



Aline

BLACK ENVELOPE CLUB

ABOUT

The “Black Envelope Club” was founded by Celebrity Entrepreneur and influencer, Miss. Alina Liwo, who has had the pleasure of working with companies and brands; such as Kat Von D, Neutrogena, Amazon, Trip Advisor, etc., by writing reviews that have received thousands of views, and by providing them with social media promotional content.

As an up and coming influencer, Alina has used her platform to further assist the brands she collaborates with to aggregate sales and has further solidified the social media engagement of her followers via the creation of her online website: <https://www.alinaliwo.com>.



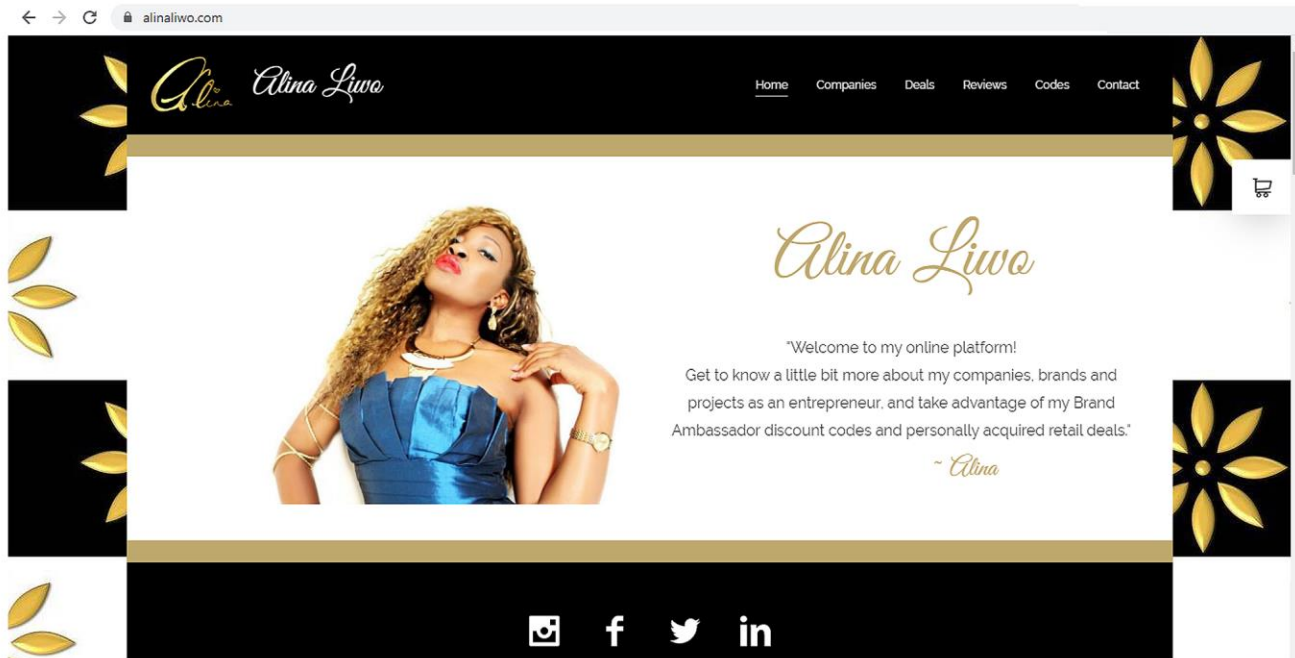
Miss. Alina Liwo



WEBSITE VISITORS

Since the launch of her website on March 13th, 2020, the website achieved a daily average of 70 visitors, and 2,100 visitors in its first month, and now sees an average of 1,500 visitors per day. Its highest percentage of visitors came from the United States; specifically, New York, Los Angeles, Chicago and Florida; with Dubai, United Arab Emirates coming in second.

The “Deals” page had the highest number of hits, reinforcing what Alina already knows. No matter what is going on in the world, the average person is still online shopping, and is always looking for a good deal.



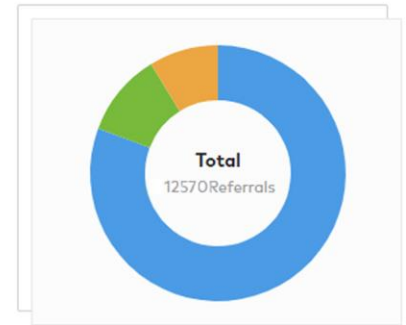
WEBSITE TRAFFIC

81% of traffic to Alina's website is organically generated via direct visits and browser searches; which is normal, as Alina is a very active member in both her USA and UAE communities.

Not only is Alina an award winning celebrity entrepreneur and the proud owner of ALITI GROUP LLC, the umbrella company of 13 sub-corporations, she is also a published author, exercises philanthropic efforts to those in need via the charity efforts departments of her companies, and actively contributes to a number of associations and organizations worldwide; such as the largest expatriate social network, InterNations, where she served as a Dubai-branch Consul to one of the organization's groups, and would oversee the social activities of 2700 members.

All Sources

Source	Visits	Share
direct	7946	81%
link	156	11%
social	135	9%
ad	0	0%
email	0	0%
local	0	0%
search	0	0%



WEBSITE SUBSCRIBERS

Alina's website currently has a total of 407 subscribers. A projected 20% increase in new monthly subscribers is expected for the month of December; estimating a total number of 488 by the end of 2022.

Subscribers are encouraged to upgrade their free subscription to the "Black Envelope Club" via a 50% discount incentive for their first month of registration into the "Black Envelope Club"; which guarantees our 100% transfer-rate of all subscribers into the "Black Envelope Club".



Look Out!



Alina Liwo <newsletter@alinaliwo.com>

3/4/2020 9:06 AM

To: ALINALIWO@YAHOO.COM

Alina

Insta of the week



CLICK HERE

Discounts for you!

CLICK HERE



Alina's
10% OFF
DISCOUNT



Our mailing address is:
Alina Liwo, P.O.Box 1342, Carlsbad, IL 62903-1342, USA

unsubscribe

BLACK ENVELOPE CLUB MEMBERSHIP REGISTRATIONS

Further and consistent marketing of the “Black Envelope Club” is projected to spark an organic 20% increase in membership registration through word of mouth and an additional 30% increase in membership registration due to paid social media marketing. By the end of December, Alina expects to see a projected 50% increase in new registrations; which will equal 244 new members and a total number of 732 “Black Envelope Club” members.

According to digitalcommerce360.com, the COVID-19 pandemic sparked a 56% increase in online sales across North America. Arabianbusiness.com reported that retailers in the United Arab Emirates experienced online sales growths as high as 800%. We therefore expect that these projected numbers are likely to be double.



BLACK ENVELOPE CLUB BRANDS

Members of the “Black Envelope Club” have access to a variety of products and/or services from companies all over the world on a monthly basis; exclusively pre-selected and provided to them by Alina.

These products and/or services fall under the following categories:

1. Health & Wellness
2. Apparel/ Jewelry
3. Cosmetics
4. Music
5. E-Books
6. Snacks & Treats



BUSINESS AFFILIATE REGISTRATION PROCEDURE

STEP 1:

Become a new Black Envelope Club Business Affiliate.

STEP 2:

Create your customized Business Affiliate Package on the Black Envelope Club website.



PROCEDURE

STEP 3:

Creation of Digital Black Envelope Club envelopes with your customized Digital Business Gift Card. Card will have :

1. The name of your brand
2. The name of your product
3. Additional brand information
4. Your exclusive brand purchase code



PROCEDURE

STEP 4:

Members will be sent their Digital Black Envelopes.

STEP 5:

Members will redeem their products via the Black Envelope Club website.

STEP 6: You will be forwarded the custom forms by our Black Envelope Club Members for you to complete the processing of their orders (free or discounted) + shipping payments.



Alina

FOR BLACK ENVELOPE CLUB MEMBERS - ONLY

USE YOUR DISCOUNT CODE

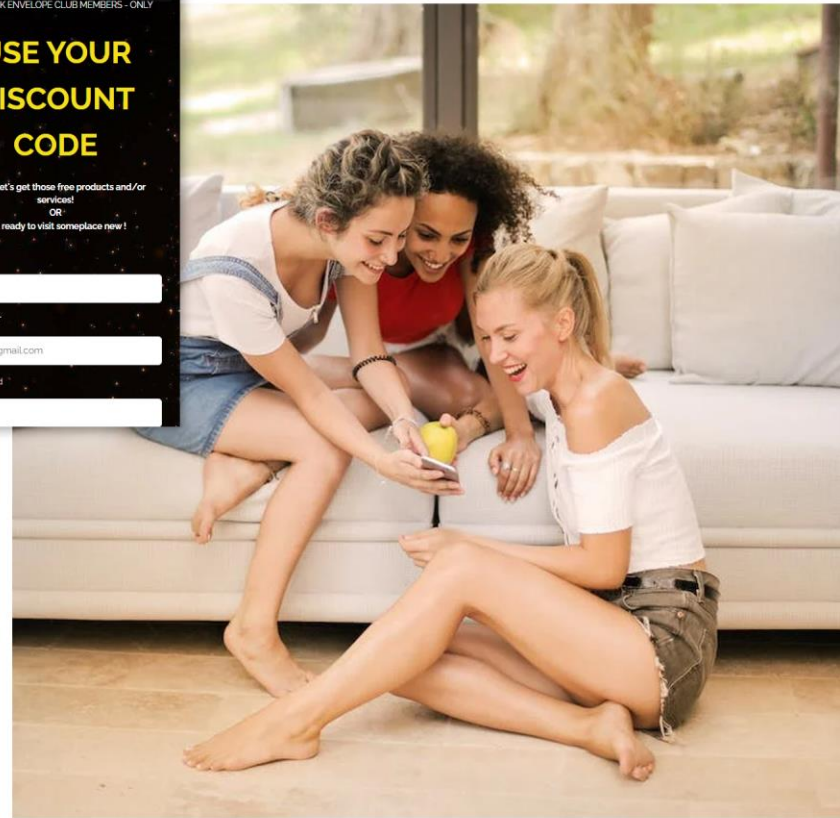
YAY!! Let's get those free products and/or services!
OR
Get ready to visit someplace new!

Full Name

Email Address

sample@gmail.com

Name of Brand



Members will have only 30 days to redeem the code to have access to your products and/or services.

BUSINESS AFFILIATE BENEFITS

As a Business affiliated with the Black Envelope Club, you will be will be entitled to the following benefits:

SOCIAL MEDIA REVIEWS:

Photo and video reviews on your products, services and business establishment on:

1. Instagram
2. Facebook
3. Twitter
4. YouTube

BUSINESS INTERVIEW:

Zoom interview on your business with Alina Liwo, with Black Envelope Club members in attendance, and Alina's social media followers.

This will give you direct access to a new client base.

BUSINESS PLATFORM REVIEWS:

Reviews on your products, services and business establishment on:

1. Google
2. Amazon
3. Trip Advisor
4. LinkedIn

SALES: Purchases made using discount codes by our members.

BUSINESS MARKETING: Paid social media ADs advertising your business, the products and/or services being offered to our members, and your Zoom interview with Alina Liwo that will be free for the general public to virtually attend.



BECOME A BLACK ENVELOPE CLUB BUSINESS AFFILIATE

Contact: BlackEnvelopeClub@alinaliwo.com

www.alinaliwo.com/BlackEnvelopeClub



A black envelope is shown at an angle, with its flap partially open. In the center of the envelope is a gold-colored logo consisting of the word 'Aline' in a cursive script, with a small heart symbol above the 'i'. Below the logo, the words 'BLACK ENVELOPE CLUB' are printed in a white, sans-serif font.

Aline

BLACK ENVELOPE CLUB

www.alinaliwo.com/blackenvelopeclub
blackenvelopeclub@alinaliwo.com