

Brand and Online Presence Assessment

Kariel Mandalas | Art, mandalas, and art therapy

Selected work from the assessment presented to the client on March 24, 2021.

The engagement

Review the business's online presence, assess brand consistency, and turn scattered information about its activities into practical recommendations for its digital channels.

My contribution

Competitive research, brand and content assessment, channel configuration, technical support, and personalized mentoring. I implemented corrections within my scope and guided the client through other adjustments.

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Brand | Business name

Initial findings ↓

The business used the name “Kariel” and a symbol as its visual identifier.

Its presentation needed to communicate the nature of the business more clearly and connect the visual identity with its name.

Assessment and recommendations ↓

I explored name treatments: KAriel, KAriel Mandalas, and Kariel Mandalas.

I proposed clearer descriptions, such as “A center for personal development through mandala art therapy.”

I recommended pairing the name with the symbol to make the brand easier to identify.

The documented scope was brand assessment and identity guidance, rather than the creation of a new logo.

Name | Founder | Artist

Turning personal background into a clear introduction

I organized the information the client shared by email and in conversation, making light editorial corrections to bring the key ideas behind her offering into focus.

Information provided ↓ Personal background, training, and motivations. Custom and decorative mandalas, workshops, and self-discovery activities.	Proposed structure ↓ Separate “who I am” from “what I do.” Introduce the founder, describe her activities, and organize the offering into content that could be used in profiles and posts.
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Applied example: a profile biography identifying the founder and explaining her work with mandalas.

Inspiration, training, and competition

I researched four industry references connected with the client's field, interests, and training. I documented their offerings, channels, websites, and publicly available community figures at the time.

References researched ↓	Information documented ↓
1. Mandalas & Cuentos.	• Description of the offering and approach.
2. Mandalas Para la AutoSanación, by Anabel Lozano Gala.	• Introduction to the people behind it.
3. Mandalas de Sabiduría.	• Facebook, Instagram, YouTube, and websites, where available.
4. Arte y Mandalas con Guadalupe.	• Follower or member counts as context in 2021.

The report grouped these as competitors, sources of inspiration, and training references; not all were treated as direct competitors.

Online presence | Connecting the channels

Platform review ↓

Facebook: page name, username, information, and categories.

Instagram: name, biography, and consistency with Facebook.

YouTube: basic information, cover image, and connections to other channels.

Guidance and tasks ↓

Standardize brand identification and complete missing information.

Connect the channels to make it easier for visitors to move between them.

Support updates to Facebook and Instagram.

Recommend reserving a domain name to support future growth.

Implemented example: the consistent username @karielmandalas on Facebook and Instagram.

Contact methods | Brand continuity

Observations ↓

Contact information was spread across accounts and channels and needed to be organized.

The email address and displayed sender name needed to represent the business more clearly.

Recommendations and application ↓

Create a branded email address.

Provide direct access to WhatsApp and Messenger.

Review the sender name and presentation of contact details.

Develop a reusable communication signature: copy-and-paste blocks reinforcing the brand, channels, and contact options.

During the session, we created the business email account and corrected the Messenger link. Personal contact details are omitted here.

Hashtags | Research and usage guidance

I researched hashtags related to the business and compared public post counts, including spellings with and without accents. I also explained their purpose and how usage differed across channels.

Examples from the 2021 research ↓	Guidance provided to the client ↓
#arteconintención: 38 posts. #arteconintencion: 1,052 posts. #meditacionconmandalas: 810 posts. #karielmandalas: no posts recorded in the research.	Choose hashtags relevant to the content and the business. Distinguish broad, specific, and branded hashtags. Use a new branded hashtag consistently and account for differences between platforms.

Historical figures from the original report, included as research examples rather than current recommendations or performance results.

Services | Content and publishing

Organizing the offering ↓ I organized the information provided about art therapy, custom mandalas, intention-based mandalas, and individual and group workshops. I proposed sample descriptions and a repeatable pattern for explaining each service and inviting inquiries.	A practical structure for posts ↓ 1. Image or video. 2. Inspiration or reflection. 3. Description of the piece or activity. 4. A contact method suited to the goal. 5. Relevant hashtags.
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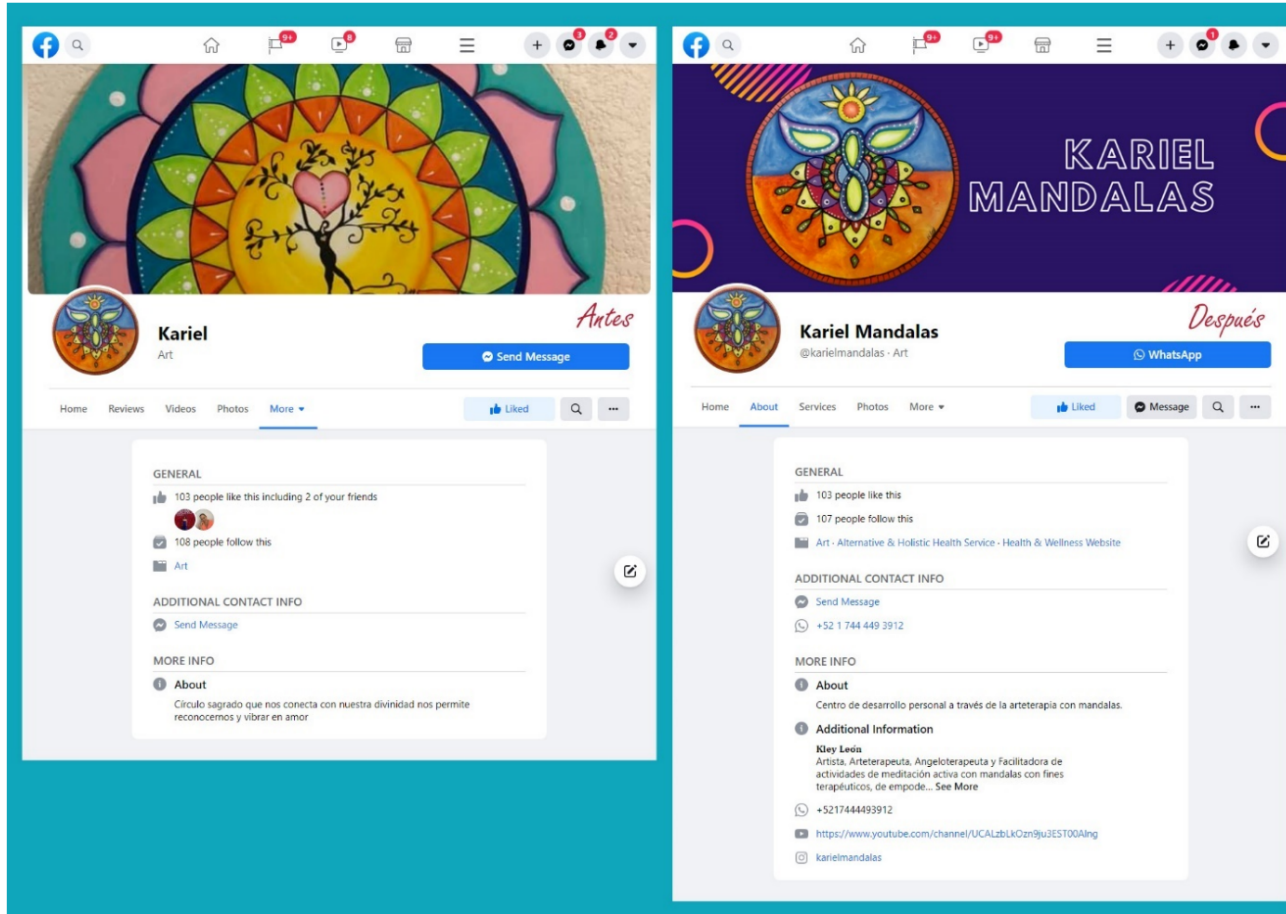
I also identified recurring content themes: daily inspiration, completed pieces, custom mandalas, and workshop or event announcements.

Recommended resources | Everyday tools

Selected tools ↓	Purpose of the recommendation ↓
Canva.	Edit visual content more independently.
Facebook and Instagram management tools.	Manage publishing from a central place.
Word or Google's document editor.	Prepare and review text before posting.
Notepad and symbol resources.	Remove unwanted formatting and access supporting resources.
WhatsApp Business.	Complete the business profile and organize responses.

Recommendations reflected the client's needs and the tools available in March 2021.

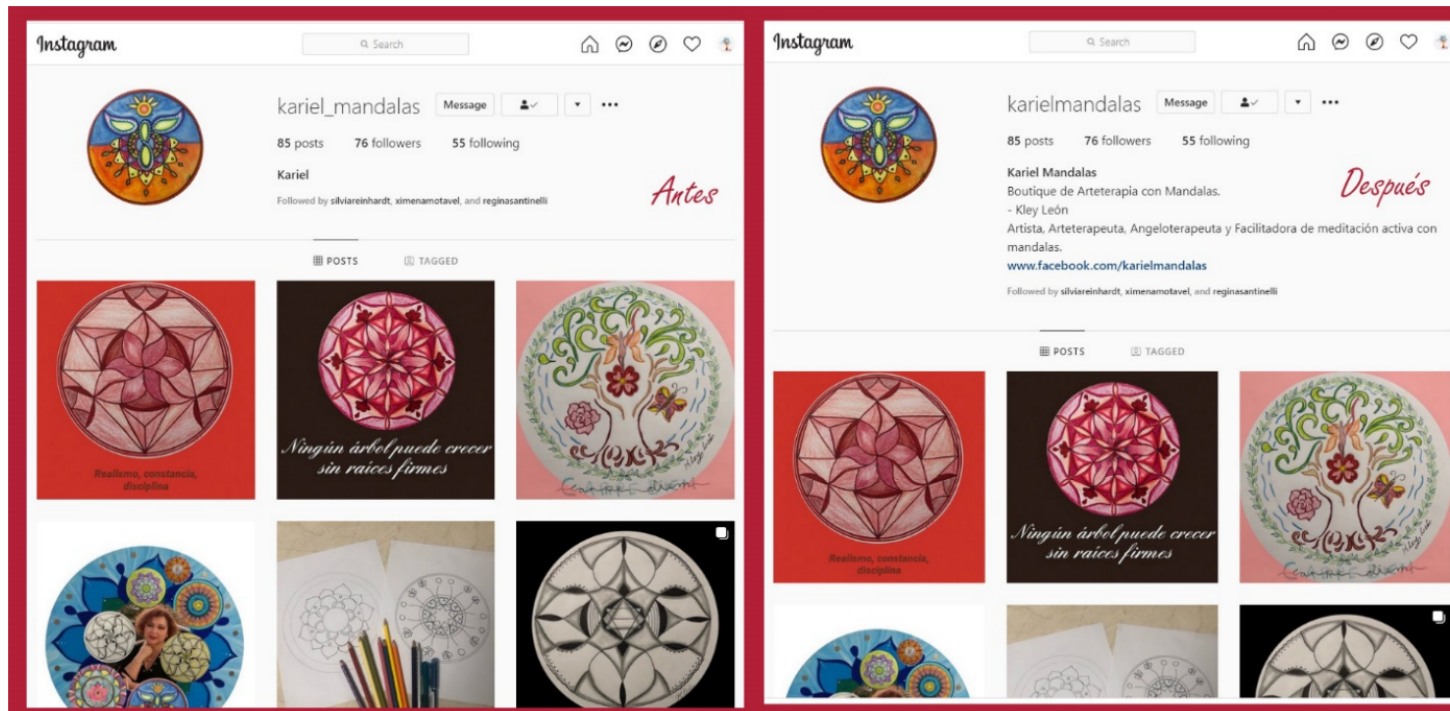
Facebook | Before and after



Updates supported remotely

- Consistent name and username.
- A clearer business introduction.
- Completed page information and categories.
- WhatsApp, Instagram, and YouTube added.
- Services enabled, with a demonstration of how to add one.

Instagram | Before and after



Clarity and consistency

Name: Kariel Mandalas.

Description: "Boutique de Arteterapia con Mandalas" (mandala art therapy boutique).

An introduction to the founder and her work.

A link to Facebook and a consistent username across both channels.

Mentoring, implementation, and delivery

Beyond the assessment

I implemented corrections within my scope and guided the client through other adjustments with hands-on technical support and personalized mentoring. I transferred practical knowledge so she could manage and maintain her online presence with greater independence and confidence.

Deliverables ↓ • A 17-page assessment report. • A plain-text communication signature. • A rich-text signature. • A recording of the session.	Session and practical application ↓ A two-hour, forty-minute Zoom session. Joint review, configuration updates, and practical demonstrations to help the client apply the recommendations.
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Selected tasks and examples from the report presented to the client in March 2021.