Duh Buttahs have expanded to oils for your skin and hair, scrubs, and soaps. There are specific scents for the entire family.
 - Personal
 - Being a small company, it is easier for consumers to connect with it. Understanding the story behind the conception of the company can help make it even more marketable.
- Weaknesses
 - Searching the company
 - When searching the website in Google, you are brought to the Walmart where the product is sold online. When linked to the socials it is easiest to access.
 - Consistent posting on socials
 - Having a specific aesthetic makes the page look cleaner and more professional. Having a posting schedule with updates, deals, etc will keep customers and potential customers engaged more
 - Ability to keep up with demand
 - On the website a lot of the products show sold out. Being that this is a popular small business, making sure the supply can keep up with the demand is important.

Brand Analysis Cont..

- Opportunities
 - Expanding Social medias
 - By expanding to other social media sites, you expand your reach and exposure. Live tweeting from events can bring awareness to name and bring potential customers. Have trust customers or aspiring influencers help market your brand. Give tutorials on how to use your products together to get the best results.
 - Examples: Twitter, influencers, tick tock
 - Descriptions on Website
 - What does this product do? How do I use it? What will it give me?
 - Example: Glowing skin, for people with sensitive skin, etc
 - Make a website more Personal
 - Tell customers about the owner, how did this company come to be. Customers want to connect with the brand they use. Create brand loyalty.
- Threats
 - Bigger Companies
 - With everyone trying to become all natural with their products making yourself stand out can become difficult. Being a smaller company can lose out on customers in their target market due to other factors such as bigger companies targeting those same people.
 - Budget
 - Not having as big of a budget to meet the demand of the business
 - Lack of Ingredients
 - When using all natural vegan products, if there is a recall on a specific product or a shortage that is out of your control as a business owner.



Brand Personality

When asked what person the brand would be, the owner answered Beyonce. When I look at her company I see, Erykah Badu. On the surface both these people seem opposite, but if we dive deeper, we see they are one in the same. Both are soulful, meticulous, and down to earth. They care most about the message they put out in the world and take their art very seriously. What makes them so unique is they let the art speak for itself. They value creativity, luxury and being authentic. They also value peace of mind and body, experiencing a peaceful life. They both understand that being deceitful and fraudulent will only get you so far in life, but by true to yourself is the best way for people to see who you are and your value.

How I and the owner feel Duh Buttuhs connect with both personalities selected is the message they tell everyone. Love your natural beauty. Have self-love, self-awareness, self-confidence. Be proud of who you and the cards you have been dealt. Duh Buttuhs message to their customers are to know you are beautiful, your skin is beautiful, and your skin is important. You do this by making sure your skin has a luxury experience with only the finest natural products. These products are not made with greedy intent, but from an owner urging you to love your skin. Natural products work! It is not a trend or a gimmick, it is a helping hand to each customer as they jump start their health and wellness journey.

Just like Erykah Badu and Beyoncé, Duh Buttuhs is powerful, influential, and grounded. It is making a statement that you can be luxurious and holistic, while staying on a budget. Duh Buttuhs is classy and professional, yet relaxed and comfortable. Wearing these products allow you to feel tranquil and refreshed, promoting a meditative comfort over your entire body.

Duh Buttuhs are professional for the workplace but can let their hair down after work. You may find them at happy hour enjoying a martini and dim sum plates. Just like Beyoncé, Duh Buttuhs always has new releases, and constantly pushing the envelope.

While she is Beyonce, she is also Erykah Badu. She will have you sitting next to a waterfall meditating and finding you balance and 30 minutes later she will have you listening to trap music dancing in the skin you love. Duh Buttuhs is here to make you feel outwardly better, in hope that as the oils and butters moisturize your skin, your soul will absorb self-confidence and self-love.

She achieves all of this by speaking confidently with every scent, charming you with the wittiness of her vibrant colors. She will show how much she cares as she smooths and soothes your skin after every use. She does not change who she is nor her message; she is authentic to a fault. She compliments, does not alter.



Problem

Social Media

When we look at Duh Buttuhs year over year we see that certain aspects could be improved. The social media facets of Duh Buttuhs are not being utilized effectively. Having a chaotic page and sporadic posting schedule, leaves the consumer confused and unclear on when new products are released and when items have been restocked.

Website

The websites' overall structure flows nicely, but with a few modifications the consumer can connect with the brand even more. Like most small businesses, consumers want to be able to connect with the company they purchase their products from. By adding an "About" page to the website customer are able to put a face to the company. In this section of the website customer will be able to see why Destauni made the product, who she made it for and how she hopes the product makes you feel.

They also have to be able to locate it, issues with the SEO optimization will stunt traffic to the website. We see that all these issues can easily be adjusted, until it happens Duh Buttuhs will continue to not function to its full capacity.



Visual Branding/ Logo

With Duh Buttuhs being an organic vegan company, it is imperative that as consumers look at the logo, they know that each product is made with clean and natural ingredients. Having already tried various versions of the logo, the revamped version does not articulate the brands aesthetic effectively. Duh Buttuhs is a holistic luxury vegan brand, it is a priority that needs to be communicated at first glance.

Naturally You.

duh
BUTTUHS



Raw Sugar Vitamin C Scrub

100% All Natural,
Organic Ingredients

Gentle exfoliation
for soft, glowing
skin

8 oz

Sugar in the Raw, Coconut Oil
Ascorbic Acid, Vitamin E
Aloe Vera Oil, Grapeseed Oil
Orange Essential Oil

Solutions

Having a better understanding of the problems Duh Buttuhs has will allow us to know what areas to improve and more importantly develop an action plan.

For social media we will compile a mood board that will include the colors that translate luxury and tranquility. A Social media plan more specifically a content calendar will help Duh Buttuhs to know when to post certain content and what will grab the attention of the customer the most. A restructured Social media page will allow customers to easily follow important updates and posts. We will also use multiple social media platforms including Meta and Twitter.

When it comes to the logo we could keep the same format. The woman is essential to the brand... natural and elegant. By adding more tranquil and nude colors it will make the label pop. Changing the jars, the products are held in would elevate the brand and customer experience.

In the mockups we demonstrated how Duh Buttuhs tranquil message could be articulated in various ways.

All these changes mean nothing if you are not able to locate the website in a search engine. By leveraging keywords, it will make it easier for the site to be located. The best way to do this is by utilizing AdWords and select a few words with a good average monthly search volume and enter them into Google. Once Customers get to the website, they will be greeted with a new tab that will inform them more of the company and the CEO. By adding more professional pictures of all the products will make the site look well-polished and organized.



Results

Visual branding/ Logo

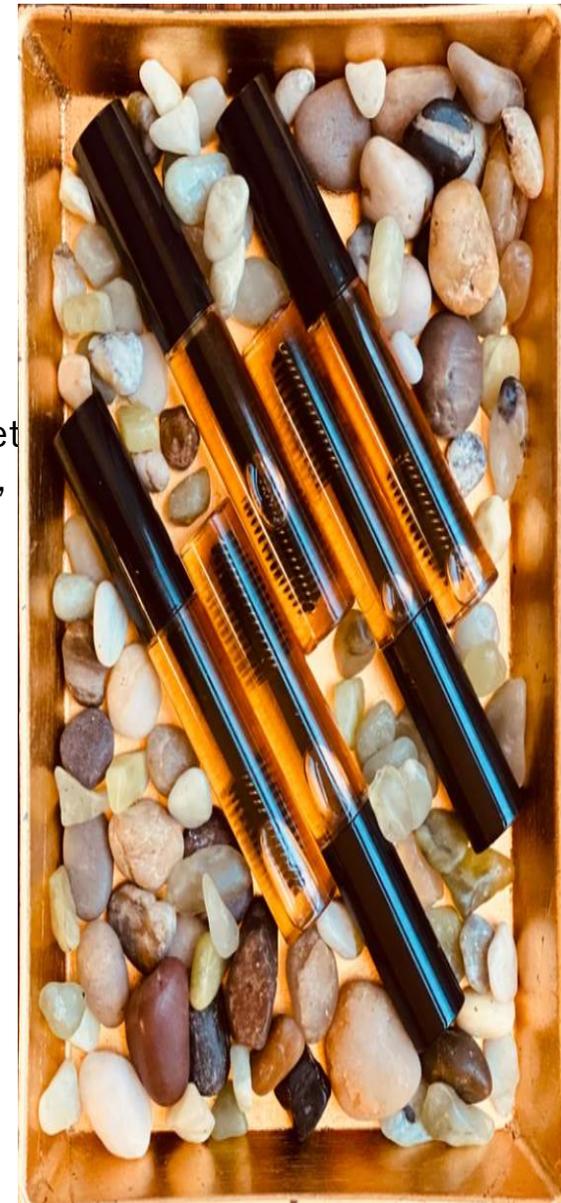
After the changes to the visual branding is made, the logo will be cohesive to the mood of the product, luxurious tranquility. By incorporating more tranquil colors to the logo and a potentially changing the bottle, the market research will show that people in our target audience, woman of color ages 20-35, will appreciate the sleek look and design.

Social Media

As we look at the social media plan, creating a content calendar, customers will be able to stay informed with the latest products and events. Studying the peak times to upload videos and content, loyal customers and potential customers will be able to engage with Duh Buttuhs with likeable and 'repostable' content that will keep the conversation growing. With links attached to all social media platforms it will increase traffic to the actual website.

Website

With the changes and updates to the SEO customers will be able to locate the site seamlessly. It will allow the site to move up on page one of the search engine. Once customers get to the website they will see tranquil natural colors, with updated photos of all products. They will be able to connect with the brand through the about page.

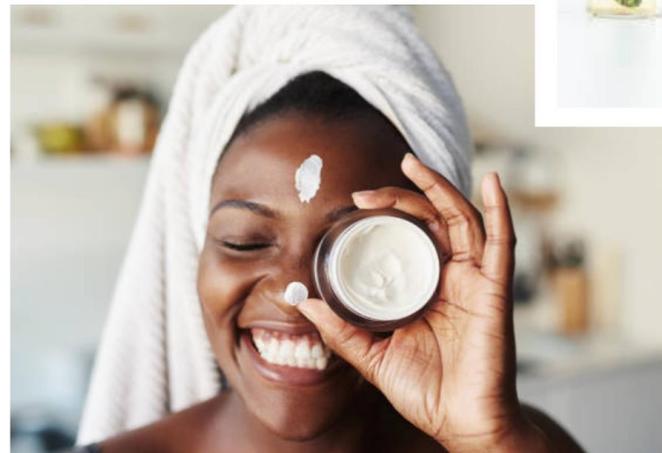


Conclusion

These changes will continue to be monitored month over month. With the revamped social media and successful content calendar established, rebranding of the logo and further optimization of the SEO and website retouches we will begin to see sales drive up. Duh Buttuhs' future plans are to expand under ELVN: Essentials, the Mother company of Duh Buttuhs, providing further brand visibility.



ASSETS



Aa Bb Cc Dd
 Aa Bb Cc Dd
 AA BB CC DD
 Aa Bb Cc Dd
 Aa Bb Cc Dd

duhbuttuhsllc Message

194 posts 1,601 followers 865 following

Duh Buttuhs LLC
 Health/beauty
 I mean, Duh.
 100% Natural Body Products
 Handmade, HomeMade, Organic, Vegan @newjoyy is my Muvuhh
 BS in Biology
 www.duhbuttuhs.com

Followed by woyajill, reem2truckinnuch, imani.lynette + 5 more

Products Shipping Day Results The Process CEO Buttuhs Lov...

GIVEAWAY
 DuhButtuhs.com

COMING SOON
 DuhButtuhs.com

NEW COLLECTION
 Check out our newest products at www.duhbuttuhs.com

REMINDER
 You are beautiful, your skin is beautiful, and your skin is important.

Other assets include: a round soap with floral patterns, a round soap with a rose, a round soap with a pineapple, a round soap with prickly pear, a round soap with lemonade, a round soap with a new collection, a round soap with a reminder, and a round soap with a willow rose.

ASSETS...

May 2022

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------------------------------|---|----------------|-------------------------------|----------------|--|
| | | Social Media 5 Day Campaign for Mothers Day Gifts | | | | |
| | Twitter Post | Facebook Post | Instagram Post | Twitter Post Facebook Post | Instagram Post | |
| | Twitter Post Instagram Post | Facebook Post | Instagram Post | Facebook Post Twitter Post | | Live stream on all platforms at Farmers Market |
| | Twitter Post Instagram Post | Facebook Post | Instagram Post | Facebook Post Twitter Post | | |

