FEATURED ADVISORY CASE

BEFORE THE CAMPAIGN, THE BUSINESS *CASE.*

Beauty Pass / Southeast Europe

Strategic Business & Go-to-Market Audit

€ 20,000

An ambitious promise.

A harder business question.

THE REAL QUESTION

A marketing brief revealed a business-readiness challenge.

€20K

PRIZE CONCEPT

Beauty & aesthetic services

3

GUIDE PACKAGES

Low-cost digital purchases

5

TARGET MARKETS

Southeast European rollout

> The question was no longer simply:
> *“How do we promote it?”*

It became: “Is it ready to be promoted?”

REVIEWED SITE CONCEPTS

WHAT THE CONCEPT GOT RIGHT

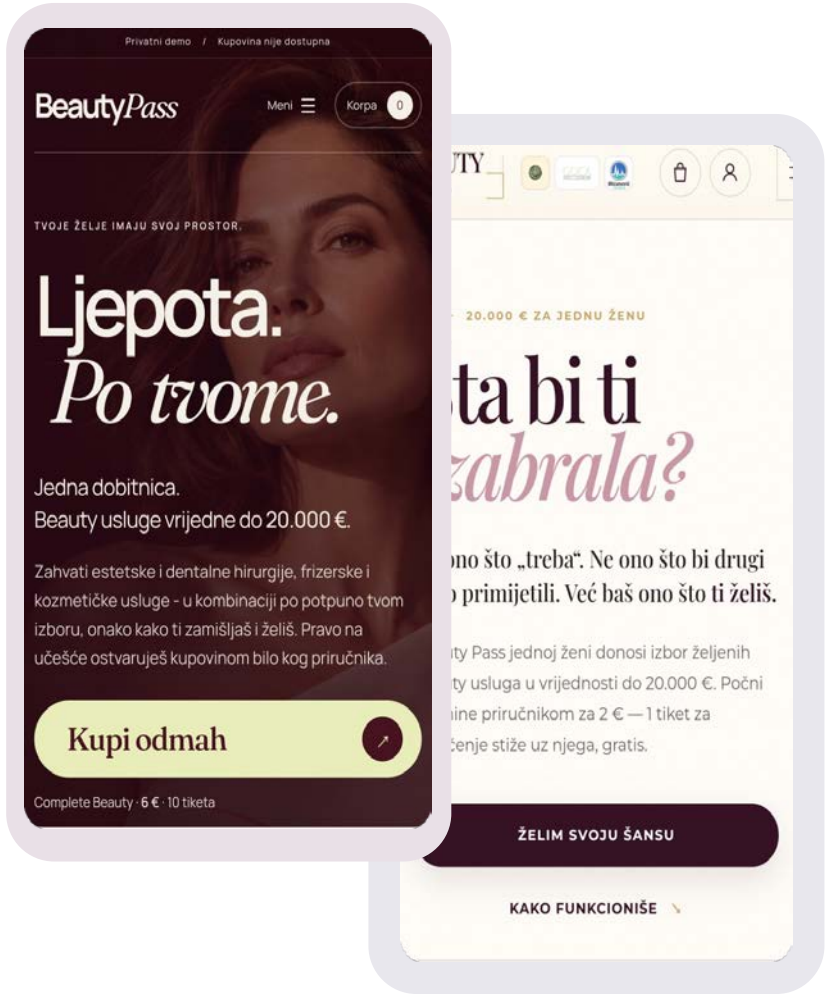
The ambition was real. So was the opportunity.

01 HIGH-IMPACT HOOK
A memorable prize promise

02 ACCESSIBLE ENTRY
A relatively low price point

03 PARTNER ECOSYSTEM
A tangible beauty service category

04 BROAD APPEAL
Multiple audience motivations



THE CORE DIAGNOSIS

The customer had to answer too many questions before paying.

01 **What am I actually buying?**

02 **Is the guide worth the price?**

03 **How are entries recorded?**

04 **Who is behind the platform?**

05 **What exactly can be won?**

06 **How would the prize be delivered?**

INSIGHT *A low price does not guarantee a low-friction purchase.*

VALUE PROPOSITION

Two offers were being communicated as one.

WHAT THE CUSTOMER BUYS

Digital beauty guides

A guaranteed purchase that needs a clear purpose, author, preview and tangible value.

WHAT THE CUSTOMER MAY WIN

A €20,000 prize

A chance-based outcome that needs defined terms, credible delivery and operational proof.

STRATEGIC INSIGHT

Copywriting cannot repair a product whose independent value is unclear.

BEYOND THE LANDING PAGE

The biggest barriers weren’t design problems.

01

CREDIBILITY

Unfamiliar brand, limited proof of product quality and professional accountability.

02

FULFILMENT

Clinical suitability, partner availability and regional travel could alter the prize experience.

03

CHANNEL ACCESS

Meta policy could restrict paid advertising; eligibility had to be assessed before media spend.

KEY DISTINCTION *A platform restriction is a commercial risk—not merely a media-buying detail.*

THE METHODOLOGY

We examined the entire path from promise to delivery.

01 BUSINESS OFFER

What is sold? What creates value?

02 CUSTOMER JOURNEY

Where do trust and conversion break?

03 DELIVERY READINESS

Can the experience match the promise?

04 GO-TO-MARKET

Can the channels support the model?

EVIDENCE REVIEWED Old & new website concepts / Partner offers / Founder inputs / Public research

A MORE CREDIBLE LAUNCH LOGIC

Start smaller.
Make the proposition stronger.

01

CREATE REAL PRODUCT VALUE

Clear guide subjects, named expert involvement, sample pages and useful takeaways.

02

DEFINE THE PRIZE PRECISELY

A practical, clinically appropriate selection; transparent eligibility and fulfillment terms.

03

REDUCE THE FIRST-MARKET COMPLEXITY

Consider Montenegro and Serbia first, with logistics and economics fully mapped.

04

VERIFY THE CHANNEL BEFORE SPENDING

Clarify Meta eligibility; only then test acquisition with a budget the business can support.

FROM AMBITION TO TESTABLE ASSUMPTIONS

A disciplined pilot could protect the next investment.

	ORIGINAL SCOPE	PILOT HYPOTHESIS
PRIZE	Up to €20,000; flexible services	**Consider €3k–€5k; clearly defined treatments**
MARKET	Five countries from the start	**Start with Montenegro and Serbia**
PRODUCT	Guides secondary to the draw	**Useful expert-backed guides with previews**
PAID MEDIA	Launch-led marketing investment	**Validate policy access and unit economics first**

PRIORITISATION

A practical sequence not a longer to-do list.

01
STOP / CONFIRM
Commercial model, advertising eligibility, prize liability and financing.

02
FIX / PROVE
Guide value, organizers and experts, transaction clarity, regional fulfilment.

03
BUILD / TEST
Sharper messaging, first-market pilot, content programme and acquisition tests.

The recommendation: do not scale paid promotion until the critical dependencies are resolved.

WHAT THE CLIENT RECEIVED

Findings became a framework for better decisions.

24

PAGES

An independent audit translating complex risks into clear decisions.

01

A clear diagnosis

What was strong, what was fragile and why.

02

Practical alternatives

Where the proposition could be simplified and validated.

03

Prioritised next steps

What to confirm before investing in marketing.

CLIENT RESPONSE The assessment and presentation were received positively by the client.

THE STRATEGIC VALUE

THE MOST VALUABLE MARKETING ADVICE MAY BE TO *NOT MARKET IT. YET.*

STRATEGIC BUSINESS & GO-TO-MARKET AUDIT

For businesses that need to know what to fix before they scale.

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