



Overview

The CEO of AdoniaaBeauty wanted to impart her customers in a unique way, this led her to publish a book titled, “Unmask Your Beauty”. Unmask Your Beauty is about empowering women to connect to their individual beauty, be the best version of themselves inside and out. A quality book which will require a quality launch, cue in Aceit Digital.

Client Name: AdoniaaBeauty
Industry: Beauty care
Location: Canada

Company Bio

AdoniaaBeauty is a heart-centred beauty company founded on four fundamental plans. We uplift. We validate. We equip. We inspire, women to be their best version at every stage of their life.

Some of our numbers from this project	Book Sales Target +100%	Streaming Minutes Without a Glitch 258	Book Launch Tickets Sold Out
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The Challenge

- How will the book be launched virtually considering restrictions due to the pandemic
- How will customers be fully engaged from pre-launch to post-launch

“This success would not have been possible without the immense contribution of the Aceit Digital Team”

- AdoniaaBeauty CEO

The Approach

An integrated system solution that includes ticket payment and allotment, event streaming, gamification and book order & payment

The Solution

- The platform integrated on the AdoniaaBeauty website had a pre-order section where customers can order their copy of the book.
- There was another section designed to cater to buying of tickets to gain access to the virtual book launch event.
- A gamified dashboard was set for those who would like to promote the ticket, they had this chance to mine points and earn money through challenges that will increase awareness of the event and the website.
- Free tickets were used to reward the affiliate links shared.
- The Aceit Digital team also set up a system for free coupon codes to incentivize for friends and families of customers to attend the book launch.
- Our robust but simple system, was also able to capture offline payments of books sold.

The Results

The book launch event was sold out due to concerted efforts to drive awareness executions based on the proposed strategy proffered by the Aceit Digital team. The total number of books sold on the event date exceeded the event streaming experience was buffer-free all through.

Book Launch Attendance



Book Sales Target



Event Streaming Experience

