

SCOPE OF WORK

Sootra Bespoke operates through a high-touch, appointment-led model: premium Italian fabrics and materials are presented to customers at their preferred location, followed by custom measurements and stitching as per their requirements. The immediate objective should be to build a reliable digital foundation that makes this process easier to discover, enquire about, book and manage, before investing in paid lead generation.

1. Current Business Situation & Key Gaps

OBSERVED SITUATION	BUSINESS IMPLICATION
Physical Store Closure The physical store has been shut, and customers are now served through home visits and online appointments.	The digital presence must clearly communicate the appointment-based model, service areas, and booking process.
Google Business Profile (Hungerford Street) The Hungerford Street GMB profile is currently present. However, as discussed during the call, the physical store has been closed.	Google Business Profile eligibility and the business's current physical presence need to be reviewed and resolved before relying on the profile for local visibility.
No Website Sootra Bespoke currently does not have an official website.	There is no central platform for showcasing services, premium materials, appointment booking, FAQs, and customer enquiries.
Limited Customer Data There is currently no structured system for collecting and managing customer enquiry data.	The business needs a system to capture customer locations, garment requirements, appointment details, and follow-up opportunities.

2. Recommended Scope of Work - Phase 1

The proposed phase focuses on building owned digital assets and measurable enquiry channels. Meta advertising and broad social media management are intentionally not included at this stage.

A. Website Development

- Develop a premium, mobile-responsive website aligned with Sootra Bespoke's positioning and appointment-led business model.
- Explain core offerings: custom suits, blazers, trousers, T-shirts and other made-to-measure requirements.
- Showcase the premium Italian material proposition, craftsmanship, customization process and client experience.
- Add clear calls-to-action: "Book a Home Appointment," "Request a Consultation," and "Speak on WhatsApp."
- Include service locations / coverage areas, enquiry form, FAQs, testimonials or portfolio (where available), privacy policy and basic analytics setup.
- Create dedicated landing destinations for future WhatsApp, RCS and Meta campaigns.

B. WhatsApp Marketing & Enquiry Management

- Set up a structured WhatsApp communication journey for enquiries and appointment requests, subject to platform policies and customer consent.
- Create enquiry categories such as: suit, blazer, trousers, T-shirt, wedding / occasion wear, corporate wear and general consultation.
- Capture useful information: customer name, location / region, garment requirement, preferred appointment date, budget range (optional) and source of enquiry.
- Use approved templates for appointment confirmation, reminders, follow-ups, measurement coordination and post-service communication.
- Track regional demand and enquiry patterns, for example, which areas generate home-visit requests and which product categories are most requested.
- Build a permission-based customer database that can support future remarketing and repeat purchase communication.

C. Google RCS

- Explore and implement Google RCS for business communication, subject to eligibility, onboarding and availability in the target market.
- Use rich, structured communication for service discovery, enquiry prompts, appointment information, FAQs and customer assistance.
- Connect RCS journeys with the website and enquiry workflow wherever technically supported.
- Ensure messaging is consistent with WhatsApp and the website, so customers experience one clear brand and booking journey.

D. Search Engine Optimization (SEO)

- Conduct foundational SEO for the website so Sootra Bespoke can begin building visibility on Google for relevant branded, local and service-based searches.
- Optimize core pages for search terms related to custom suits, bespoke menswear, tailored blazers, made-to-measure trousers and premium Italian fabrics.
- Create location- and service-relevant website content based on the areas the business can practically serve through home appointments.
- Set up essential on-page SEO elements, including page titles, meta descriptions, headings, internal linking, image optimization and indexability checks.
- Set up and connect Google Search Console and submit the website sitemap, subject to account access.
- Support the correction and consistency of business information across Google Business Profile and other relevant online listings.
- Track basic SEO indicators such as impressions, clicks, ranking movement, branded searches and relevant enquiry actions.

3. Why the Website Comes First

WhatsApp marketing and Google RCS are more effective when they direct customers to a credible, controlled destination. A website gives Sootra Bespoke an owned digital asset that is not dependent on a social platform's interface or a single messaging channel.

Important: A professional website is a key requirement for establishing and supporting verified business communication through WhatsApp Business and Google RCS, while also providing customers with a credible destination for enquiries and appointments.

- Creates a trustworthy digital storefront despite the physical store being closed.
- Provides a consistent explanation of the home-appointment process.
- Allows campaign-specific landing pages and tracking.
- Makes it easier to retarget visitors and engaged users later, subject to consent, tracking eligibility and platform rules.
- Supports SEO and branded search visibility over time.
- Reduces repetitive questions by presenting service details, process, locations and FAQs in one place.

5. Why Meta Ads & Broad Social Media Management Are Not Recommended Right Now

Meta advertising and ongoing social media management may become valuable growth channels, but launching them immediately would create avoidable inefficiencies. The recommendation is to first resolve the foundation and collect real customer data.

Google Business Profile confusion: The presence of conflicting or outdated profiles can weaken trust and create inconsistency in the customer journey. The business information should be corrected before scaling acquisition.

Insufficient audience filtration: Without reliable data on customer locations, serviceable areas, product requirements and appointment conversion, campaigns may generate enquiries that are difficult or expensive to serve.

No owned destination for remarketing: If paid traffic is sent only to Instagram or WhatsApp without a structured website and tracking setup, it becomes harder to build meaningful remarketing audiences, explain the service and nurture undecided prospects.

Operational capacity and lead quality: Home visits require time, travel and coordination. Lead generation should be optimized for qualified appointment requests, not just message volume.

Limited measurement infrastructure: Before scaling spend, the brand should have defined conversion events, enquiry tracking, source attribution and a basic follow-up process

7. Proposed Implementation Sequence

1. Audit and resolve Google Business Profile issues, including the closed location and duplicate / outdated information.
2. Plan website structure, brand messaging, service pages, enquiry forms and appointment CTAs.
3. Develop and launch the website with analytics and conversion tracking.
4. Set up WhatsApp marketing workflows and enquiry categorization.
5. Assess eligibility and requirements for Google RCS; implement approved use cases.
6. Run the first data-collection period to understand regions, customer intent and appointment conversion.
7. Use the findings to prepare a focused Meta Ads and social media growth strategy.

Expected Outcome

This phased approach is designed to help Sootra Bespoke move from an informal appointment-led process to a measurable digital customer journey. The immediate focus is on credibility, owned infrastructure, qualified enquiries and customer intelligence, creating the groundwork for more efficient paid advertising and long-term brand growth.