

CHAOTIQ13. Controlling (4 seminar)

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Performance and progress reporting

There were created group in Facebook and blog in Instagram, which explains clearly our mission and shows work examples

Change control

We are going to look at the success of different content and, depending on the statistics received, we will determine the final concept - video, photo, percentage of both, the style will remain the same

Schedule monitoring and control

It's carried out through statistics and analytics of the personal account of the business account on the facebook and instagram + data from the inside of the brand (sales, orders, frequency)

Quality monitoring and control

It's necessary to come up with and develop a pipeline schedule for creating and laying out Internet content, find a compromise between content with the same jewelry models and a possible long pause for making new products

Risk response and mitigation

The main risk is uncompetitive brand. It is solved by constructing an image of "art" and a "design approach" around products and their representation