



VANITY QUEEN

Q & A

Who are you?

At the forefront of our business is an exclusive on-line Directory where visitors can find Health & Beauty stockists, products and services in the UK and overseas. Vanity Queen was founded in the UK and act as the hostess to the Health & Beauty industry to advertise and inspire healthy living, pampering and unrivalled glamour. We are continuously and gradually building an impartial on-line guide covering absolutely everything for Health & Beauty conscious subscribers to discover, connect with and benefit from.

What type of advertising do you offer?

We offer sophisticated on-line advertising and marketing solutions to all types of Health and Beauty professionals in the VQ Directory, "Spotlight" enhanced advertorial, banner advertising campaigns and in the VQ Blog.

Why are you better than other Directories?

Our inspirational Directory is like no other featuring an unrivalled number of photographs to capture hundreds of sub categories spread over 10 main categories. We are specialist in Health and Beauty which sets us apart from other business Directories covering a mix of industries. Furthermore, our listings include an integrated deals platform with flexibility for uploading and editing unlimited promotions, with 0% commission taken and expiry dates to suit business needs and consumer demand.

What are the benefits of joining the Directory?

Choosing 15 sub categories means your business can be found under 15 photos for maximum impact. Vanity Queen is cost effective because we take zero commission from unlimited deals or sales (unlike other deal and booking sites). At only £65 for 13 months advertising, we are affordable for everybody. Getting listed will bring targeted, quality traffic to your website, more fans to your Blog, Facebook, Twitter and increase your brand awareness. For more information, see the benefits table on the site.

Who designed your website?

Our website was designed by the Founder with help from Quintessentially Creative (part of the Quintessentially Group). A combination of hand-picked high quality images, cutting edge design and advanced search technology has resulted in an exquisite "pictorial directory" described by clients as "the most glamorous directory ever".

What can I find in the Directory?

Our "All-Embracing" philosophy welcomes all types of business such as private and mobile professionals, small and large companies, famous brands and every day through to luxury. However, all listings must be health, beauty and therapy related. Visitors can find anything from a local hairdresser, luxury spa, Yoga instructor, cosmetics, massage therapist, surgeon, personal trainer or fragrance shop.

How will potential customers find my business?

Vanity Queen will be found through leading search engines such as Google and due to our high number of key words, we are visible and search engine optimised. Visitors click an image relevant to personal search criteria and get fast results to compare across the market. Searches are narrowed down by location, promotions offered. Busy ladies that like to pamper often need a late night appointment, so if you are open after 7pm, tick the box in your account page.

Who are your subscribers and why do they join?

Our subscribers are mainly women who like to look good, feel great and maintain a healthy mind body and soul. We also have a section for men called "Vanity King". Each subscriber has a unique account page to add their favourite salon, spa, gym, nail bar etc. We seek to establish individual health & beauty goals such as lose weight, or quit smoking, so we can connect them to the people who can help. They sign up for free because, quite frankly, Vanity Queen Rocks!

Can customers buy anything on Vanity Queen website?

Not currently. We are a Directory providing a list of places to visit and buy from. To make a booking please click through to the advertiser's website and if you are claiming a Club Discount or Precise Deal, remember to quote Vanity Queen website.

How do I get listed in the Directory?

To get listed all you need to do is complete a quick registration form here: www.vanityqueen.co.uk/register/business Simply add your business name, contact details, company description, services offered, awards, qualifications and up to 6 products / brands that you work with. Add your Blog, Facebook and Twitter links and finally remember to **CLICK SAVE**. Choose 1 main category and up to 15 sub categories. The final step is to preview your listing, check it, and then check out using PayPal. Remember to use the **ShareThis** icon to post your listing further. If you require help with uploading your ad, please e-mail the Vanity Queen team at enquiries@vanityqueen.co.uk.

Do I have to add promotions, how does this work and will I be charged extra?

Our flexible platform allows you to be in full control. You may opt for a Directory only listing but adding a "Club Discount" (discount off the final bill for any goods or service, to all new customers) or "Precise Deal" describing a precise offer with price before and price after, will push your listing higher up the search results and become "highlighted" (in pink!). You can even run a discount and deal alongside each other and extend or cancel expiry dates to suit you by logging into your account – it's that simple. There is no extra charge for adding discounts and deals. If you are too busy to upload promotions manually, e-mail us the details and we can put them live for you.

How do I pay and will I get billed future payments?

We use PayPal as a secure payment method and accept most debit and credit cards. Each subscription level is a one-off payment taken in one transaction, with no further payments will be taken.

How long will my listing appear in the Directory?

You can choose 1 year for £65, 2 years for £110 or 3 years for £150 (all prices are inclusive of VAT). At the end of your membership term, we shall contact you to ask if you would like to re-new.

What is the price of a banner advert?

Please e-mail banners@vanityqueen.co.uk for a quotation. If you have purchased a 3 year premium directory listing, your banner advert campaign is completely free of charge.

How do I get my free banner advert?

Once you have registered your business and paid on-line for a 3 year premium listing, we will contact you within 24-48 hours to discuss your requirements. If you do not have the finished art work, we provide a free banner design service. The banner advert will be visible in a prime position on our site for one to three months, depending on your campaign type.

How do I get my free article submission in the VQ Blog?

Once you have purchased on-line the 2 or 3 year premium listing, we will be in touch with you shortly afterwards to start talking about your article and how you would like to be featured! This will include links to your site and up to 4 photos of your choice.

I'm having technical problems who can I contact?

Please e-mail a member of our support staff at enquiries@vanityqueen.co.uk