

ARTISANS LOKAL..

Presentation

FACEBOOK : ARTISANSLOKAL



Purpose:

Funding & Collaboration

Prepared by:

Anne- Candie Jouanis

Rocket Marketing

32 Ave Blondeau
Rosehill



Our Team

Anne-Candie Jouanis

Having worked in agencies and on a freelance basis for over 9 years, I have acquired a growing passion for marketing, while being curious about what YOU want to achieve. I believe that referral marketing is the future and that behind every brand, there is a story to be told.

FOUNDER

A GREAT TEAM OF FREELANCERS

I work with a group of freelance graphic designers, web developers, suppliers all thriving towards giving out the best of our professional experience and creativity.

Guided by myself, my team works hand in hand towards the achievement of our objectives and the visibility of those Artisans, SME's and our project Artisans Lokal.

*NO STORY LIVES UNLESS
SOMEONE WANTS TO LISTEN &
NO STORY CAN BE TOLD UNLESS
THERE IS SOMEONE WHO WANTS
TO TELL IT.*



GREETINGS!



WHO WE ARE

Artisans Lokal was **created in 2020** by a young and passionate marketing consultant and a team of freelancers. The start of the year 2020 was a hard year for everyone. Having lost her job as marketing manager, she could not just stand by and let other people feel the way she was feeling during the covid, passionate, but helpless. During the Covid, the team were made to see how people were helping each other out, we could really see the sense of community around us, borrowing some salt here, some sugar there and giving some extra fruits to your neighbour when you could.

Even though many had lost their jobs, there were still stories being told, moments being created and people had to readapt themselves to make money from their passion and talent. **Our team wanted to give those emerging entrepreneurs a place to share their stories and a place to show their passion, products and services**

VISION & GOALS



Artisans Lokal offers a **platform** where **entrepreneurs** get a chance to share their **ZISTWAR**. We were **amongst the first platforms** to act as a referral marketing platform during the covid and we are proud of that. We take time to screen brands, products, emerging businesses, artisans and artists and give them a platform to share the story behind what they do.

Taking precious time to meet them when we can write up articles or proofread them, edit images when we can, our objective is to get their message and story out there. Being a team of marketing consultants, we also try our best to give them marketing & communication tips on how to improve their visibility and overall marketing strategy.

The story, emotions, experiences and challenges behind the reality of being an entrepreneur as well as the **passion and motivation** behind the creation of their **brand, service or product**. Artisans Lokal is not only a platform for sharing and exposure to local talents, we act as a referee to the entrepreneurs that we carefully select, contact and meet. We take time to select a brand or product, assess it and define how to place it on our platform.

RESULTS

Artisans Lokal
Published by Anne Candie Jouanis · September 28, 2020 · 🌐

Ambitieux, combatif, créatif et l'esprit d'entrepreneuriat sont les mots qui décrivent [Marie Jean-Daniel](#)

“ Adolescent j'aids ma maman à cuisiner les petits plats quotidiens et ma curiosité de découvrir les différentes saveurs et ingrédients dans un plat ont augmenté ma passion pour la cuisine. Je trouvais là un challenge de pouvoir refaire un plat et d'y ajouter les ingrédients que j'avais appréciés.

L'audace, la curiosité et la perfection d'un produit sont des choses q... [See more](#)

Artisans Lokal
Local Service

15,472 People reached 2,829 Engagements

[Send message](#) [Boost post](#)

Artisans Lokal
Published by Anne Candie Jouanis · February 8 · 🌐

Bravo to our proud [#ArtisanLokal Eny's Creations](#) for her article in [Defi.media](#)! Keep shining and spreading your love for what you do Eny Unthiah!

Eny's Creations is at Eny's Creations.
February 8 · Petit Raffray · 🌐

4th publication of Enyscreations! Hard work pays off, no matter what you do. 🌈

1,280 People reached 69 Engagements - Distribution score

[Boost unavailable](#)

👍❤️ 7 3 Comments 1 Share

We currently have over 4,000 organic followers on our Facebook page. Since our posts are **organic**, the visibility is on the short term for posted articles. With an average of **1500 reach on articles**, we have received various positive feedback from artisans about sales being boosted (short term), Facebook likes and followers increase & eventual higher requests. Many of our fellow artisans (the majority of them) also got interest from the press and press articles were released either online or in newspapers. We are proud of them!

What is interesting in what we do is that, since we are telling the story of one brand, one product, one person, in terms of reach, it is more objective. One will click on the redirection link because they are interested in the story behind the brand of a specific product, thus, the one that will go follow the 'clients' Facebook page, is actually someone who is interested in the product, making them more relevant likes (Virus boosted posts - where you get likes just for the sake of paying social media)



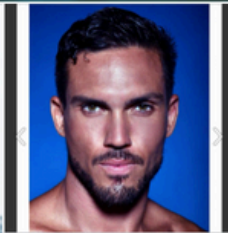
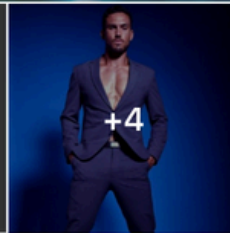
RESULTS

Artisans Lokal
Published by Annecondie Jouanis · February 15 ·

Sa passion? Le Kitesurf!

"Un sport individuel qui me permet de me sentir libre, proche et fonctionnant en union avec les éléments, livré à moi-même, en contrôle de la majorité des éventualités immédiates, avec la possibilité de me procurer des poussées d'adrénaline à volonté en faisant une figure exigeante et d'éprouver de la satisfaction personnelle en atterrissant proprement, c'est l'extase!"

Terry déborde d'énergie et de passion pour ce sport extrême qui fait partie de... [See more](#)





2,313 People reached 452 Engagements [Boost again](#)

Artisans Lokal
Published by Annecondie Jouanis · September 26, 2021 ·

A nou ekout zistwar ene artist ki rempli ar passion, lamour pou la vie ek talen! Let's meet [@alexandra.valere](#) creator of [@tanga.mauritius](#)

"It all started through my grandmother, Mam, who was an art teacher, she was a big fan of Van Gogh & transmitted her love and vibration for art through her teachings. Through the smell of paint in her 'atelier', through the calmness of her paintings, I completely submerged myself in art from a young age.

I am Alexandra Valère, 29 years ... [See more](#)

3,583 People reached 683 Engagements [Boost post](#)


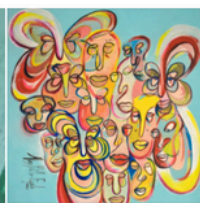
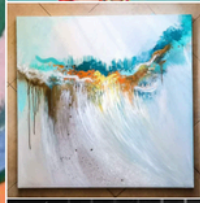

72 3 Comments 12 Shares

Artisans Lokal
Published by Annecondie Jouanis · February 7 ·

Who is Alexandrine Belle-Etoile?

She is an abstract artist . She started to paint at a very young age and pursued her passion at the School of Fine Arts in Mauritius (Mahatma Gandhi Institute). She is a degree holder in Fine Arts and has been collaborating with event organizers and various artists for Art exhibitions. The artist is known for her vibrant, colorful acrylic and mixed media paintings created in her purpose-built studio in the heart of her home. ❤️

With an aes... [See more](#)

5,186 People reached 1,185 Engagements [Boost post](#)


72 6 Comments 11 Shares

Artisans Lokal
Published by Annecondie Jouanis · February 4 ·

A nou al dekouver zistwar Dylan Mannick.

We are proud to be able to share with you his story, a talented young entrepreneur with a head full of ideas and a soul full of creativity. Click below to discover his multiple talents:

[instagram.com/dylanmannick](#)
[instagram.com/mariaz.mu](#)
[instagram.com/kinginthecastleprod](#)



2,612 People reached 858 Engagements [Boost post](#)

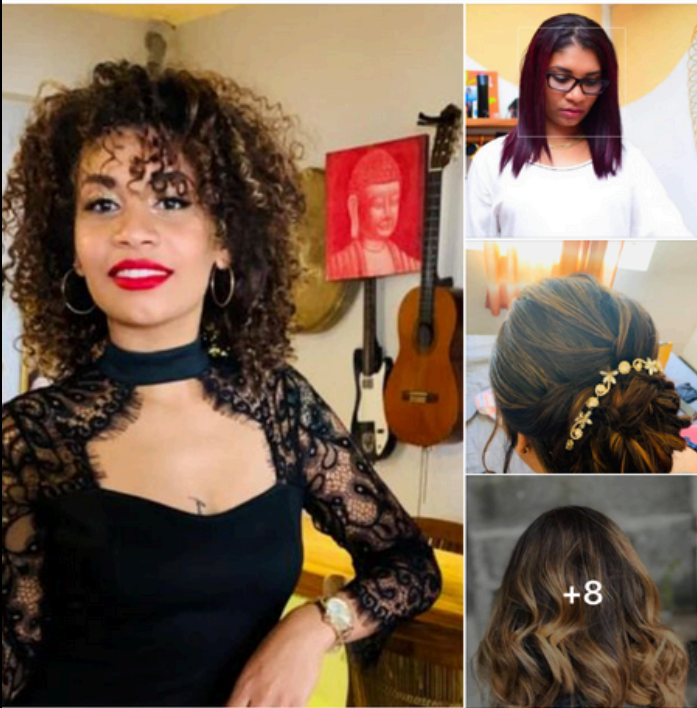
You and 70 others 11 Comments 12 Shares

[Like](#) [Comment](#) [Share](#)

TESTIMONIALS

Artisans Lokal
Published by Anne Candie Jouanis · June 19, 2020 ·

" Depuis toute petite, j'aimais comme on dit "tripote dan la tête". Au collège pendant la récréation mes copines et moi on était sous un manguier à faire des nattes et chaque jour, je découvrais de nouvelles techniques, rapidité et une passion pour les cheveux.
Un jour à tables, mes parents m'ont posé la grande question avec un petit sourire au coin des lèvres, car ils se doutaient bien de mon amour pour la coiffure: "Qu'est-ce que tu veux faire comme métier?"
De là, je les a... [See more](#)




4,785 People reached 2,652 Engagements [Boost post](#)

You and 158 others 22 Comments 8 Shares

Artisans Lokal
Published by Anne Candie Jouanis · September 16, 2020 ·

" I had not at all imagined to be a florist one day, being married at a very young age and coming from a very modest family, I actually completed a degree in Business Management .
2007 I quit my job realizing that time was passing by and I wasn't seeing my beautiful son grow, and spending most of my day at work, missing out on life and on my son's, childhood was too much for me. That's where I had a wake-up call and realized that creativity is an inborn gift from the Almig... [See more](#)



3,099 People reached 819 Engagements [Boost post](#)

57 13 Comments 6 Shares

"The moment I received a Facebook message from Candie, it was trust at first contact. I have been most honoured to have known her and to have advertised my business page through her concept. She is very communicative, supportive and easy to work with. Most of all I would say, patient, a good listener & very professional. I wish her all the best in her forthcoming ventures and I will definitely work with her again"

Vimla Lunchmun
Director/Owner Flirty Flowers

"Artisans Lokal has helped me to make my business more recognized, it has given me visibility and more reliability. The article has attracted more people to visit me & Artisans Lokal in my opinion is the best way to bring a business to success all while being able to tell your story! Candie has also helped me with my logo creation & business card, I fully trust her advice and she knows how to understand my needs while respecting my restraints "

Sandra Antoine
Director/Owner Sandra Doigts Magiques

FUNDING & BUDGET BREAKDOWN - PHASE 2

(PHASE ONE REFERRED TO THE CREATION OF WEBSITE/BLOG/DIRECTORY

We are currently living in a world where we greatly depend on each other. On each other's networks, goodwill, motivation and trust in our activities. We are daily taking risks in everything we want to achieve or objectives we want to attain, aren't we?

Artisan lokal is above all a community, a participative and appreciative community.

We have chosen to go through a crowdfunding platform for the development of phase2 of the project as well want people to participate in the project. We are not fond of the idea of one entity investing in the project, we want this to be a collaborative project (to s certain level) where we eventually all feel proud when we see our Lokal Artisans achieving their goals. Again, as stated above, this is only phase 2 of a very grand project that will help our people, island and local talents.

Justification of budget :

Client: Artisans Lokal
Attention: Rocket Marketing
Project: Website Creation
Project Details: Project Breakdown

Phase 1

Conception, Development
Commercial / Head of Publicity Coordination of project (analyse, creation, production) 15,000

Phase 2

Graphic work of deliverables
Design of banners & other visuals
Rs 15,000

Phase 3

Copywriting & Seo
Rs 20,000

Phase 4

Web development
Yearly hosting Development of website
Rs 42,500

Phase 5

Launching & PR Launching of event
PR articles & communication
Rs 30,000

Total Cost Excluding VAT Rs 122,500



FUNDING & BUDGET BREAK DOWN - PHASE 3

(PHASE TWO REFERRED TO THE DEVELOPMENT OF RODRIGUES & MARKETING MATERIAL

We would like to develop the project on Rodrigues Island. The same concept as Artisans Lokal Mauritius will be adapted to the Rodriguan community, demand and supply. .

Phase 1

Site visit & ticketing (3 people) + accommodations

Phase 2

2-week stay for filming, interviews & content creation and event

Phase 3

Visiting of project each 6 months

Phase 4

Redaction & Seo on website

*TIME FRAME & BUDGET FOR OVERALL DEVELOPMENT

(ONCE WEBSITE HAS BEEN SET UP - *TENTATIVE TIME FRAME)



COMMUNITY CREATION

2019 - 2022 (Ongoing)
Creating an online community for story telling and information sharing



GROWTH

Creating an online platform/ e commerce/blogging to showcase local products & services. High investment in Seo - international market



VISIBILITY & EDUCATIONS

Investing in structuring the business with full time employees, and office space and equipment for blogging



GOING INTERNATIONAL

Investing efforts in recruitment of artisans in surround islands & other sectors

\$ GENERATION

Rental of advertising spaces per category, lead campaigns, conventions, events & webinars, paid marketing , management & entrepreneurship programs

TOTAL FINANCING NEEDED FOR THE WHOLE PROJECT

For the development over a 12 month period

Rs 2.3 Million

PACKAGES & VISIBILITY TO COLLABORATORS , FUNDERS

(PACKAGES WILL CHANGE DEPENDING OR COLLABORATION OR FUNDING)

- Advertising Banners - on our website - SEO Budgeted - per sector of activity
- Facebook posts as well as short storytelling of the people behind the brand.
- Design & visuals - For social media
- Logo in footer banner
- Presence (Logo) at all events, webinars and official communications.

A TAILOR MADE VISIBILITY/PRESENCE PACKAGE WILL BE PRESENTED TO SPECIFIC COLLABORATORS/ FUNDERS.

THANK YOU!

Thank you for taking the time to look into our project and we hope to hear from you soon.