

Welcome-program for newcomers

ILE DE BEAUTE

IDB perspectives



Big city, wide ranges,
many opportunities.
Where can I find my
best benefits?

I need to feel
adopted...

I need something
tangible...

The answer is found in ILE BE DEAUTE

ILE DE BEAUTE

3 MONTH WELCOME PROGRAM



ИЛЬ ДЕ БОТЭ

ЗДЕСЬ ЖИВЕТ КРАСОТА

Welcome new clients

to WOW new clients



WELCOME-PROGRAM:

- Loyalty card with 10% discount,
- 3 month welcome-offers,
- 11 TOP-brands: Chanel, Dior, Guerlain, Estee Lauder, Lancome, Yves Saint Laurent, Sisley, Clinique, Benefit, Make up for Ever and others,
- Devoted welcome-communication



Improvement of newcomers experience

1

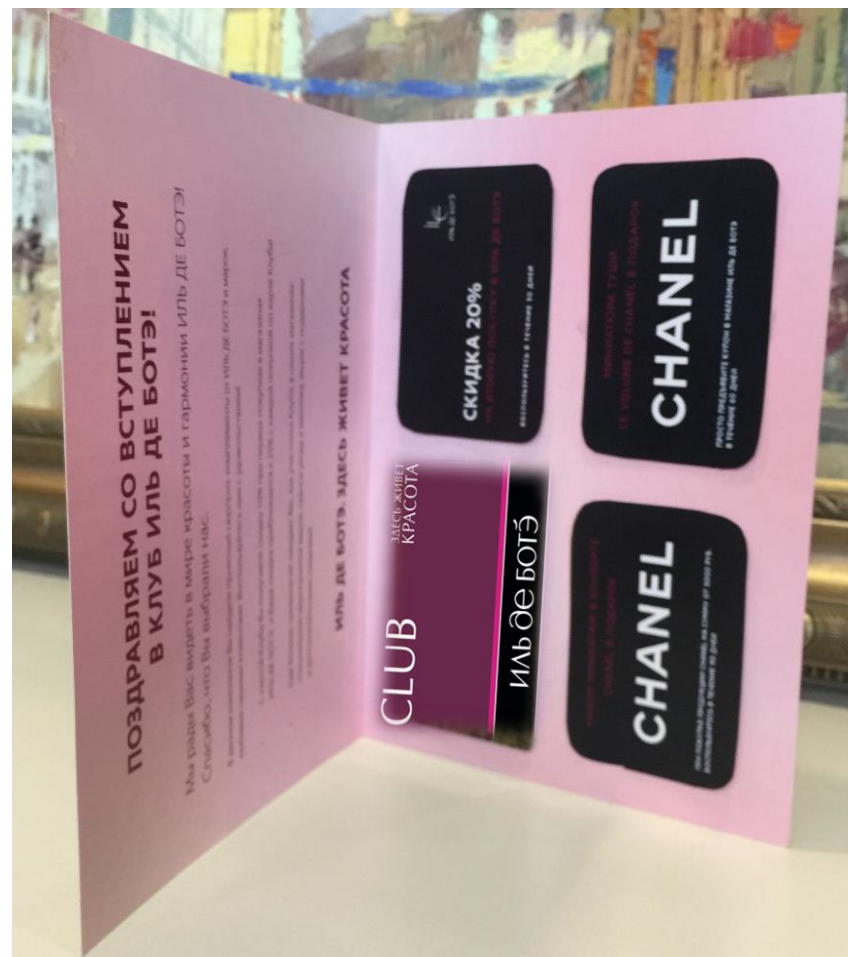
IDB OFFER #1 – 30 days
20% discount for 2nd purchase
to stimulate first return quick

2

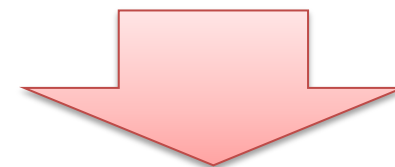
BRAND OFFER #2 – 60 d.
enjoy advantages and
privileges of favorite brand
due to becoming IDB client

3

BRAND OFFER #3 – 90 d.
complement to deliver key
brand focuses



Brands welcome-offers



- Beauty sessions (skincare, visage sessions),
- Free brow coloring
- Complementary Mini-products,
- Special GWP (mini-sizes, beauty sets)
- Discount one-time coupons