



01 / BRAND & SERVICE CLARITY

One business. One recognisable story.

Start by making the business easy to recognise and the service offer easy to understand. Keep working assets; correct the gaps that matter.

☐ **Define the business and its signature.**

Write one clear sentence explaining who the business serves, what is offered and what makes the service experience distinct. Avoid claims that the team cannot demonstrate.

☐ **Review the service menu.**

List the service scope, duration where applicable, preparation information and price conditions supplied by the operator. Use the same approved wording across the website and reception material.

☐ **Make the identity consistent.**

Check the approved logo, colour, typography and tone on the website, signage, service menu, appointment messages and packaging. Record which version is current.

☐ **Use imagery with honest context.**

Separate illustrative concepts from actual premises, staff and client work. Use relevant authorised images without implying a guaranteed transformation or a client endorsement.

☐ **Create an information owner.**

Assign someone to verify changes to services, team details, timings and contact routes. Record the last review and the location of the approved files.

Decision: keep useful existing assets. Commission a new identity only when the current positioning or presentation is part of the problem.

From interest to a real appointment.

Follow the person from service information to the operator's actual booking process. A request is not a confirmed appointment.

- ☐ **Match the page to the service.**
Check that the visitor can understand the intended service, practical preparation and the relevant next step without a long sales conversation.
- ☐ **Ask only for useful information.**
Collect the minimum contact and service-interest details required for an administrative response. Keep sensitive treatment histories out of a general marketing enquiry form.
- ☐ **Give each request an owner.**
Define which team receives the enquiry, where its status is recorded and who confirms actual availability. Do not allow a marketing graphic to imply a booking has been made.
- ☐ **Explain the next step clearly.**
Distinguish acknowledgement, staff review and confirmed appointment. Show operator-approved payment, cancellation or rescheduling terms at the appropriate step.
- ☐ **Test the awkward cases.**
Try an unavailable service, a wrong location, an incomplete form and a late reply. Agree how the operator notices the issue and helps the person continue.

Working test: submit a business-approved test request, trace it to the responsible person and record the actual response. Do not infer a visit from a button click.

A reason to return. Permission to stay in touch.

Make follow-through useful rather than intrusive. Feedback, image use and communication need explicit responsibilities.

- ☐ **Separate service messages from promotions.**
Document the purpose of each communication, the approved audience, the basis for sending it and how the person can stop future promotional messages.
- ☐ **Request genuine feedback neutrally.**
Use a fair request process rather than asking only satisfied clients for public reviews. Do not purchase ratings, invent quotes or promise a fixed star score.
- ☐ **Record image and story permissions.**
Before publishing identifiable client imagery or a story, confirm who authorised it, where it may appear and what editing or reuse is allowed.
- ☐ **Move sensitive concerns to the right owner.**
Approve public replies carefully. Route detailed complaints to the operator privately, without exposing personal or treatment information in a public response.
- ☐ **Measure actual participation.**
Separate enquiries, confirmed bookings, attended visits and client-recorded repeat appointments. Note cancellations and data gaps instead of manufacturing attribution.

Responsibility: the agency supports communication and reporting. The operator owns service quality, actual scheduling and resolution of the underlying concern.

Product brands need their own route.

A beauty-product brand is not a salon appointment business. Adapt the information, handoff and follow-through to the actual product and shop.

- ☐ **Verify product information before publishing.**
Use owner-approved product descriptions, ingredient details, usage information and limitations. Leave unsubstantiated clinical or transformation claims out of the copy.
- ☐ **Separate browsing from ordering.**
Connect the product page to the real shop, inventory and checkout. Mark concept product pages as examples; do not represent them as a working store.
- ☐ **Confirm operational policies.**
Have the brand approve current availability, pricing conditions, dispatch, returns and the customer-support route before a campaign goes live.
- ☐ **Keep product feedback authentic.**
Use real, authorised feedback and accurate attribution. Do not turn a concept packshot, synthetic model or stock scene into a claimed customer result.
- ☐ **Complete a final owner review.**
Check desktop and mobile layouts, real links, readable service information, image rights, form behaviour and responsible owners. Keep draft proof layouts unpublished.

Final sign-off: named owner / approved source / tested route / remaining dependency. Medical-aesthetic services and clinical product claims need a separately reviewed professional scope.