

Dara & Joy CASE STUDY

*How this London-based entrepreneur worked with **Lolita Carrico** to launch her dream business in 30 days.*

OVERVIEW

Despite a demanding full-time position as a project manager for a high-tech company, Omoniyi Giwa yearned to make her passion for throwing and planning parties into a profitable and successful reality. She began working with Lolita to get that dream business launched. Even though they are in two different countries, Lolita successfully coached and guided "Niyi" to launch within 30 days - from getting her logo designed, to setting up social media, launching her website, developing an email and content marketing strategy, securing media coverage AND getting her first clients!



The ease at which Lolita grasped my business was impressive, from just an initial less than an hour Zoom meeting, she was able to provide key helpful insights of the market I was about to step into. Lolita coached and advised on my marketing strategy before and after the launch, developed and monitored the website including the search engine optimization. She also provided useful insights and analytics for evaluating the success of the strategy.

The world of a solo entrepreneur is lonely, she made me feel like I was not alone, with her it felt like I had a team of dedicated exceptional marketing executives ensuring the launch of my business went smoothly every step of the way.

Working with Lolita is inspiring and motivating, her coaching style brought out a creativity in me that I didn't think I had, making me feel confident and focused about taking my business to the next level.

- Omoniyi Giwa, Founder, Dara & Joy Party Planners

APPROACH

Market Analysis, Goals & Milestones

First, Lolita and Omoniyi had a couple of Zoom sessions - in the evenings and on weekends to accommodate Omoniyi's work schedule - to discuss her vision, passion and target market. Lolita outlined the strategy and detailed steps to successfully launch the "side hustle" business and they set achievable goals and milestones to go from zero to at least two clients within 60 days.

The First Steps

This launch is a terrific example of what kind of magic can happen with two determined women work together! Within the first two weeks, logos were designed and finalized, a website was launched and social media accounts were launched and set in motion for growth.

Content Marketing

Lolita and Omoniyi created a content calendar for social media as well as blog posts that were SEO-friendly with keyword analysis specific to Omoniyi's expertise.

With a modest, startup budget, Google Ads were placed to target mothers, brides to be and affluent women in Omoniyi's area. A business development strategy was executed to increase awareness of Dara & Joy among industry partners such as caterers and entertainers.

Email announcements and a drip campaign was launched to generate consistent awareness of the new and fabulous party planner in town.

"I am so glad I found you. You have brought out in my what I thought I never had. You are teaching me so much, challenging my creative skills...they are two little words but filled with gratitude:
THANK YOU."