

STUDENT NAME | ID:
WIOLETA TERESA KNYSZ | 1919631

COURSE:
LEADERSHIP AND MANAGEMENT IN SKILLS FOR THE
WORKPLACE

ASSIGNMENT:
UNDERSTANDING AND ENGAGING IN THE CUSTOMER
EXPERIENCE
BMSW5103_LON

LECTURER NAME:
ZE ZOOK

DATE: 2 SEPTEMBER 2021

ORGANISATION'S QUALITY SYSTEMS AND CUSTOMER RELATIONSHIP MANAGEMENT



TABLE OF CONTENT

ABSTRACT.....	4
EXECUTIVE SUMMARY- LONDON LASH PRO AS TOP QUALITY COMPANY IN TIMES OF CRISIS.....	5
POWER OF THE BRAND.....	6-8
MARKETING- BE OR TO NOT BE.....	9-11
INTERNAL AND EXTERNAL FACTORS VS ORGANISATON'S QUALITY SYSTEMS AND CONTROLS FOR CUSTOMERS.....	12-14
EVERY CRISIS IS A CHALLENGE. HOW TO STAY AT THE MARKET NO MATTER WHAT?.....	15-17
CUSTOMER REQUITMENS AND LONGTERM COOPERATION. WHAT IS THE HIDDEN POWER?.....	18
CONCLUSION.....	19
LIST OF REFERENCES.....	20-21
APPENDIX.....	22

ABSTRACT

In such tough times that many businesses have had to deal with, it is not important how to achieve success, but how to keep successful.

Is it worth focusing on the alleged basics, such as product, price or quality? Do the basics of marketing work unconditionally and allow to reach a target group who will remain loyal only because the company meet their basic expectations?

Well, no. The BASICS do not work at all. In order to reach the customers, it is crucial to go beyond the comfort zone.

And what is behind it will be present in the report on the example of an excellent brand in customer relation, London Lash Pro.

EXECUTIVE SUMMARY- LONDON LASH PRO AS TOP QUALITY COMPANY IN TIMES OF CRISIS.

If I tell you that a well-run and wonderfully prospering business can only be known in times of crisis, will you agree with me?

A business created with heart and passion will always defend itself.

This report will show how properly done marketing, sensing consumers moods, and the conscious use of alleged threats can contribute to unexpected, according to others, success. The report will base on the example of an international company that, in the unfortunate times of COVID, found itself in a niche in terms of consumer needs- London Lash Pro.

London Lash Pro is the company that should be hit the most by the pandemic as it belongs to the beauty industry, and what may seem even worst because the profession is eyelash styling. Who needs lashes in times of crisis? What stylist needs products or more training if she is not working, and the vision of constant work is far beyond the horizon? Not to mention all restrictions....

Well, they know the answer to that question and many more.

The company seamlessly switched to another mode of operation to continue selling both products and courses. That is not all. London Lash Pro was able to engage clients in the whole context, despite the financially poorer times and the near future in question. The branding was already so strong that a few attractive manoeuvres only strengthened its desire by customers.

The report will present all the marketing strategies used by the organisation, appropriate operating with products and services, gradually adapting to customer expectations and working on the emotional bond between the customer and the brand. In one word- control. Control over the maintenance and possible improvement of the company's quality.

London Lash Pro keeps its fingers on the pulse, turning every threat into a challenge, leading to smaller or bigger but still a success.

POWER OF THE BRAND.

What made London Lash Pro a strong brand even though it is not a big organisation? First of all branding.

To create a well-known powerful brand, four aspects must be strictly defined- brand name, brand positioning, sponsorship and development (Feng, 2014).

1. Let's start from the beginning... NAME.

London Lash Pro sounds very attractive and luxurious, especially for women, for lash technicians looking for the best products and knowledge in the market.

London is associated with fashion, modernity and high standards. If you think about that city, you see famous models like Kate Moss and Noami Campbell, and of course, The Royal Family (Mason, 2018) with Queen Elizabeth on a pedestal. The brand eagerly uses the illustration of the Queen in social media posts, making it unique and distinguishable. It is an admirable tactic.

Having 'Lash' in the brand name as a product that the whole business revolves, is also a good move. Thanks to this, the company is easily searched in the google browser, especially in combination with the location name.

How else can you get the attention of potential customers if not showing your professionalism? 'Pro' in the brand name perfectly reflects this.

London Lash Pro- wonderful blend of a city of fashion and the crown with a strict indication of the product and professionalism. Could you find a better marketing gimmick?

2. BRAND POSITIONING

Brand positioning shows what value and uniqueness it offers to the client, winning his loyalty and trust for many years (Marion, 2016). That includes not only the product itself, its high quality at an unbeatable price but also the entire specification that accompanies it in the visual context (Marion, 2016).

For lash technicians, all of this is extremely important. Neither of them likes to mix brands of eyelash extension products because not all of them are compatible with each other. That is why the quality of each even smallest product in an exact brand is major. None of the stylists can afford to make a mistake that will reveal their professionalism.

London Lash Pro is a company born out of passion and commitment to the development of the lash industry (London Lash, 2021). More importantly, the awareness of products and services created by the experienced lash technician to the lash community (London Lash, 2021) gains even more trust and desire to belong to this brand.

2.1 GRADE

High standard above all else- it is mainly associated with LLP (London Lash, 2021).

The company sells only high-quality assortments under its brand name that are in most cases handmade, checked several times by qualified lash technicians, both locally in the factory and stationery at the headquarters in Bolton (London Lash, 2021). There is nothing more valuable for stylists than conscious purchases of products that have passed the quality and safety checks (London Lash, 2021). It is the main basis for providing eyelash services.

2.2 DESIGN

It is enough to visit the website once to associate London Lash Pro as world-class eyelash stylists who sets lash trends and lead a prestigious eyelash extension business.

The setting of the products draws attention strongly. The packaging is stylish and elegant, even exclusive as white and gold reign, which is what luxury loves the most.

2.3 TUTORING

Not every lash extension brand conducts training on this topic. LLP not only has a wide range of classroom and online courses but also provides free of charge education in form of social media posts (London Lash, 2021) with proven methods for faster work, more lasting lash extension retention and business development. That is the quality of the weight of gold.

Eyelash technicians are therefore strongly emotionally attached to this brand because they know that they will always get support and advice at a high level.

2.4 INTERNATIONALITY IN ALL ITS GLORY

London Lash Pro is known for its availability practically all over the world by providing shipping to over two hundred countries (London Lash, 2021) thanks to sixteen distributors (London Lash, 2021). Thanks to this customer (lash extension technicians) can freely engage in long term cooperation with that brand.

It is also worth to pay attention to the fact that the company speaks loudly about its multinationalism among warehouse team members and trainers. So, customers have the opportunity to communicate in their native language.

Such diversity in backgrounds introduces a lot of objectivity, allows the company to develop in terms of different perceptions, solve problems quickly and successfully (London Lash, 2021) or prevent them completely.

2.5 GREAT UNDERSTANDING IN THE CONTEXT OF THE LASH TECHNICIAN'S EXPENSES

London Lash Pro is not the cheapest brand but is famous for very attractive special offers for each occasion and even without any occasion. For just filling out the questionnaire sent by the company, the customer will enjoy a one-time thirty percent discount. In addition, LLP constantly runs a GIVEAWAY campaign, where it distributes an assortment worth five hundred or one thousand pounds.

But still, significant help for LLP's clients is the ability to make purchases using KLARNA as a payment method, which offers the possibility to pay the invoice in thirty days or three equal instalments.

Without a doubt, that brand positioning system attracts more and more practising eyelash extension stylists.

3. BRAND DEVELOPMENT.

The brand is gradually developing its wings taking under its care new eyelash extension trainers over the world who run their private lash studios and teach new technicians on behalf of London Lash Pro. Of course, the company has issued a high level of conditions to be able to become an LLP tutor, which only strengthens the brand on the market.

London Lash Pro does not limit itself to the distribution of only its own branded goods. The company has increased its prestige thanks to the offer to sell InLei, the Italian brand of modern eyebrow lamination treatment products desired by all beauticians looking for improving the level of services.

MARKETING- BE OR NOT TO BE.

Excellent and proper marketing is a strength of every business and includes all activities that the company undertakes to present itself to the world in the most attractive way (Forsey, 2021). In agreement with Forsey (2021), marketing acquires customers in conscious, planned steps, gaining their trust and dedication to the brand, which in turn translates into long-term cooperation, and of course, revenue.

Marketing is a vast field and scrolls non-stops in the business functioning (Forsey, 2021). Nevertheless, there are several crucial aspects, which are particularly worth paying attention to.

1. CATEGORY.

To exist in the twenty-first century, the company must, first of all, have a virtual life.

London Lash Pro focuses on four types of marketing, and the reason is simple. The community spent most of its time online (Forsey, 2021). Therefore, the advantage now has:

GLOBAL NETWORK MARKETING with advertising campaigns (Forsey, 2021)

Through Google Ads, LLP is reaching its target group which are not only women interested to have eyelash extensions done, but mainly lash technicians who are looking to improve their qualifications, work on high-quality products and hunt special offers. That is why the campaigns revolve around great deals on products, diversity of lash extension courses and all related topics of eyelash styling with a focus on gender and more than one region.

JOURNAL (Forsey, 2021)

The company runs blogs on its website, which is a fantastic marketing trick that creates a wonderful bond between the client and the brand. Lash technicians are always hungry for knowledge, so every tip for easier and faster work or improving the quality of the salon is extremely desirable.

PUBLIC NETWORKING WEBSITE (Forsey, 2021)

LLP's Instagram and Facebook business accounts are alive all the time. There is no day without content, not much of that all London Lash Pro trainers run their posts and stories underpinning the brand and all related to the company hashtags.

PROMOTIONAL FILM (Forsey, 2021)

Tik Tok and Instagram's Roll made a revolution in marketing. With the help of these tools, London Lash can provide helpful and fun contents, which allows the target group to be closer to their guru, exchange experiences and not feel an exception to the hardships of lash technician's work.

2. 4 Ps PLAN.

To perfectly enter the market, it is crucial to complete the four components of the marketing strategy. All of them need to be as attractive as possible.

PRODUCT (desirable)

As mentioned before, London Lash Pro is a company created with the heart and passion of a lash stylist for a lash stylist. Therefore, each product, its ingredients and functionality are thought out to the smallest detail to meet the expectations of the most demanding customers.

PRICE (affordable)

London Lash Pro has cleverly handled the price issue. Looking at RRP (recommended retail price), the products are not cheap due to the promised quality. But they are becoming widely available for any budget thanks to constant offers and promotions.

PLACE (easy access/ transparency)

The website and fan pages are luxurious, perfectly organised and eye friendly. Professional high standards photos add to return visits and descriptions of products only encourages to click 'add to cart'.

PROMOTION (worthy of a hunt)

How to bind customers with the brand so that they never even think about leaving the company for good? Be unrivalled, beyond the quality of the goods and their delivery. What counts is the most attractive point of the program, is what women love the most, and certainly lash technicians who must regularly stock up with lash assortment- SALE.

London Lash Pro is associated with fantastic offers. There is still something going on. Stylists have acquired the habit of constantly looking at the website. Often, they do not even need anything to buy and still leave hundreds of pounds there. That is incredible.

3. EMOTIONAL CONNECTION.

Competitions in the market require a strong bond with a customer about to make a purchase (Wolf, 2021). That is where a flawless strategy and promise of a beneficial relationship is needed (Wolf, 2021). And although it seems to be a huge challenge, the recipe is simple- EMOTIONS.

London Lash Pro has won the hearts of eyelash stylists all over the world. Why?

3.1 LLP UNDERSTANDS WHAT DRIVES LASH TECHNICIAN'S EMOTION

People do not want to make decisions under the influence of emotions. They need to feel the rightness of their choice (Wolf, 2021).

The key is what customer REALLY needs when making a purchase (Wolf, 2021).

LLP knows that it is not about adhesives or eyelashes as work-related items. But about the functionality of the products and availability of the whole assortment in one place. About quality that increases the speed of treatments, the retention of lashes worn by clients. It is all about quality that gives prestige.

3.2 LLP SHARES LASH TECHNICIAN'S STORIES

Sharing experiences bring people together (Wolf, 2021). For some reason, people love to share stories (Wolf, 2021). It has been proven that they stimulate powerful feelings by setting in motion the psychological midpoints (Wolf, 2021). Therefore, they are an effective mechanism for building interpersonal relations (Wolf, 2021).

LLP knows perfectly well how to arouse emotions in a potential customer. It does not represent itself only as a luxury brand, but the same lash technicians as others, with all Pros and Cons and mundane problems. Here are all the work tips available on social media, comments on scenarios often encountered in the profession, and funny videos from the life of an eyelash stylist.

3.3 LLP IS CLOSE TO LASH TECHNICIANS

Direct contact with a customer not only builds the bond but is a precursor to ideas for shared content that solve problems and bring quality to the recipient's life (Wolf, 2021). LLP responding to private messages, commenting posts of lash stylists and encouraging them to actively participate in surveys on the Instagram story, showing how important and valuable they are and obtaining data that are used to build an emotional link with the client.

3.4 LLP IS REAL

No one in their right mind buys a pig in a poke, and certainly not someone who runs a prestigious business. If the contents shared have value, and people see who is on the other side, they will be able to trust faster (Wolf, 2021). They become loyal.

It is not without reason that the London Lash Pro's website shows CEO and LLP trainers as modern, determined women striving for success, against the background of London- the capital of the world. This raises the need to follow the paths that these girls, real girls, have just gone through.

INTERNAL AND EXTERNAL FACTORS VS ORGANISATION'S QUALITY SYSTEMS AND CONTROLS FOR CUSTOMERS.

1. PESTLE

In order to run a successful business, it is necessary to constantly adapt it to changes in the environment that may or may have a direct impact on revenue. And although the company can control internal factors such as employees, budget and systems of work, external circumstances such as politics and epidemics are not controlled (Qualityze, 2021).

London Lash Pro using the PESTLE (external factors affecting business performance analysing tool), captured 5 of 6 components that it had to face. Because the company was technologically well developed, which was the strength in the times of pandemic, it had to smoothly go into operation in the restrictive mode in terms of:

POLITICAL FACTOR

Prime Minister's actions and guidelines had a huge impact on the industry to which the LLP belongs. Beauty salons must stop operating due to the social distance that has been imposed to reduce the spread of the virus. London Lash Pro had to close not only lash extension rooms but also training classes.

Although the government promised financial support, the company had to maintain the liquidity of staff payments, which was also a stressful experience in the face of the decline in service sales.

ECONOMICAL FACTOR

Changes in economic needs can greatly influence the fate of many companies (Qualityze, 2021). From the first national lockdown, only face masks, disinfectants, sanitary and food products dominated. To be on sale with products other than that mentioned was almost a miracle.

In addition, there were significant delays in the import of products or their impossibility due to the divergence of blockades in the world.

London Lash Pro planned several special offers in advance in order to import and secure the average amount of stock in a timely manner.

SOCIAL FACTOR

In the light of prevailing epidemiological conditions, people put physical and mental health first. Breaking through this wall selling not urgent goods was a real challenge, and the unclear future did not make the task any easier.

LEGAL FACTOR

From now on, all policies would have to be brought into line with the new guidelines. Requirements of face covering, temperature measuring, interviews, quarantines, and self-isolations threatened that at every moment, the company could be left without employees.

ENVIRONMENTAL FACTOR

Prevailing times did not give any guarantee when the situation would improve. Season, loosening the restrictions and the related people migrations between countries... it turned out that everything may have an impact on the increase in infections and subsequent restrictions.

2. SWOT

The only way to get through these serious threats was to increase or at least sustain high products sales. AS mentioned above, the SWOT analysis, which aims to identify all the strengths and weaknesses of the business, as well all opportunities or threats, showed that the business is able to survive at maximum warehouse turnover.

Thanks to the right gimmicks, LLP saw an opportunity to stand out in these unfortunate times and attract new customers (lash technicians), who now, during lockdowns, have enough time to devote their attention to potential lash assortment distributors.

The only weakness was the products with which the London Lash Pro had to reach clients, and will the company be able to convince them to this type of purchase?

To implement that PLAN B with the simultaneous securing of availability hands for work, LLP started to operate twenty-four hours a day in one warehouse, thanks to which the possible threat of short staff was no longer a problem.

3. TOUCHPOINT

In order to have an advantage and the power to control customers satisfaction and needs, it is necessary to have carefully planned places of direct contact with them (SurveyMonkey, 2021). The organisation can have an excellent product and fast delivery, but if promotion campaigns are not attractive, the website is not transparent and easy to use, and every move from the company is associated with some errors, the customer will be disgusted and will not come back the second time (SurveyMonkey, 2021).

London Lash Pro, during the first lockdown, improved everything on the last glitch, further empathising the company's perfectionism, which became an incentive to buy that no lash stylist could resist.

Here the touchpoint covers the above-mentioned wonderfully run social network and luxury brand web page, including online store, blogs and advertising. In addition, customers receive personalised emails with deals, new posts, encouraging them to take part in giveaways and fill out awarded surveys, as well as submit a rating. LLP's customer service is available twenty-four hours a day and is ready to chat in private live messages on Instagram and Facebook Messenger.

4. LEAD

Thanks to the fact that London Lash Pro comprehensively covers the touchpoint, the company has a perfectly developed lead.

In an agreement with Arora (2017), the lead is nothing more than the possibility of contacting a potential client thanks to obtained data, after which a trace has been left in the CRM system.

So, every completed survey, every enquires email, every purchase and review, every interaction on a brand's social media accounts is a data acquisition that the company uses to build relationships and generate sales.

5. CRM SOFTWARE

LLP's marketing strategy is clear, but due to its size, it would be difficult to control it without CRM software.

Therefore, Dynamics365 merges all aspects of the derivate marketing master plan in London lash Pro, makes it possible to:

- Contact the customers through their favourite and proffered way (Microsoft, 2021)
- Choose different types of messages to suit the individual preferences of the client (Microsoft, 2021)
- Predict turnover making planning easier (Microsoft, 2021)
- Facilitates and organises the admin activities on the website- switching on/off deals, discounting the stock, managing status of orders, contacting customers (Microsoft, 2021)
- Provides a functional version of the website on any device (Microsoft, 2021)
- Thanks to a clever search engine, quickly connect the answer to the content entered by the client (Microsoft, 2021)
- Track each customer's purchasing history (Microsoft, 2021), needs, potential interest in other products or complete disinterest in some assortment
- Have access to the market over the world (Microsoft, 2021)

And many more.

Good conscious marketing really covers a huge number of issues, and since all guidelines are not dealt with by just one person, it is impossible to have everything under control without integrating it all with a CRM program, which simply makes the business run fully organised, smart and easier.

EVERY CRISIS IS A CHALLENGE.

HOW TO STAY AT THE MARKET NO MATTER WHAT?

1. CUSTROMER PERCEPTION

In the day of the modern internet, social platforms and online tools have made customer perception crucial as never before (Ringshall, 2021). Companies compete. The more attractive the brand is perceived, the better its chances of success. Therefore, what the brand represents in the eyes of customers, what is associates with and what emotions it evokes determines whether to cooperate with the company or not (Ringshall, 2021).

LLP knows that the emotions of the costumers after any contact with the brand translate into perception, and thus the sales. Therefore, the company focuses on the satisfaction of the clients-positive experience and undoubted quality.

Everything the organisation does, every little detail, from the product packaging to the impression after the transaction is completed or order delivered, everything, literally everything, affects how the company directs the customer's perception (Ringshall, 2021). The girls from London Lash Pro knows this very well. As eyelash stylists, they used to look for a distributor that would meet their high expectations. That is why every detail is so refined to make the greatest impression on both target groups, lash technicians and clients of lash extensions rooms. And this gives them the confidence to control the best advertising network- word of mouth (Ringshall, 2021).

2. CUSTOMER BEHAVIOUR

Customer behaviour allows for an objective assessment of the situation and builds a great deal or campaign (Forbes Business Council, 2021). However, it is difficult to predict the client's manners of the move made by the organisation (Forbes Business Council, 2021). What the company considers to be a great step, the customer can pick up in a different way (Forbes Business Council, 2021).

The LLP was afraid that the gentle 'pressure' to buy lash assortment, although full of class and humility, would disturb the lash community due to epidemiological times and related threats. The company was ready to fail. But because selling goods and online courses were the only power of substitute, conscious offers the only power to breakthrough competitors and the only power to get in customer interest, LLP had to try. Luckily, this strategy was a real positive revolution.

The credit for this is certainly the fact that the LLP perfectly understood the mood of lash technicians. Their near future was questionable because the services they provided were in direct contact with clients. But the secret of this profession is to keep growing, keep practising- that was the London Lash Pro domain. Those who truly love their job, their mission did not allow the time of restrictions to be wasted. Lash stylist purchased LLP's assortment to train beautiful lash fans and speed of treatment, to stock up for return to work and just to save in advance.

People's minds and emotions are a great thing, and an even greater thing is the power of managing them correctly to achieve the goal, however despotic it sounds.

3. AIDA

AIDA is a handy tool that guides the organisation through all the processes experienced by the purchasing customer (Smart Insights, 2021). The London Lash Pro controlled it closely to guide the clients all the way from the beginning to the end without losing their trust and commitment.

AWARENESS

The first step- to make the community aware of what given brand is (Smart Insights, 2021).

London Lash Pro posts with products detailing their benefits and all educational tricks and videos showing who they really are- lash technicians, women, professionals, educators, founders, entrepreneurs.

Channels- Website, Instagram, Facebook.

INTEREST

The second step- gain interest and demonstrate high standards (Smart Insights, 2021).

London Lash Pro shows itself as an international trusted company for which the development of the lash industry is significant, which support all lash technician not to give up and reach the goal, the company which provides services and products only on a luxury level at an affordable price and with various payments plans.

Channels- Instagram, Facebook.

DESIRE

The third step- establish an emotional bond and a strong desire to own the LLP products (Smart Insights, 2021).

London Lash Pro constantly explains what distinguishes its products from other on the market; shares the experiences of lash stylist by comprehensible posts, various quizzes and funny videos, often with the client in a supporting role.

Channels- Website, Instagram, Facebook, Emails.

ACTION

The fourth step- create an environment that the customer can easily access to contact the company or make the purchase (Smart Insights, 2021).

Channels- Website, Instagram, Facebook Messenger, Emails, WhatsApp.

RETENTION

Extra and priceless movement- create a strategy that will forever bind the customer with the brand (Smart Insights, 2021).

London Lash Pro runs a lot of GIVEAWAY campaigns, discounts for each completed survey or bank holiday.

Channels- Website, Instagram, Facebook, Emails.

CUSTOMER REQUIREMENTS AND LONGTERM COOPERATION.

WHAT IS THE HIDDEN POWER?

The report points out that in addition to quality, affordable price and trust, the customers are simply looking in the brand the human who sincerely understand them. So, it is really the feelings that decide whether the cooperation will be long-term or not (MacDonald, 2021).

Relationship marketing allows to engage the customer's emotions and at the same time stand for the good reason, rather than only profit (MacDonald, 2021). By creating a community, the company gains allies and devoted fans (MacDonald, 2021). This is how London Lash Pro works.

In agreement with MacDonald (2021), to approach proper relationship marketing, it is necessary to:

- Get trust
- Show who is behind the brand
- Be confidence
- Provide excellent customer service
- Listen and communicate with customers- including personalisation
- Give the audience their five minutes

People are very sensitive to the culture of organisation. Sometimes they get forced to order by psychological marketing during the purchase and make wrong decisions. But for long term cooperation, it is essential to eliminate the disappointment after the completed transaction.

On the contrary... regardless of the situation, conditions and needs, the customers must be convinced of the rightness of the purchase and show the willingness to maintain the buyer-seller relationship. After all, a trustworthy company, like London Lash Pro, works with the clients in mind. People feel it, and this translates into profit.

CONCLUSION

In the twenty-first century, the beauty industry is so developed that it is hard to attract the attention of the potential client, not to mention a long-term relationship. Every company tries to meet customer's expectations like quality or price. Every company has something to offer. That is right... SOMETHING. London lash pro made an effort to provide EVERYTHING instead.

LLP's success is based on the perfect understanding of the clients, their needs, doubts and ambitions. The company builds relationships in a natural and simply human way, does not force anyone to do anything. Whatever the organisation does, it is honest and authentic. Thanks to this, the times of epidemiological crisis did not affect the fate of the company, and the community developed during pandemics strengthened LLP in the belief that what it does is not only right but simply needed in the lash industry.

Any business is ready to climb and stay untouched but must conduct excellent human marketing that contributes value, not just profit-making.

LIST OF REFERENCES

Arora R., (July 12, 2017), *What is a Lead?*, LeadSquared, accessed 10 August 2021, <<https://www.leadquared.com/what-is-a-lead/>>.

Expert Panel, (March 15, 2021), *15 Customer Behavior Trends Emerging This Year*, Forbes Media LLC, accessed 10 August 2021, <<https://www.forbes.com/sites/forbesbusinesscouncil/2021/03/15/15-customer-behavior-trends-emerging-this-year/?sh=4c09081c14d9>>.

Feng N., (April 3-5, 2014), *BUILDING A STRONG BRAND AND MANAGING BRAND*, University of Bridgeport, Bridgeport, accessed 10 August 2021, available at <<https://www.asee.org/documents/zones/zone1/2014/Student/PDFs/261.pdf>>.

Forsey C., (February 25, 2021), *What is Marketing, and What's Its Purpose?*, HubSpot, accessed 10 August 2021, <<https://blog.hubspot.com/marketing/what-is-marketing>>.

Hanlon A., (August 10, 2021), *The AIDA Model*, Smart Insights (Marketing Intelligence) Ltd, accessed 10 August 2021, <<https://www.smartinsights.com/traffic-building-strategy/offer-and-message-development/aida-model/>>.

London lash (n. d), *ABOUT US*, London Lash, accessed 10 August 2021, <<https://www.londonlashpro.com/pages/about-us-new>>.

London Lash (n. d), *ABOUT US. The London Lash story*, LONODN LASH, accessed 10 August 2021, <<https://www.londonlashpro.com/pages/about-london-lash>>.

MacDonald S., (May 4, 2021), *RELATIONSHIP MARKETING: HOW TO PUT THE SPOTLIGHT ON RELATIONSHIPS IN BUSINESS*, SuperOffice AS, accessed 10 August 2021, <<https://www.superoffice.com/blog/relationship-marketing/>>.

Marion, (November 4, 2016), *A Simple Definition of Brand positioning*, The Branding Journal, accessed 10 August 2021, <<https://www.thebrandingjournal.com/2016/11/brand-positioning-definition/>>.

Mason D., (March 5, 2018), *21 reasons why London is the world's best city to live in*, Foxtons Estate Agents, accessed 10 August 2021, <<https://www.foxtons.co.uk/discover/2018/03/21-reasons-why-london-is-the-worlds-best-city-to-live-in.html>>.

Microsoft, (2021), *How to get the most out of CRM software*, Microsoft, accessed 10 August 2021, <<https://dynamics.microsoft.com/en-gb/crm/crm-software/>>.

Qualityze, (2021), *What are the External Factors that affect Quality Management?*, Qualityze, accessed 10 August 2021, <<https://www.qualityze.com/what-are-the-external-factors-that-affect-quality-management/>>.

Ringshall B., (January 15, 2021), *A Complete Guide to Customer Perception*, Foncloud Inc, accessed 10 August 2021, <<https://fonolo.com/blog/2020/08/how-to-improve-customer-perception-a-complete-guide/>>.

Sellers A., (July 22, 2021), *The AIDA Model: A Proven Framework for Converting Strangers Into Customers*, HubSpot, accessed 10 August 2021, <<https://blog.hubspot.com/marketing/aida-model>>.

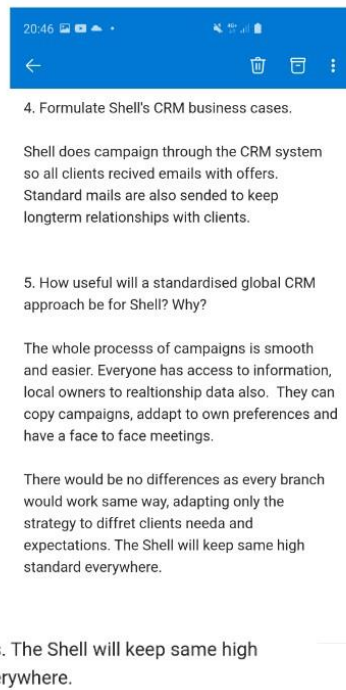
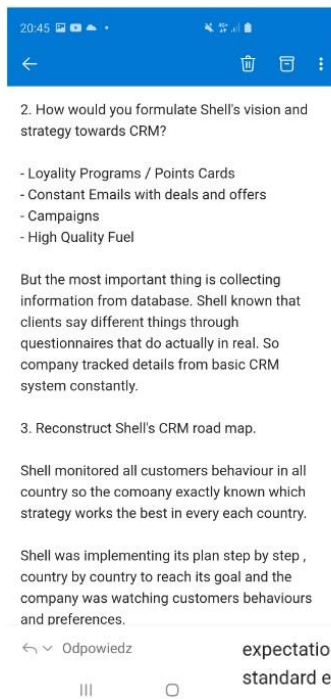
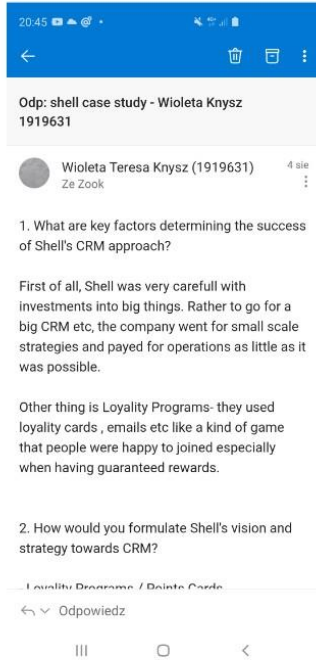
SurveyMonkey, (1999-2021), *How to identify your customer touchpoints*, SurveyMonkey, accessed 10 August 2021, <<https://www.surveymonkey.co.uk/mp/identify-customer-touchpoints/>>.

Wolf P., (June 7, 2021), *6 Ways To Make Emotional Connection With Potential Customers*, CUSTIFY SRL, accessed 10 August 2021, <<https://www.custify.com/6-ways-to-make-emotional-connections-with-potential-customers>>.

ADDITIONAL SOURCES

<<https://www.londonlashpro.com/blogs/news>>
<https://www.londonlashpro.com/search?type=product&q=inlei*>
<<https://www.facebook.com/londonlashpro/>>
<[https://www.instagram.com/london_lash_pro/?utm_medium=copy link%3E](https://www.instagram.com/london_lash_pro/?utm_medium=copy_link%3E)>

APPENDIX



Pobierz [aplikację Outlook dla systemu Android](#)



