
Bath & Body Works Strategic Marketing Plan

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Products & Services

Products	Services
<ul style="list-style-type: none"> • Lotions • Perfumes • Body Sprays • Candles • Wall Plug-Ins • Hand sanitizers • Soaps • Lip Glosses • Air Fresheners • Shower gels • Body Scrubs • Colognes • Other men's products 	<ul style="list-style-type: none"> • Providing samples • Assisting with scent selection

Step 1: Identify Your Target Market and Create Personas

I created customer personas to representation of a company's target market based on data collected from existing and target customers. Personas help companies understand the challenges customers face and guide social media marketing strategy.

Persona Name: Young Girls	
Age: 16-25	Location: San Juan County
Gender: Female	Income: \$12,000 to \$29,000
Occupation: Retail	Family: 1-2-person household
Job title: Cashier	Social networks: Instagram, Facebook, Snapchat, and TikTok
Company size: 10	Interests: Shopping, going to dances, and makeup.
Pain points: Small income & Hard to appease	Values: Friends, free-time, and looking good.

Where and how they purchase: Online or in-person.	
Bio: Young and teenage girls that find looking good a priority. They love to feel like they belong and enjoy showing off their style.	

Persona Name: Young Female Adults	
Age: 25-34	Location: San Juan County
Gender: Female	Income: \$30,000 to 49,000
Occupation: Clerical	Family: 2-5-person household
Job title: Receptionist	Social networks: Instagram, Snapchat, Facebook, Pinterest & Twitter
Company size: 20	Interests: Family events, concerts, and shopping.
Pain points: Lack of disposable income & shopping time is limited Where and how they purchase: Online and in-store	Values: Family, saving money, and confidence.
Bio: Young female adults with family that enjoy saving money and feeling great. They love to smell good and are always on the go.	

Persona Name: Young Adult Male	
Age: 18-32	Location: San Juan County
Gender: Male	Income: 20,000 to 40,000
Occupation:	Family:

Retail	1–4-person household
Job title: Car Salesman	Social networks: Facebook, Instagram, Twitter, Snap Chat and TikTok
Company size: 25	Interests: Going to concerts, eating out, and attending parties.
Pain points: Works a lot & May be hard to up-sell Where and how they purchase: in-store and online	Values: Free-time, work, and friends.
Bio: Young adult male that loves going out and socializing. They are confident and hard-working.	

Step 2: Conduct a Social Media Audit

Next, I conducted an audit of the company’s social media accounts.

Site	Account optimized?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand?
Facebook	Yes	10,509,620	1x a day	1,500	25,000	Yes
Instagram	Yes	7,000,000	2x a day	40,000	1,000,000	Yes
Twitter	Yes	308,600	1x a day	100	1,500	Yes
LinkedIn	Yes	387,272	2x a week	450	500	Yes
Pinterest	Yes	430,700	2x a week	10	1,000	Yes
Snapchat	None	N/A	N/A	N/A	N/A	N/A
YouTube	Yes	27,600	1x a month	50	1,000	Yes
TikTok	Yes	189,800	1x a day	1000	1,000	Yes

Hyperlink to social media account(s):

- https://www.facebook.com/bathandbodyworks/?ref=page_internal
- <https://www.instagram.com/bathandbodyworks/>
- <https://twitter.com/bathbodyworks>
- <https://www.linkedin.com/company/bath-&-body-works/>
- <https://www.pinterest.com/bathbodyworks/shop/>
- <https://www.tiktok.com/@bathandbodyworks?lang=en>
- <https://www.youtube.com/user/bathandbodyworks/featured>

Which platforms perform best and why?

- Facebook and Instagram perform the best. This may be due to frequency of posting and more visually appealing content.

The number of reviews/testimonials

- 4,000 (Most are positive).

Customer Inquiries

- Requests to resolve issues with poor-quality products, sales not as advertised, and questions about new or seasonal products.



Average response rate to customer inquiries

- Within the same day.

Content gaps, lack of posting, poor branding, etc.


- There are a lot of content gaps on Pinterest, YouTube, and LinkedIn.
- Some content lack hashtags, have poor or irrelevant language, and some posts do not tell the customer to take action




Top-Performing Posts

 **Bath & Body Works** 
October 10 at 2:50 PM · 🌐

Just spotted: Your first taste of Christmas!! 🎄🔥 Holiday classics and NEW festive faves are in stores and online 🌱 What fragrance are you hoping to see this year?

POV: It's October and you spot Christmas in stores



   River Life Styles, Holly's Painted Crafts and 1.5K others · 548 Comments · 209 Shares



bathandbodyworks



bathandbodyworks SOUND ON Light it up and let it SNOW – This 3-Wick Candle Holder is an adorable addition to your Christmas décor Who else wants one? @bathandbodyworksblogger1

P.S. Comment or post your hauls using #MakeJoyHappenSweepstakes and you may get a surprise in your DMs! NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States, DC, and Puerto Rico.



75,843 views
4 DAYS AGO



0:00 2,220 views



Bath & Body Works @bathbodyworks · Oct 28



\$5.95 SINGLE WICK CANDLES STARTS TODAY!! Get a head start on stocking stuffers for everyone on your list Details

October 28 & 29 ONLY

SO MANY fragrances to choose from, including NEW holiday scents

Conduct a Competitive Analysis

Next, I conducted a competitive analysis of the company's top two competitors.

Victoria's Secret

Site	Account optimized?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand?
Facebook	Yes	29,000,000	3x a day	500	30,000	Yes
Instagram	Yes	73,500	3x a day	10,000	50,000	Yes
Twitter	Yes	10,400,000	2x a week	200	3,000	Yes
LinkedIn	Yes	444,658	2x a month	500	500	Yes
Pinterest	Yes	698,700	1x a week	20	750	Yes
Snapchat	No	N/A	N/A	N/A	N/A	N/A
YouTube	Yes	1,910,000	1x a week	100	5,000	Yes
Other	No	N/A	N/A	N/A	N/A	N/A

Hyperlink to social media account(s):

- https://www.facebook.com/victoriasssecret/videos/?ref=page_internal
- <https://www.instagram.com/victoriasssecret/>
- <https://twitter.com/VictoriasSecret>

- <https://www.linkedin.com/company/victoria's-secret/posts/?feedView=all>
- <https://www.pinterest.com/victoriassecret/saved/>
- <https://www.youtube.com/c/VictoriasSecret/featured>

Which platforms perform best and why

- Facebook and Twitter perform the best. They have the best content. The content is more visually appealing on these platforms. They ask more questions to get the audience to engage.

The number of reviews/testimonials

- 17,000 reviews (Mostly positive).

Customer inquiries

- Questions about product lines, promotions, and availability.

Average response rate to customer inquiries

- Within the same hour.



Content gaps, lack of posting, poor branding, etc.

- LinkedIn, Pinterest, and YouTube have big content gaps. LinkedIn and Pinterest could optimize their pages a little better for brand recognition.

Top-Performing Posts







victoriasecret  Original audio 



victoriasecret  This gifting season, we're all about treating ourselves—especially with The Signature-Scent Event. This weekend only, discover your new favorite with buy one, get one free on fine fragrances.

2d



elaineaxu love  2d 3 likes Reply 

 View replies (1)



11,618 likes
2 DAYS AGO



Victoria's Secret 

173.5K Tweets

Following



Victoria's Secret  @VictoriasSecret · Oct 3 

Toss out the dictionary—all expressions, no definitions. Tell us, what makes you #Undefinable?

Nothing can define us.

We define ourselves.

Not your standards.

The standard I hold myself to.

Not your stereotypes.

How I see myself.

Not your fantasies. Not anymore.

The fantasies I create.

undefinable

Dillard's

Site	Account optimized ?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand?
Facebook	Yes	688,660	2x a day	100	100	Yes
Instagram	Yes	344,000	3x a day	150	300	Yes
Twitter	Yes	29,800	1x a day	4	50	Yes
LinkedIn	Yes	61,600	No Posts	N/A	N/A	Yes
Pinterest	Yes	176,300	2x a week	3	1,500	Yes
Snapchat	None	N/A	N/A	N/A	N/A	N/A
YouTube	Yes	4,830	4x a day	5	25	Yes
Other	None	N/A	N/A	N/A	N/A	N/A

Hyperlink to social media account(s):

- https://www.facebook.com/Dillards/videos/?ref=page_internal
- <https://www.instagram.com/dillards/>
- <https://twitter.com/Dillards>
- <https://www.linkedin.com/company/dillards/>
- <https://www.pinterest.com/dillards/saved/>
- <https://www.youtube.com/watch?v=uFuclJ2fyMA>

Which platforms perform best and why

- Facebook, Instagram, and Pinterest perform the best. They maintain relevant branded content and post more frequently on those platforms.

The number of reviews/testimonials

- YouTube had some testimonials. They were all positive.

Customer inquiries

- Some were complaints about customer satisfaction and product questions.

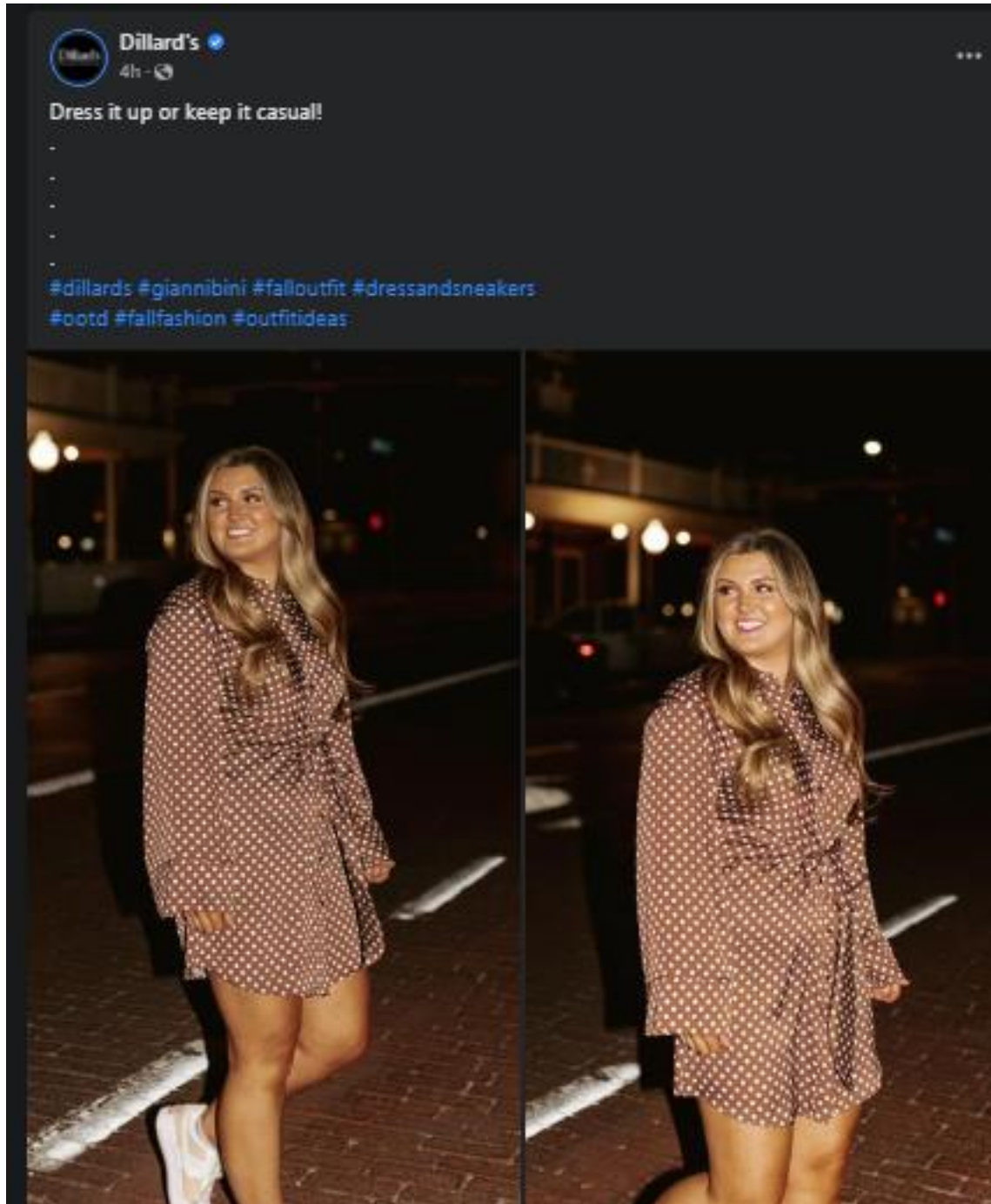
Average response rate to customer inquiries

- Within the same hour.

Content gaps, lack of posting, poor branding, etc.

- There were not a lot of hashtags or emojis. They did not get the audience to engage well on many posts. Captions may be a big part of that.

Top-Performing Posts





← **Dillard's** 
5,902 Tweets

Following



Dillard's  @Dillards · Oct 24
We have the perfect Halloween costume ideas for you!
Shop Here: bit.ly/3MNifpm



Create a SWOT Analysis

I created a SWOT analysis for our social media accounts.

Strengths: <ul style="list-style-type: none">● We are on all major platforms● We have a bigger audience than others● We respond to our customers● We have good content● We have a strong product line● We relate to the audience	Opportunities: <ul style="list-style-type: none">● New platforms● Advertising availability● Ability to answer questions● Audience likes funny content● Reach can be increased● Influencer marketing can be effective
Weaknesses: <ul style="list-style-type: none">● Post more relevant content● Use the 80/20 rule● Get the audience to engage more● Host more live events● Post more often on low-performing sites● Use more hashtags to gain reach	Threats: <ul style="list-style-type: none">● Poor economy● Competition● Rising costs● Labor shortage● Market changes● Consumers have options

Step 3: Establish Goals, Objectives, and Metrics

Goals	Objectives	Metrics
<ol style="list-style-type: none">1. Increase engagement2. Post more high-quality content3. Gain more followers	<ol style="list-style-type: none">1. Increase engagement by 50% every month.2. Post 6 more higher quality content posts on YouTube and Pinterest each month.3. Gain 1,000 new followers between all platforms within a month	<ol style="list-style-type: none">1. # of engagements2. # of posts3. # of followers

Step 4: Determine Resources, Roles, and Responsibilities

I determined the available or suggested resources to meet the goals, objectives, and metrics identified in step 3. I defined roles and responsibilities for each of the team members.

Available Resources

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube
- LinkedIn
- Tik Tok

Suggested Resources

- Snapchat
- Google Analytics
- SEM Rush
- Adobe Creative Suite

Estimated budget and why:

- Monthly: \$8,500
- Quarterly: \$25,500
- Semi-Annually: \$51,00
- Annually: \$102,000

According to [Hootsuite](#), most large businesses spend an average of \$100,000 annually on marketing efforts. Large businesses have 50 employees or more. Bath and Body Works is located nation-wide, so it is a large business. I divided 100,000 by 12 and got \$8,333. I rounded that up and then did the rest of the math. Each month, at least \$8,500 will be used for marketing.

Required personnel

- Marketing Coordinator
- Social Media Manager

Roles and responsibilities for each personnel:

Marketing Coordinator

- Research competitor's products by evaluating prices and characteristics.
- Support and advise sales staff and marketing team.
- Collect, analyze, and summarize sales data for marketing reports.
- Track sales and costs to determine ROI.
- Implement marketing campaigns and strategies by reviewing objectives and goals.
- Market advertising efforts to the appropriate channels.

Social Media Manager

- Plan and develop social media campaigns across all platforms.
- Create and design social media content that meets business needs.
- Research current trends that associate with our target market.
- Research competitor's social media accounts and strategies.
- Analyze sales and marketing data and to determine areas of improvement.
- Respond to customer comments and inquiries on social media platforms.

Step 5: Establish a Tone of Voice

A brand's tone of voice expresses the brand's personality. I established a tone of voice, start by identifying the characteristics the brand should embody.

1. If the brand were a person, what would his/her personality be?

- Cheerful
- Imaginative
- Confident

2. How would the brand speak with customers?

Products and services are inspired by you. We create all products with love and care. We stand strong on our values of inclusion and diversity. We believe everyone should be able to express themselves through aromatherapy. Pampering yourself is something to embrace.

3. See the brand from the customer's eyes: How would the customer describe the brand if it was a person?

Customers would describe us as fun and unique. They know that we offer a huge selection of products that are just what they need. There is always someone helpful and knowledgeable when you shop online and in-stores. We offer high-quality products and the best customer service.

4. A. What is the brand's character: friendly, professional, warm, playful, casual, sarcastic, authoritative, or inspiring?

- Playful
- Inspiring

B. Explain and expand on the character.

We are playful because we let customers express themselves and explore their options. We have a mix of scents and a combination of products where the possibilities are endless. You can express yourself freely with something powerful. We are inspiring because we help boost your confidence.

5. A. What is the brand's purpose: to engage, educate, entertain, inform, sell, amplify, or delight?

- Delight
- Engage

B. Explain and expand on the brand’s purpose.

We aim to delight our customers with powerful and soft scents. The quality of our products come from our care for our customers. We like our audience to engage with us. They tell us what they love and what can be improved. We will always take their feedback and improve ourselves.

6. A. What is the brand’s tone: personal, honest, direct, humble, or scientific?

- Personal

B. Explain and expand on the brand’s tone.

We encourage our customers to be themselves. We make the experience personal by offering exceptional customer service and plenty of options.

7. A. What is the brand’s language: complex, simple, fun, serious, or savvy?

- Fun

B. Explain and expand on the brand’s language.

We make the shopping experience fun by using bright colors, beautiful designs, and elegant packaging. We know that visual appeal is important. It’s fun because different scents are for different moods.

Step 6: Platform Selection

Just because a brand is already active on a social network does not mean it is the best network for its audience. Whether accounts have already been created or are yet to be created, businesses need to assess and select which networks their brands will be active on. I list the platforms for my company and explain why I chose those platforms.

Platform 1 – Facebook

Why I chose this platform:

- It’s one of the largest social media platforms, with 2.11 billion people being potential customers (Beveridge, 2022).

- Competitors do well with marketing on Facebook.
- 49% of users log on multiple times a day (Beveridge, 2022).

Demographic reasoning:

- Average age of users: 25 -34 years old
 - 26.4% of all users (Barnhart, 2022).
- Next largest age group: 35-44 years old
 - 18.2% of all users (Barnhart, 2022).
- 43.4% of users are female, our main target market (Beveridge, 2022).

Platform 2 – **Instagram**

Why I chose this platform:

- Potential reach is 1.48 billion (Mclachlan, 2022).
- 60% of people claim they found new products on Instagram (Aslam, 2022).
- Instagram is a part of Meta. Meta is known for helping marketers reach their audiences.

Demographic reasoning:

- 31.5% of users are 25-34 years old (Mclachlan, 2022).
- Female users make up 49.3% of all users (Mclachlan, 2022).
- 18–24-year-olds make up 30.1% of all users (Mclachlan, 2022).

Platform 3 – **TikTok**

Why I chose this platform:

- It has the right set of demographics for targeting our audience.
- Videos get more views and interactions than photos alone.
- Users spend more time on TikTok than YouTube (Lin, 2022).

Demographic reasoning:

- The primary age group is 18-24%
 - This is 43.7% of all users worldwide (Lin, 2022).
- Second largest age group is 25-34 years old.
 - They make up 31.9% of all users (Lin, 2022).
- 57% of users are female.

Platform 4 – Pinterest

Why I chose this platform:

- Shoppers spend twice as much than on other platforms (Barnhart, 2022).
- Conversions are more likely on Pinterest.
- More young users are starting to use the platform.

Demographic reasoning:

- Women make up 60% of all users (Barnhart, 2022).
- Primary users are ages 50-64(Barnhart, 2022).
 - This makes up 38% of users.
- At least 21 million users are Gen Z (Barnhart, 2022).

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Step 7: Create a Distribution and Content Strategy

The social media distribution strategy determines the network and frequency of posts, as well as the types of content that will be published on each network. A social media content strategy, on the other hand, is the planning, development, and management of social media content.

I filled out a table for each social media platform you plan to utilize with the details of your distribution strategy. Copy and paste as many tables as needed for each platform.

Platform: Facebook

Content Types:	Post Frequency:
● Image	1. Daily
● Video	2. Daily
● Blog Post	3. Monthly
● Influencer Marketing	4. 2x a month
● Memes	5. Weekly
● Infographics	6. Weekly
● Polls	7. Weekly
● UGC	8. Weekly
● Contests	9. Monthly
● Article	10. 2x a week

<p>Content Mix:</p> <ol style="list-style-type: none"> 1. 2 Images, 1 Video, & Influencer Marketing 2. 2 Images, 1 Video, & Article 3. 2 Images, 1 Video, & Infographic 4. 2 Images, 1 Video, & Meme 5. 2 Images, 2 Videos, & Poll 6. 1 Image, 2 Videos, & Article 7. 1 Image, 2 Videos, & Blog Post 8. 2 Image, 2 Videos, & Contest 	<p>Optimal Days and Times to Post:</p> <ol style="list-style-type: none"> 1. Sunday: 10am, 4pm, & 7pm 2. Monday: 12pm & 2pm 3. Tuesday: 11am, 1pm, & 3pm 4. Wednesday: 12pm, 2pm, & 6pm 5. Thursday: 9am, 11am, 1pm & 3pm 6. Friday: 9am, 11am, 1pm, & 3pm 7. Saturday: 9am, 11am, 1pm, & 3pm
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Platform: Instagram

<p>Content Types:</p> <ol style="list-style-type: none"> 1. Image 2. Video 3. Blog Post 4. Influencer Marketing 5. Memes 6. Polls 7. UGC 8. Contests 	<p>Post Frequency:</p> <ol style="list-style-type: none"> 1. Daily 2. Daily 3. Weekly 4. 2x a week 5. Weekly 6. 2x a week 7. Weekly 8. Monthly
<p>Content Mix:</p> <ol style="list-style-type: none"> 1. 1 Image, 1 Video, & Blog Post 2. 1 Image, 1 Video, & Influencer Marketing 3. 1 Image, 1 Video, & Memes 4. 1 Image, 1 Video, & Poll 5. 1 Image, 1 Video, & Contest 6. 1 Image, 2 Videos, & UGC 7. 1 Image, 2 Video, & Influencer Marketing 8. 1 Image, 2 Video, & Poll 	<p>Optimal Days and Times to Post:</p> <ol style="list-style-type: none"> 1. Sunday: 10am, 3pm, & 5pm 2. Monday: 2am, 8am & 11am 3. Tuesday: 11am, 1pm, & 3pm 4. Wednesday: 12pm, 2pm, & 6pm 5. Thursday: 2am, 8am, 1pm & 5pm 6. Friday: 10am, 12pm, & 10pm 7. Saturday: 9am, 12pm, & 3pm

Platform: TikTok

<p>Content Types:</p> <ol style="list-style-type: none"> 1. Video 2. Influencer Marketing 3. Polls 4. UGC 5. Contests 	<p>Post Frequency:</p> <ol style="list-style-type: none"> 1. Daily 2. 2x a week 3. 2x a week 4. 2x a week 5. Monthly
<p>Content Mix:</p> <ol style="list-style-type: none"> 1. 2 videos & Influencer Marketing 2. 3 videos & Poll 3. 3 videos & UGC 4. 3 videos & Influencer Marketing 5. 2 videos & Poll 6. 2 videos & UGC 7. 3 videos & Contest 	<p>Optimal Days and Times to Post:</p> <ol style="list-style-type: none"> 1. Sunday: 8am, 4pm, & 6pm 2. Monday: 6am, 10am, 12pm & 10pm 3. Tuesday: 2am, 4am, 9am & 5pm 4. Wednesday: 8am, 12pm, 2pm, & 6pm 5. Thursday: 9am, 12pm, & 7pm 6. Friday: 5am, 1pm, & 3pm 7. Saturday: 8am, 11am, 7pm, & 8pm

Platform: Pinterest

<p>Content Types:</p> <ol style="list-style-type: none"> 1. Image 2. Video 3. Blog Post 4. Influencer Marketing 5. UGC 6. Infographic 	<p>Post Frequency:</p> <ol style="list-style-type: none"> 1. Daily 2. Daily 3. 3x a week 4. 2x a week 5. Weekly 6. Weekly
<p>Content Mix:</p> <ol style="list-style-type: none"> 1. 1 Image, 1 Video, & Blog Post 2. 1 Image, 1 Video, & Influencer Marketing 3. 1 Image, 1 Video, & UGC 4. 1 Image, 1 Video, & Infographic 5. 1 Image, 2 Video, & Influencer Marketing 6. 2 Images, 1 Video, & Blogpost 	<p>Optimal Days and Times to Post:</p> <ol style="list-style-type: none"> 1. Sunday: 10am, 3pm, 6pm, & 9pm 2. Monday: 9am, 1pm & 5pm 3. Tuesday: 11am, 1pm & 3pm 4. Wednesday: 12pm, 2pm, & 6pm 5. Thursday: 9am, 11am & 10pm 6. Friday: 9am, 11am, & 10pm 7. Saturday: 9am, 12 pm, 3 pm, & 9pm

Step 8: Create a Social Media Content Calendar and Schedule Posts

Facebook						
Content Type	Day	Post Time	Post Topic	Facebook Post Text	Image/Video/GIF	Call to Action Link
Video	Sunday January 31	12:00 PM	Lotion Promotion	Check out our NEW lovely scents of the season! Click here to shop now:		https://www.bathandbodyworks.com/
Image	Monday February 1	1:00 PM	Men's Promotion	Men deserve to smell good too! Give your loved one the gift of smelling good! See offers:		https://www.bathandbodyworks.com/
GIF	Tuesday February 2	2:00 PM	Candle Promotion	Won't you be mine? This scent smells like sweethearts.		https://www.bathandbodyworks.com/
Poll	Wednesday February 3	6:00 PM	Scent Promotion	What's on your wish list? Tell us what you think below:		https://www.bathandbodyworks.com/
UGC	Thursday February 4	9:00 AM	Lip Gloss Promotion	Ooh La La! The best lip glosses of the season! Shop now:		https://www.bathandbodyworks.com/
Image	Friday February 5	11:00 AM	Company Culture	Sending our love from Bath & Body Works! We love our customers.		https://www.bathandbodyworks.com/
Article	Saturday February 6	3:00 PM	Body Scrub Promotion	Relieve stress with aromas of eucalyptus & peppermint. Smells like relief. See offers		https://www.bathandbodyworks.com/

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Instagram

Content Type	Day	Post Time	Post Topic	Instagram Post Text	Image/Video/GIF	Call to Action Link
Infographic	Sunday January 31	10:00 AM	Customer Appreciation	Sharing some love. We wanted to let you know we think you are AMAZING! #customerappreciation		https://www.bathandbodyworks.com/
Image	Monday February 1	11:00 AM	Wallflower Promotion	Wallflowers make your favorite part of the house smell lovely. New scents just dropped! Shop now. #wallflowers		https://www.bathandbodyworks.com/
Video	Tuesday February 2	1:00 PM	Perfume Promotion	Smelling good does feel like a fairytale! Check out the latest offers on perfumes: #perfumes		https://www.bathandbodyworks.com/
UGC	Wednesday February 3	12:00 PM	Recycling Candle Jars	userjane12 shows us a great example of being green by reusing our candle jars. Thanks for sharing Jane! #recycle #candlejars		https://www.bathandbodyworks.com/
Infographic	Thursday February 4	5:00 PM	Moisturizer Promotion	Figuring out the right type of moisturizer for you shouldn't be hard. We created this handy guide to pick what's best for you!		https://www.bathandbodyworks.com/
Video	Friday February 5	12:00 PM	Lotion Promotion	The newest collection of body lotions smell and look exciting. Click here to see the latest body lotion offers: #smellgood		https://www.bathandbodyworks.com/
Poll	Saturday February 6	9:00 AM	Fragrance Promotion	Love is the air! Our Valentine's Collection is just what you need to look & feel amazing. #valentines		https://www.bathandbodyworks.com/

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TikTok

Content Type	Day	Post Time	Post Topic	TikTok Post Text	Image/Video/GIF	Call to Action Link
Video	Sunday January 31	4:00 PM	Candle Promotion	Soo many scents to choose from at Bath & Body Works. Click here to shop the best-selling candles:		https://www.bathandbodyworks.com/
UGC	Monday February 1	10:00 AM	Sale Promotion	katedoe29 sure was excited to shop our semi-annual. These deals are available for a limited time. Shop now:		https://www.bathandbodyworks.com/
Video	Tuesday February 2	9:00 AM	Hand Soap Promotion	Our hand soaps are curated with high-quality ingredients & scents that leave you smelling good. Click here to learn more:		https://www.bathandbodyworks.com/
UGC	Wednesday February 3	12:00 PM	Scent Promotion	A scent for you.. A scent for you! A match made in heaven. Click here to see offers.		https://www.bathandbodyworks.com/
Infographic	Thursday February 4	9:00 AM	Black History Month	At Bath & Body Works, we believe in the power of making a change. Black History Month is something to be celebrated!		https://www.bathandbodyworks.com/
Video	Friday February 5	1:00 PM	Shower Gel Promotion	How many different scents of shower gel do you think we offer? There's too many to count! See the best-selling shower gels we offer.		https://www.bathandbodyworks.com/
Image	Saturday February 6	7:00 PM	Fragrance Promotion	Look good & smell good with our latest perfume options. Satisfaction Guaranteed. Click here to shop now:		https://www.bathandbodyworks.com/

Pinterest

Content Type	Day	Post Time	Post Topic	Pinterest Post Text	Image/Video/GIF	Call to Action Link
Infographic	Sunday January 31	4:00 PM	10:00 AM	What's your go-to Bath & Body Works fragrance? We would love to know. Comment below:		https://www.bathandbodyworks.com/
Image	Monday February 1	9:00 AM	Body Cream Promotion	Our fragrance Warm Vanilla Sugar has scents of vanilla & brown sugar. Our body creams are rich & have long-lasting fragrance. See offers.		https://www.bathandbodyworks.com/
Video	Tuesday February 2	11:00 AM	Lotion Promotion	Our lotions give the right amount of moisture & look great with a fresh manicure. Click here to shop now:		https://www.bathandbodyworks.com/
UGC	Wednesday February 3	1:00 PM	Shopping Promotion	We love when your customers are happy about saving \$\$\$\$. Check out the latest sale:		https://www.bathandbodyworks.com/
Video	Thursday February 4	11:00 AM	Body Mist Promotion	Our body mist collection pairs with lotions. Be unstoppable with the newest exciting fragrances. Learn more.		https://www.bathandbodyworks.com/
Image	Friday February 5	10:00 PM	Shower Gel Promotion	You're The One for me! This scent is perfect for Valentine's Day! Save 20% of all Valentine's Day specialty items. Click here to shop now:		https://www.bathandbodyworks.com/
Infographic	Saturday February 6	3:00 PM	Return Policy	Not happy with your purchase? Our return policy is as great as it gets. Satisfaction Guaranteed Always!		https://www.bathandbodyworks.com/