



Overview

Kudos is a continuing education and business learning platform for cosmetologists and estheticians. Their goal is to make learning, edutaining - educational and entertaining!

Context & Challenge



PROJECT BACKGROUND

Kudos wanted an online presence that correlated directly to the branding of their CE classes by creating a website that was modern, fun, and informative to their audience.

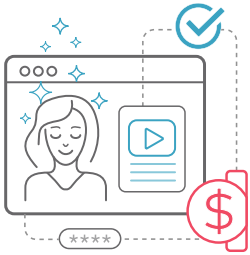
PROBLEM

Kudos didn't have a website that was consistent with its brand. The functionality of the purchasing was not user-friendly and included several steps to take before being able to purchase. The lengthy process was ultimately losing money for the company.



PROJECT GOALS & OBJECTIVES

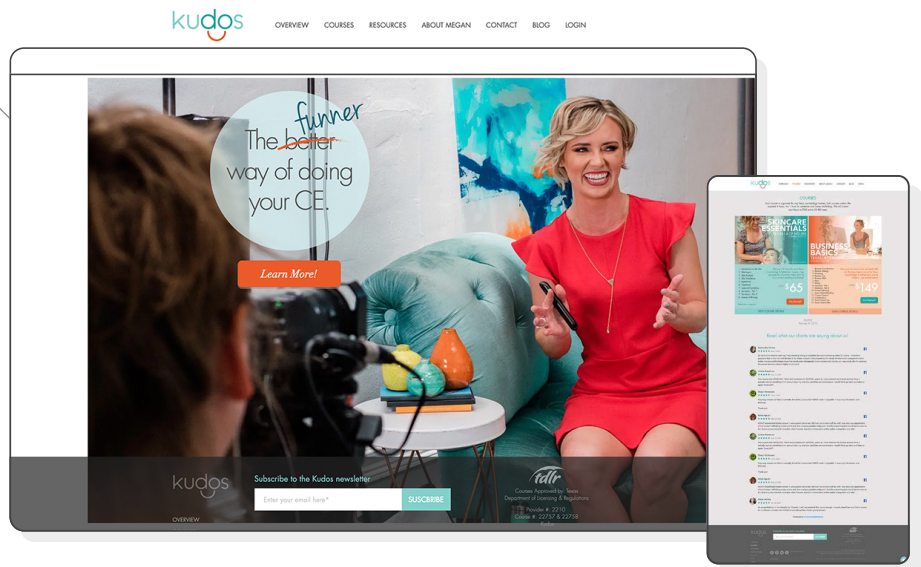
The primary goal of this new website project was to create an online presence for Kudos while creating a very smooth process for purchasing the courses. A responsive design was also a must-have for the new website.



Process & Insight

OLD WEBSITE

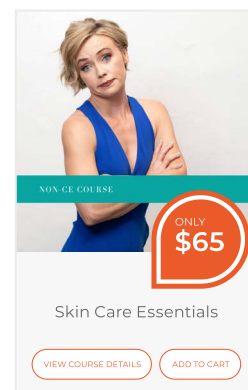
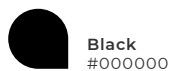
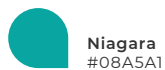
- The site is not mobile-friendly
- Not consistent with their brand
- Purchasing was not easy as it should be



New *funner* ~~better~~ Branding for kudos

TYPOGRAPHY & COLORS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm *Mm*
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Starting with a blank piece of paper, each page of the website was designed using photoshop to clarify the outline of the site. The new website needed a clean, modern, and fun feel to connect the informative and

fun sides of the company. Through several 1 on 1 conversations with the owner, updates, and changes to those designs led to the final design that is seen on their new website.

Solution & Results

Ugly Mug Marketing is the only company I would trust with my website and marketing. They are honest, professional, great ROI, and fun to work with. It took me a long time to find a marketing company I wanted to use to help me grow my business, I'm so thankful to have found Ugly Mug Marketing."

- Megan Deterling

Unified Branding & Easy Shopping Process

BUSINESS BASICS
\$149.00

NURTURING CUSTOMER RELATIONSHIPS
\$10.00

CHECK OUT NOW VIEW CART

-- or use --

PayPal Checkout

uglymugmarketing.com

CART 2

kudos

PURCHASED BEFORE MAY 2021 PURCHASED AFTER MAY 2021 CART 2

HOME COURSES ABOUT RESOURCES CHARITIES BLOG CONTACT

COURSES

TEXAS CE COURSES NON-CE

NON-CE COURSE ONLY \$10

TEXAS CE COURSE ONLY \$65

TEXAS CE COURSE ONLY \$149

Nurturing Customer Relationships

Skin Care Essentials

Business Basics

kudos

funny A better way to earn your CE

350 STUDENTS 550 SUBSCRIBERS

1 STAR RATING