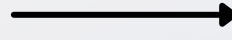


Graphic Design

PORTFOLIO PRESENTATION

Content



BRIEF

MISSION

AUDIENCE

DEVELOPMENT

CREATION

FEEDBACK



Brief

The project brief I was tasked with was to create 6 social posts for a beauty and spa company to promote Microdermabrasion treatments. I needed to create these social posts in style of their other posts and website. The posts needed to appeal to their current target audience and clientele. The client had payed £200 +VAT for the social posts, statuses, and SEO work.



Mission

My mission for this design was to create a range of 6 social media graphics that fit in with the companies current branding, brought in more website traffic and increased sales on the microdermabrasion treatments.

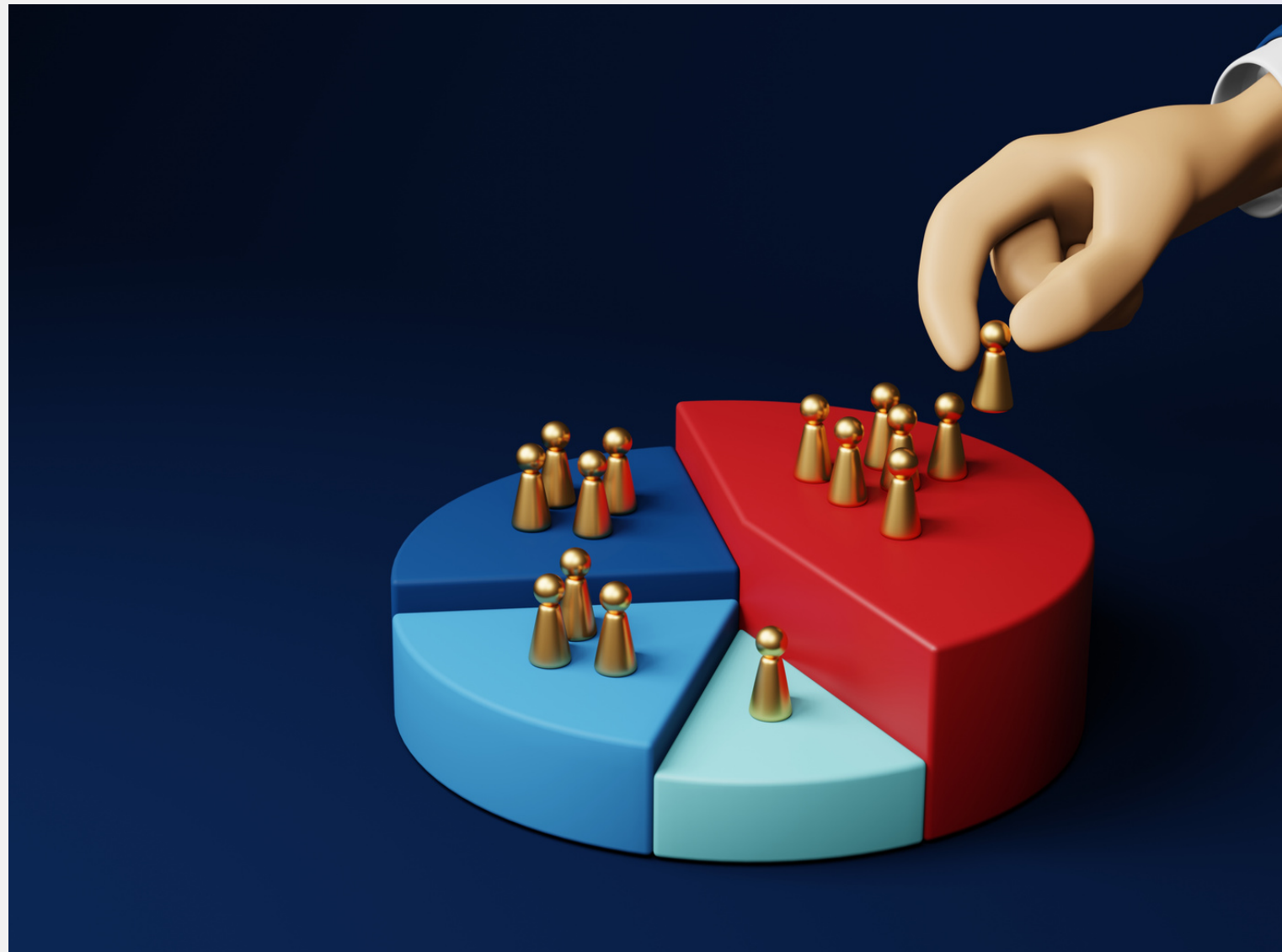
I would incorporate persuasive CTA's into the posts, promoting viewers to take action such as visiting the site or booking in the service. I would also highlight the benefits of the treatment to resonate and encourage the target audience.





Audience

The companies current target audience for this company is females aged 20+. This meant that my graphics would need to appeal all females and have more of a youthful yet elegant look. This target audience also includes people of all budgets there are multiple pricing options across the website however the posts should mostly appeal to a higher paying audience with a more luxury feel.





Development

To start off my development of this project I looked at the company's current branding such as colours, fonts and imagery. This would make sure that the posts stayed within the company's established identity. In each post I pushed the benefits of Microdermabrasion treatments to appeal to the viewer and added in the CTA's I had planned to use.



Development

Throughout the process I remained mindful of the preferences of the target audience. I mostly used the company's pink colour and kept that luxury feel from the branding. I created the posts using canva templates and made changes to the colours, fonts and imagery of the templates to fit with the branding.

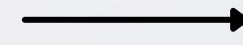




Development

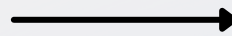


I used Chat GPT to write the post content. I would write out what i wanted to say and asked Chat GPT to make the content better and more optimised. Throughout the design process I sought internal feedback from our head of design. This meant that I would go back into the designs and refine them based on the feedback I received. I made sure that the posts were optimised for different social media platforms, ensuring they met the specific dimension requirements and file sizes.



Development


Once the designs were finalised, they went through a final review of the client and were approved with no changes. Once they were approved by the client they were then scheduled across their social platforms.



Microdermabrasion

This treatment effectively reduces wrinkles, acne scars, age spots, sun damage, and minimises large pores



BOOK NOW



7% OFF

Book Today

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hello@bespokebeauty.care

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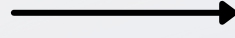
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Standard and Deluxe

We offer two different types of microdermabrasion




Book an appointment
<https://bespokebeauty.care/>



**BOOK A
CHEMICAL PEEL**

Open Tue - Sat | From 9am
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BOOK NOW



CHEMICAL PEEL



SPECIAL FOR YOU

**Book An
Appointment**

Make an appointment today
for Microdermabrasion and
see the results

BOOK NOW

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Feedback

Hi Molly,

These truly exceeded our expectations, and we couldn't be happier with the results. Thank you once again for your exceptional work.