

## Branding, CMS based e-commerce website for Budding Beads Ltd

Budding beads were referred to Bare Face Marketing by The Women's Organisation. Business partners Karen and Tracey wanted their brand to fun, creative, funky, colourful and inspirational. The branding was then translated onto the website with stunning effect.



### Leaflet

Whilst the website concentrates on beads the literature focuses on the workshops. Handy to distribute locally or hand out to passers by.

A leaflet for Budding Beads. The top half is pink and features the Budding Beads logo on the left. To the right of the logo, the text reads: 'We are an online retail shop and specialise in beads and jewellery making materials...'. Below this is a list of three bullet points: 'Come to one of our workshops and be inspired and learn new techniques', 'Hold your own jewellery making party at home', and 'Ask us about our Children's parties'. At the bottom of the pink section is the website address 'www.buddingbeads.co.uk' with a small graphic of three colorful beads. The bottom half of the leaflet is white and contains the text: 'Full details of workshops can be found on our website or if you would like any help or advice please call **tracey** or **karen** on **01704 808933** or email us **info@buddingbeads.co.uk**'. At the very bottom, in small print, it says: 'Registered Office: Studio 1, 74 St Luke's Road, Southport, PR9 9AP. Budding Beads Ltd is Registered in England and Wales No. 07843656'.



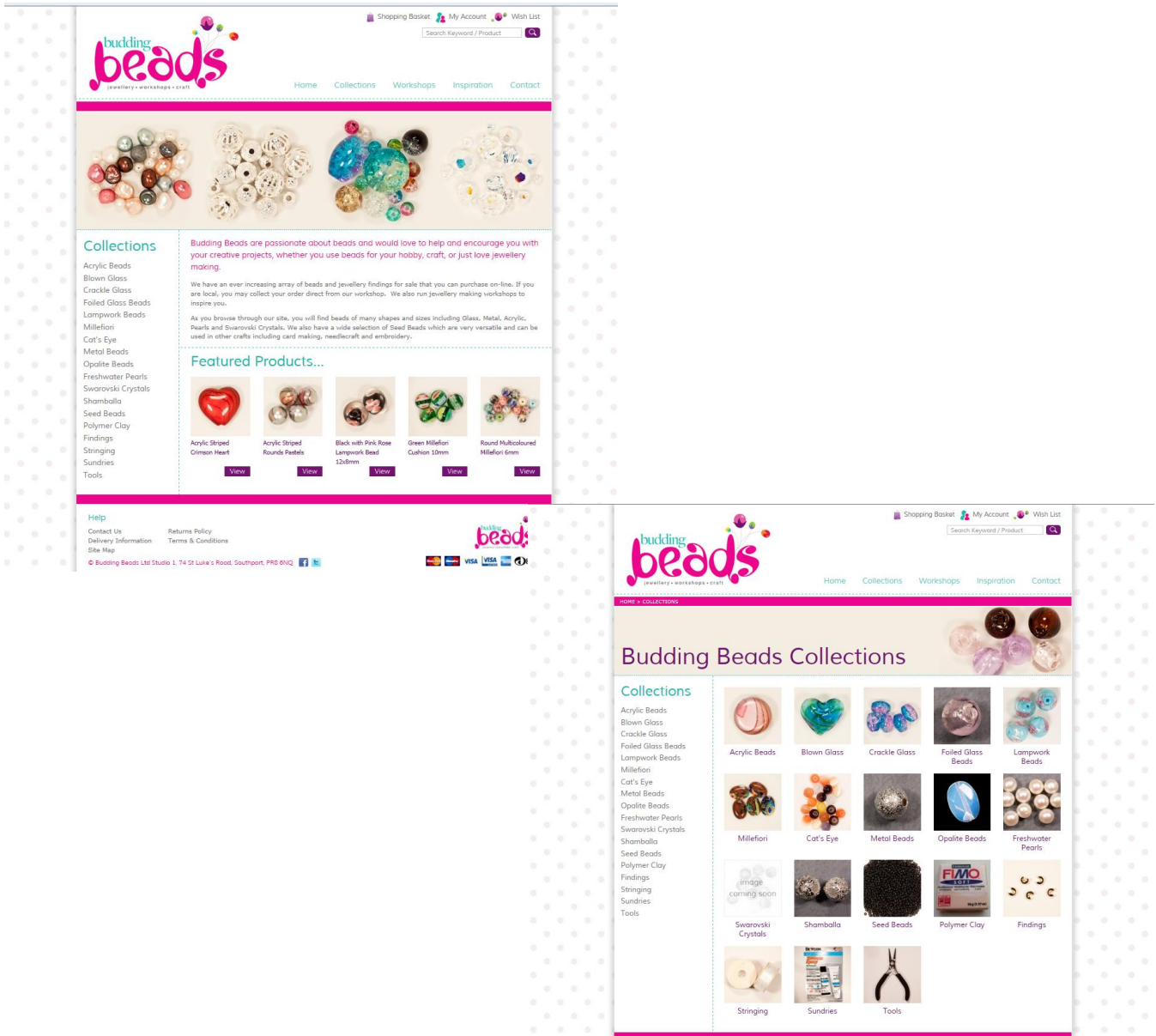
with compliments

telephone 01704 808933  
email info@buddingbeads.co.uk  
web www.buddingbeads.co.uk

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## Budding Beads Website

The Budding Beads website has an integrated payment system for secure trading. The navigation is from both the top and left hand side making it easy to find exactly what you're looking for quickly. Additional features included wish list, featured products, and an easy to export contact list for ease of use in email campaigns. [www.buddingbeads.co.uk](http://www.buddingbeads.co.uk)



Karen and Tracey had this to say about working with Bare Face Marketing:

We were referred to Bare Face Marketing by The Women's Organisation. Bare Face Marketing listened to our hopes and wishes and we were delighted with the result of the branding, from the moment it was revealed we felt it had captured the essence of our business. Emma suggested and recommended a photographer and we are incredibly happy with the overall result of our website. The content management system for our site is incredibly easy to use and we were populating the site in no time. Bare Face Marketing provide a friendly and efficient service and go out of their way to ensure you meet your needs. We love our website.