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# SASSY + CO.

3 TIPS ON HOW TO BECOME  
A SUCCESSFUL FASHION  
DESIGNER IN 2022

NOV 2022

MAKE WAY FOR  
ERICK A. LEMOS



LARISSA LAMPITELLI  
Introducing one of the fashion  
designers to watch out for in 2022

*Stella  
bella*  
*A Shepreneur to  
watch out for in 2022*







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## EDITORIAL

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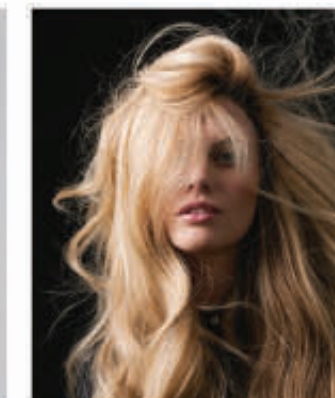
## EDITOR'S NOTES

We can summarise this month's issue in one word: "hustle." The idea of "making it big" is the ultimate destination; however, not many stop to think about how they got there. The blood, sweat, and tears all culminate into a series of hardships that makes a person who they are today.

In this month's issue, we interview Larissa Lampitelli, Erick A. Lemos, and Zuleyha Ozgen - 3 fashion designers with a creative knack who will be telling us about their journey. Our cover story features the inspirational shepreneur "Stella Bella," a managing partner of the Rice Remedy Group, who manages its day-to-day operations.

Here's to showcasing more journeys in Sassy and Co's future issues.

Jenny Hu  
Editor-In-Chief



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DESIGNER SPOTLIGHT: LARISSA

# Lampitelli

Larissa Lampitelli was originally from New York and her passion for clothing started at a young age when she began working in a specialty shop that carried beautiful, luxury lingerie. She quickly recognized the exceptional quality that these products had and developed a deep appreciation for this form of precision and craftsmanship. She found that this is where her love for lingerie began.

She studied at the Fashion Institute of Technology and worked as a designer for a licensing sleepwear brand for years. She recently started her own namesake brand – Larissa Kate Lingerie. The line features ethically handcrafted lingerie for the modern woman seeking luxury and individuality. She believes that women are a work of art therefore their lingerie should be too. With a strong commitment to providing women with self-empowerment, she has proven to her loyal following that lingerie can be for them to assist them in feeling beautiful inside and out.

Sassy & Co magazine recently caught up with Larissa to discuss her journey in the fashion industry and here's what went down:

#### How did you get into the fashion industry?

When I was young I worked at a specialty shop that carried silk lingerie and organic soaps. I was quickly drawn to these types of unique products, specifically clothing, and became interested in the story of each garment; Who made it? How was it made? Is it an ethical piece of clothing? All these things are a reflection of what you stand for and what you wear can become an extension of your personality. As a result, I studied design at The Fashion Institute of Technology and specialized in Intimate Apparel. I love the challenge of working with a small, delicate canvas and making pieces that are unique and versatile and the one wearing them.

#### What do you like most about being a designer?

I love creating! Being able to conceptualize a clothing idea and then the process of making it come to fruition is very rewarding. The process can be time-consuming and tedious, but when you are doing something you love, it can become quite therapeutic. It's icing on the cake when a consumer is drawn to a piece I've made and decides to buy it.

#### The downside to being a fashion designer?

For me, it would have to be the business side of having my own company. I am very creative so for me to sit down and crunch numbers isn't always fun. The cost of production can be daunting as well – I might have a few ideas and products I want to release but will have to scale down once I realize just how much it will cost for each idea.



**What has been the most memorable experience of being in the fashion industry so far?**

My most memorable experiences would probably be all the pop-up shops I've done in New York City. Hustling and trying to get my product in front of as many people as possible. Ranging from having pop-ups in bars, the bottom of a mattress store (lol) to eventually joining another brand and selling for a summer at a storefront in SoHo. I now sell to specialty boutiques that appreciate ethical fashion and mainly on my website, but I still love joining a group of artists for an occasional pop-up and meeting new people.

**Who have been the most interesting people you've met so far?**

I love meeting other local small business designers who are in a similar boat as me. Sharing ideas with them and being able to support each other means we all win!

I also love meeting my customers and seeing people in the clothing I make. When someone likes a product to the point they have to wear it out of the store brings me happy tears.

What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

Push yourself to step outside of your comfort zone. I am an introvert at heart, so it's important for me to push myself and get out of my comfort zone to better the brand, excel, and also grow as a person. It's important to not worry about what other people think of you. Go with your gut and follow your calling.

**Is your family supportive of you being a fashion designer?**

Yes, my family has always been supportive of my dreams. They used to worry about me not having the security of a corporate job but once they saw I made a few sales and it was more than a hobby for me, they were in my corner.

**If you could go back in a time machine to when you were just getting started, what would you do differently?**

I would say to intern for your dream company because that will most likely result in a foot in the door. I also think networking is key, you never know when or where a person you met along the way will be able to help you in your career later on. I remember I pushed myself to talk to one of my ideas at a fashion trade show and that resulted in her recommending me for a job.

**What is the best advice you have ever been given?**

Keep hustling. You have to do everything it takes to make the dream happen. Keep emailing those buyers, pushing your product, and make it happen! No one is going to hand your dreams to you.

**What are your future plans? Inside your career or out of it.**

My passion right now is my clothing line – Larissa Kate Lingerie. This past year has set my production back a little but my goal is to keep growing my business. I am currently working on a sustainable, size-inclusive new collection that's made in the USA.









# FEATURED DESIGNER: ERICK A. Lemos

Erick A. Lemos is a fashion designer who hails from Santo Domingo, Dominican Republic. At a young age, he has always been very curious. He has always liked creating things with his hands and experimenting in all branches of art itself. His first introduction to the world of fashion was in 2012 when he saw a Comme des Garçons show and since then it has been an adventure. But in 2017 was when he got his big break because he was able to break into the fashion industry after working backstage at various fashion shows and appearing in several editorials for magazines.

Sassy & Co magazine recently caught up with Erick to discuss his journey in the fashion industry and here's what went down:

## What do you like most about being a designer?

What I enjoy the most is the creative process behind a collection, researching and creating everything from scratch, like textiles and silhouettes. Also, the connections that can be made in the creative industry.

## Downside to being a fashion designer?

I don't think there is a downside, only that it is a very competitive industry, but on the one hand, it is good because it requires you to give your best.

## What has been the most memorable experience of being in the fashion industry so far?

I would say to be part of fashion productions in magazines and runaways with wonderful people. But also having met my classmates who have become more than friends.

## Who have been the most interesting people you've met so far?

All the people I have met have been interesting and important in my life. I have learned many things from them and I will always be grateful.

## What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

"All hard work has its rewards" no matter if it is in the fashion industry or outside of it.

## If you could go back in a time machine to the time when you were just getting started, what would you do differently?

I would travel back in time to tell myself that I must be more aware of the moments that I have lived and appreciate them a little more.

## What is the best advice you have ever been given?

"If it fits in your mind, it fits in your world," meaning: if we trust in ourselves we can achieve many things.

## What are your future plans? Inside your career or out of it

The first thing I want to do is work with some established fashion brands, to get more experience and then start my own brand. I am clear that the future is uncertain so I will let it surprise me.











## EMERGING DESIGNER SPOTLIGHT

# Zuleyha Özgen

Züleyha Özgen is a 28-year-old Fashion Designer based in Berlin – she founded the brand Zsolea back in 2019. She started dreaming about becoming a fashion designer at a very young age but it took her a long time to make the first step towards achieving that dream. She worked for about 5 years in fashion retail where she gained a lot of experiences related to the industry before she finally decided to study fashion design at the age of 25. She eventually quit her job to become an intern for a fashion designer in Berlin and up to now, she feels that the move she made was the best decision she's ever made.

Sassy & Co magazine recently caught up with Züleyha to discuss her journey in the fashion industry and here's what went down:

### What do you like most about being a designer?

What I adore about being a fashion designer is that you don't have to stick to any rules. I can put my creativity, feelings, and personality in one design to express my understanding of fashion.

### The downside to being a fashion designer?

When you are working all by yourself, like in my case it's not that easy to be constantly creative and productive. You need breaks, especially creative breaks so that new ideas new inspiration can arise. These times are always the hardest, you are trying but you have the feeling that nothing is working out as you imagine. It took me a long time to find the right handling for that.

### What has been the most memorable experience of being in the fashion industry so far?

The most memorable experience in the fashion industry so far was the time I had as an intern abroad in Barcelona. I had the chance to participate in fashion week Barcelona. It was my first time behind the scenes of a fashion week. Everything was new and so exciting. Professional models, successful brands, the location, and organisation. A lot of new impressions and a great experience.

### Who have been the most interesting people you've met so far?

The most interesting person I have met so far related to fashion

is Olga. She is a fashion designer of the brand Menchen Thomas. She was like a role model for me. Although things were not working out she was calm and still spread positivity. I remember that I was asking her how she can be that calm in difficult situations and still make jokes and things like that. She told me that we always have the decision of how we react to this kind of situation. When everything goes wrong why adding more negativity with being angry or making more pressure. When the team is fine and in a good mood you can conquer every fence together.

### What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

The most valuable lesson I've learned is from nothing comes nothing. Even if it's 10 minutes you are putting into your business or your self you should take that time. Every day doing at least one thing will open new doors. That's what I've experienced.

### Is your family supportive of you being a fashion designer?

My family is my biggest supporter. I'm so thankful for that. They believe in me sometimes more than I'm doing. To be honest. To know that I have such a supportive family gives me strength and motivates me.

### If you could go back in a time machine to the time when you were just getting started, what would you do differently?

I think there is nothing I would do differently because every experience and lesson lead me to this day. I'm still learning and I'm still making mistakes and I'm fine with that, this makes my work more personal and authentic I guess.

### What is the best advice you have ever been given?

That small steps are important and okay. It takes time to get where you want to be. How you get there is more important than when you get there.

### What are your future plans? Inside your career or out of it.

My future plans are growing in the fashion industry as an upcoming fashion designer from Berlin. I would love to show my work all over the world and see people wearing my visions.







ONE ON ONE WITH

## Stella Bella

Photographed By: Tony Palliser

A serial entrepreneur, Stella Bella is currently a managing partner of Rice Remedy Group. She has built a career taking startups to multimillion-dollar success stories as a former director and the first female lead of SoGal Sydney. This venture firm is one of the largest global platforms for diverse entrepreneurs and investors. She was also a trained radiographer in Sydney until she decided to quit and buy a one-way ticket to Thailand. After some much-needed deep soul searching, she eventually decided to establish a factory that manufactures natural skin care and herbal supplements. Fast forward to today, and she has grown the business, eventually selling it for a 7-figure sum.

Stella wears many hats as an entrepreneur. She was a brand ambassador for women's activewear and workout clothes retailer Lorna Jane. She has hosted TV shows for Tencent (the largest tech company in Asia and owner of WeChat), founded the Thailand Farmers Market, worked with Celebrity Chef Mathew Kenny consulting about Thailand Resorts, and her marketing initiatives have led to news video coverage from CNN and BBC resulting in millions of views.

Stella is currently referred to as 'Stella Rice Girl' - a managing partner of the Rice Remedy Group, where she manages its day-to-day operations. She's currently pitching for a fund with Country Road. When she's not working, she is out in nature, trekking the mountains, kayaking the oceans, getting stretchy on a yoga mat, or cooking in the kitchen.

Sassy & Co magazine recently caught up with Stella to discuss her journey in the fashion industry, and here's what went down:

**What are you currently doing to maintain/grow your business?**

Word-of-mouth referral. People talk. Getting new business via referrals is easily the most profitable strategy for new business, as consumers referred by a friend are four times more likely to buy. My latest venture Rice Remedy Co. offers a monthly skincare and personal subscription. I only make 1000 kits per country per month. Have you ever purchased something just because your friend told you that you should? I know I have! So, ensuring I do everything possible to encourage my clients to recommend my product to others is vital to the growth of my business. So I am focused on top-end quality service and products that people can rave and talk about. Thus leveraging my current client base to drive referrals and grow this venture.

**What social media platforms do you usually use to increase your brand's awareness?**

Facebook and Instagram were the first two social media platforms I grew up with and am familiar with. I used to joke that I stopped at one static Instagram post. However, I have to catch up with the times and am currently learning TikTok and reels.





**What is your experience with paid advertising, like PPC or sponsored content campaigns? Does it work?**

I made some expensive mistakes and learned some costly lessons. It can give you immediate visibility; you can target your specific market, track and have data sets to understand and know what is working and not working. Traditionally you might not, for example, retail on a brick-and-mortar; you would have these data sets. In my experience, paid advertising like PPC or sponsor campaigns allow me to test the marketing message and gives me data to make informed decisions about what is working and not working. It also allows me to set a tight budget and ad spend, which is helpful. So does it work? It depends on the KPI and your goal for doing it. You have to know your KPI and performance metrics. Marketing and sales are two different things. Marketing is about building awareness, and sales turn that viewership into profits by converting potential customers into actual customers. So you have to work out the return on the investment.



**What form of marketing has worked well for your business throughout the years? Word of mouth.**

**What is the toughest decision you had to make in the last few months?**

Culling my contacts and circle, setting boundaries, and saying no to things and people not aligned with my value vector. Tough when I am a nice YES girl at heart.

**What money mistakes have you made along the way that others can learn from (or something you'd do differently)?**

Not learning financial 101, basic profit/loss statements, and balance sheets, and investing time in learning it and being the expert at it, reviewing it monthly and quarterly and knowing where there is a hole in the pocket, and coming back to the numbers. Money is energy and is like a tree. You need to understand your business financially for the tree to be healthy and reap the fruit; you need to know what it needs to grow, what nutrients, and when to water it. That's how I see the money. Understand the nature of your business and what is required to make it grow into a healthy money tree for you.

**What new business would you love to start?**

I love cooking. It is like my therapy, so rice remedy co. For rice lovers, a coffee/flower/ healthy Thai street food.

**If you could go back in a time machine to the time when you were just getting started, what would you do differently?**

Listen to my gut and not let the noise of others distract me from my inner voice.

**What is the best advice you have ever been given?**

When all the money is taken from you, real wealth is what you have left.

**What advice would you give to a newbie Entrepreneur setting up their first business?**

Getting it done is better than perfect. If you're not embarrassed by the first launch, you have launched too late. Ditch perfect! Do and learn; practice makes perfect.







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A fashion designer is one of the most influential jobs one can ever have because you get to have the opportunity to shape how society dresses. But, is it the perfect job for you? If you eat, drink, live and breathe fashion, then, a career in fashion designing will most certainly be the ideal job for you. Apparently, being a fashion enthusiast is just part of the whole story, you also have to back it up with formalized education to know the fundamentals of fashion and be qualified to become a fashion designer. It is to be noted that there are a lot of people aspiring to become successful fashion designers; hence, there is stiff competition for the spot; thus, education would certainly help push you up on your ladder of success.

# Three tips to becoming a successful fashion Designer

## Experience is Key

Experience is the ultimate key in becoming a successful fashion designer; thus, you need to undergo an internship with an established design house in order to build your rapport as a future fashion designer. Your experience as an apprentice will add to your general knowledge and will pave the way for meeting new people that will open gates of opportunities to realizing your ultimate dream of becoming the next Coco Chanel or Karl Lagerfeld, perhaps?



## It's a business

Aside from experience, you also have to be business-minded. Being in the fashion designing industry ultimately means that you are running a business. Hence, you have to familiarize yourself with bookkeeping and inventory, among others. You also have to learn how to meet the deadlines of clients, sketch, sew, iron and pack their orders for them, and network or negotiate with suppliers and vendors. In all actuality, being a fashion designer is not at all times as glamorous as you seem it is—that is just the tip of the iceberg. You also have to embrace the not-so-fun aspects of fashion.

## The skills needed

As a fashion enthusiast, you have to learn by heart all the skills needed in becoming one of the greatest fashion designers in the business.

• **Flat Sketching.** This skill requires important details of dress designs put on paper. Drawing is just one thing, flat sketching is another. You must get to know how to manipulate Adobe Photoshop and Illustrator software programs in order to come up with flat sketching.

• **Computer Programs.** It would be more efficient if designers design clothes using CAD. This way, you can edit your work a thousand times without having wasted thousands of papers.

• **Draping and Patternmaking.** In order to make sure that the clothes you design will perfectly fit your model - you need to have a good grasp of these skills.

• **Sewing.** If you are just starting as a fashion designer, of course, you create your own clothes; thus, it is imperative that you know how to sew. Draping, patternmaking and sewing will guarantee a good output.

• **Creating Specs in a Copycat World.** This is measuring and adding detail to a garment. This can be done using MS Excel. Garment sizes and measurements vary from company to company. If you are yet starting, all you have to do is to visit different stores and find garments with good fit and copy the basic measurements.







## FASHION SHOULD BE FUN, NOT A BURDEN

If you were born without the luxury of having spidery-long legs to get you to places faster and feel like you are missing out on a lot of trends; we might have a solution for you. Although we can't help you with the legs, we can most certainly help with the trend part. Let's face it, one of the biggest trends at the moment is denim. Everyone is wearing denim shirts, skirts, dresses, rompers, jumpsuits, shoes, and every other clothing item you can think of. It's everywhere, it's kind of like an invasion of denim. Regardless, one of the best looks from the past came back in style and we couldn't be happier. Now that flares are acceptable without looking like you just stepped out of a 70's catalog, there is a slight problem with this look. People under 5'5 are not really wearing the trend because they feel that they are too short and will probably drown in the jeans. Well, that's true but, if it's worn right, anyone can wear it.

So how does one wear flares correctly if they are not very tall? Easy! Let's break it down, starting from the top.

Being under 5'5, a person doesn't have a lot of torso to work with, so if you have this problem, we suggest wearing fitted tops or crop tops. Nothing baggy or loose that will give off a frumpy impression. You just want to look lean.

Skipping the jeans, and going straight to the feet; it is important to add a bit of height to yourself. You can do this by wearing wedges, booties, or even heels. All options will look great with the jeans regardless. It is just important to add a bit of height to give off the illusion of having longer legs. Flares are very long even if they are tailored; if flats are worn then the jeans will appear bigger. And that is what we don't want.

Over here at Sassy & Co, we urge you to try flares today, give it a shot. Take our tips and tricks and see if it works for you. If it doesn't then at least you know and you won't have to give any more of the tall people wearing flares dirty looks. Fashion is all about trial and error, some trends work for us and some don't. And that's okay, but it is always fun to try. Remember, fashion should be fun, not a burden!



## FIVE BUSINESS CHALLENGES IN THE WORK ENVIRONMENT OF COVID-19

The world continually challenges us to be our best possible selves, but how can entrepreneurs best ensure that they are prepared for these challenges?

From company conduct to company communication and the impact imposed by COVID-19, let's discuss the best responses for entrepreneurs to take in these difficult times.

### Company Communication

The COVID-19 pandemic has revolutionised the way that we work. We have begun to take to our desks at home to get the job done, which has severely impacted a company's ability to communicate with each other. As workers are no longer in a concentrated area in their offices, entrepreneurs are becoming increasingly worried about how best to meet company targets.

A great way to boost communication methods is through video streaming services such as Zoom. This allows your team's concentration into one area once again and, assuming no technical difficulties, enables clear communication re-establishment.

### Company Conduct

Consumers are becoming increasingly interested in a company's position on social issues, which is a crucial challenge to entrepreneurship. If you cannot understand what your consumers want, it might be difficult for your company to appear reliable.

As an entrepreneur, by gauging an understanding of consumer wants in your approaches to things, you may be able to implement more environmentally friendly initiatives. For example, showing consumers that you are a company that cares about the broader issues and not just about business.

### Company Competitiveness

As an entrepreneur, you will always be competing against the next best person, but COVID-19 has severely changed how we do business. It is not worth targeting your marketing strategies to things that people will only see if they enter your stores, as online purchasing has skyrocketed.

For this reason, you must develop your social media presence and begin creating a presence on there that your consumers can interact with, allowing you to remain more competitive in a much more complicated world.

### Company Health

While doing business is the primary goal of any entrepreneur, considering that your workers, and yourself, need to take care at such a critical time is also crucial to productivity and overall happiness. This can actually damage internal relations if people are dissatisfied, making this a top priority matter.

Taking frequent breaks is a great way to look after yourself. Understanding that some workers may be more affected than others shows your willingness to be considerate and caring of your workforce as an entrepreneur.

### Company Finances

Finally, money may be tight at the moment due to the impositions of the pandemic, and it is essential to realise that asking for help is necessary at this time.

If you have loans, speak to your bank about potential extensions, and tap into your network to see if they are willing to support you in any way possible.





## THE FOUR MOST ESSENTIAL MARKETING ELEMENTS FOR 2022

Let's face it, online marketing is always evolving. There will always be changes in the manner that people make transactions through the Internet, which means that online marketing can also change along with it.

In order to go along well with the possible changes in the virtual marketing procedures, you must know the essential elements that are guaranteed to lead you to a successful business endeavor online. The following are the most vital elements to know about online marketing for an efficient business venture online.

### Market knowledge

Prior to endeavor online, you should first know your target audience. The moment you have effectively learned who your target market is, it will be easier to start for you at that point. Once you already identified the market that you will deal with, it will improve your chance of learning about the marketing strategy that you will use in your business. Market knowledge is the foundation of any marketing technique whether doing an online or physical transaction.

### Responsive website

A responsive website is composed of images, videos, and other important elements of an operational website. Your site should have a series of capturing leads that can help you gain potential customers that you might not be expecting at first. A website can be compared to a virtual brochure wherein you will have a catalog of your products and services. Having your own website will surely help in establishing a good business identity for your business.

### Content

Your content means a lot in online marketing. In most cases, a business can easily be identified through its content which is why it is necessary for you to come up with high-quality content. Internet marketing is a broad area in the virtual world wherein you are most likely to encounter a series of competitors in the same niche as yours. A business has a higher possibility of getting known in the market because the content is easier to contribute online.

### Quality design

Aside from the fact that you need to have quality content for your site, it is as well essential for it to have a creative design to attract potential customers. A good design for your website is a great investment that will give you higher chances of increasing the number of your audience. You should make it to a point that you invested in quality design to make it more comfortable for your customers to deal effectively with you. Paying attention to great design is a way for you to arrive at the best results for your business.

Learning about these elements of online marketing is the first step towards a successful marketing plan over the Internet. Making money online goes on a careful procedure in order to increase your sales at the end of the day. When you work on each of these elements, you will be able to produce more sales and revenue by the end of the year. In this case, you can call your business truly a success.



A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with puffed sleeves and a ruffled waist, and brown leather boots, is sitting on a sand dune. She is holding a brown leather crossbody bag and sunglasses. The background shows a blue ocean with white waves and a clear blue sky with light clouds. Two wooden posts are visible in the sand.

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