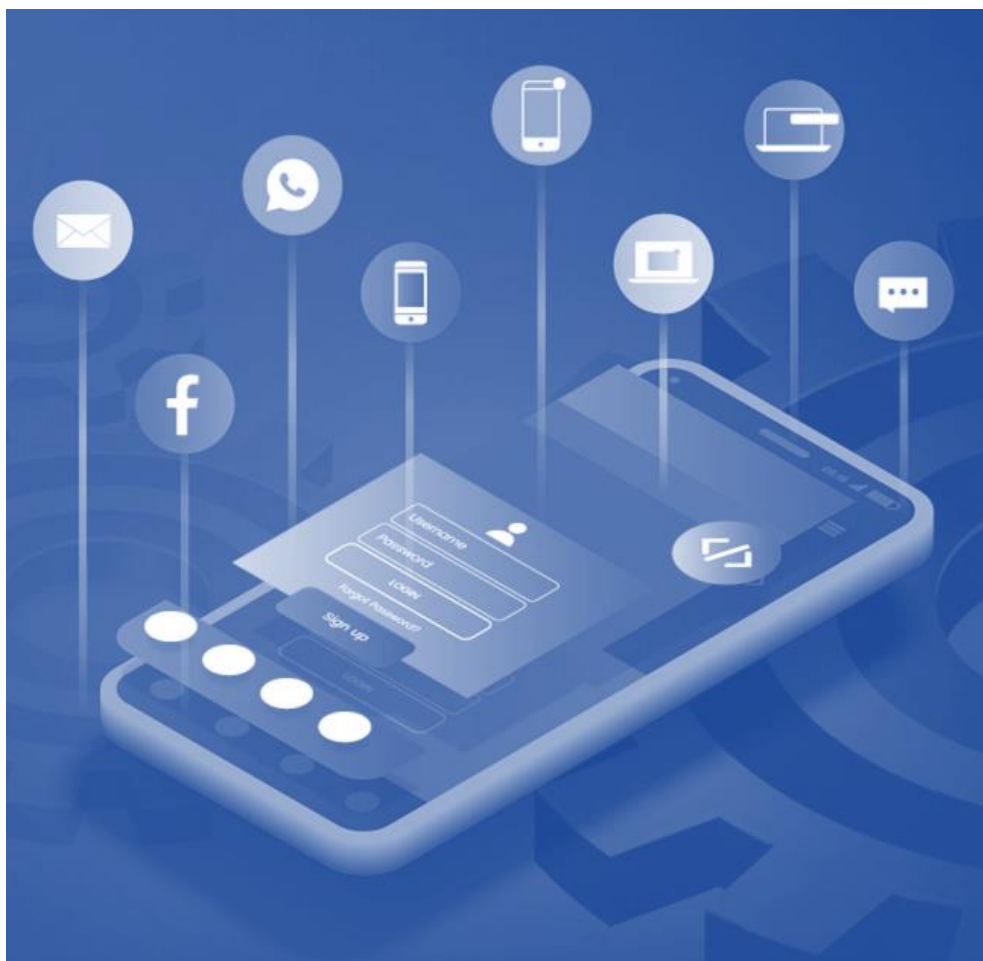


Mobile Marketing Plan

Bath & Body Works



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Company Overview

Overview

Bath & Body Works is a global retail company that sells scented items such as lotions, soaps, candles, fragrances, and many other fantastic items. Our fragrance options are for both body and home. We also offer services that include providing samples and assisting customers with scent selection.

Mission

Our mission is to provide our customers with the opportunity to save money while enjoying high-quality products. We put our customers first and focus on delighting our customers at every touchpoint.

Values

- Diversity
- Innovation
- Community
- Quality
- Sustainability

Company Marketing Objectives

1. Increase engagement rate on social media by asking for feedback.
2. Increase brand awareness on all channels by posting higher-quality content.
3. Generate more sales by optimizing mobile applications and website.

Marketing Strategies

Current Strategies

The first marketing strategy that I will discuss is the **social media marketing** strategy. Bath & Body Works does a great job at utilizing social media to our advantage. We

regularly post content that includes a mix of images, videos, and infographics. We use relevant content, bright images, and emojis to keep our audience engaged.

The next marketing strategy that we currently use is **search engine optimization** on our website. Our website has relevant key words, high-quality images, and well-written content. It's easy to navigate so users feel more inclined to engage with us. This allows us to maintain our competitive advantage by using organic search strategies.

The last marketing strategy we use regularly is **email marketing**. We use this strategy to inform customers of sales, new products, and send them coupons. The emails are optimized for mobile and desktop viewing. It works great for conversions because customers are inclined to shop in-store, or online so they can use the sales and coupons to their advantage.

Recommended Strategies

The first strategy I recommend for us to use is **influencer marketing**. This strategy can be used on social media to boost engagement and brand awareness. This is a great way to use influencer marketing because many of our customers are on social media platforms. It also allows us to extend our reach by collaborating with individuals that our target market interacts with. Consumers feel more inclined to buy products recommended by a trustworthy source.

The second strategy I recommend we use is **SMS marketing**, or text message marketing. This strategy is useful because it improves engagement and encourages brand loyalty. It allows our customers to see brief text messages about current promotions. It can also help our conversion rate.

Evaluation of Strategies

- Tracking our **engagement rate** helps us see how our target market reacts to influencer content. Examples include likes, shares, comments, reactions, and retweets on social media.
- Comparing our **followers** from before, during, and after our influencer campaign helps us see how much growth we have accomplished.

- Effectively measuring the CTR or **click-through-rate** for SMS marketing and influencer marketing is useful. It helps us see how many people clicked on a specific link that is used to generate leads and conversions.
- It's important that we keep track of **undeliverable text messages** and **opt-outs**. This helps us see identify areas of improvement in our SMS marketing strategy.
- We will measure our **conversion rate** for both strategies. This helps us see how well we did. It allows us to measure our performance and make the necessary adjustments.

Search Strategy - Part I

Target Customer

Gender: Female

Our target market is primarily female for a few reasons. Women enjoy smelling good, and they enjoy leisurely shopping. They buy the gifts when holidays come up. Women prefer saving money more than men.

Age: 25-40 years old

Our products are focused on middle-aged females. Our scents are brighter, and more vibrant than traditional musky perfumes that older women may prefer. This age group has more disposable income than younger females.

Income: \$30,000 to \$50,000 annually

It's important that our prices and discounts are tailored around the right income level. Our products are high-quality at an affordable price. We meet their demands and serve them better at this income level.

Target Keywords

- **Bath & Body Works Deals** – Adding a money-saving reference will convince customers straight to our website.
- **Gifts for Women** – Customers love to shop with us for gifts. Women are the primary gender that love our products.
- **Affordable Fragrances** – Our fragrances are not cheap, but affordable.
- **Affordable Scents** – Scents is another way of saying fragrances.

Negative Keywords

- **Expensive Perfumes** – We only carry a small selection of perfumes, but they are not expensive.
- **Expensive Gifts** We sell gifts for every income level, but our products are not expensive.
- **Wax Melts** – These are like candles, but we do not carry wax melts.
- **Cheap Scents** – The scents we carry are not necessarily cheap. We focus on quality at an affordable price.

Search Strategy - Part II

Other Targeting Factors

Geographic Region: United States

This is an important targeting factor to consider because consumers' characteristics and shopping habits change from region to region. We should create content that aligns with our customers' wants and needs. Culture varies from region to region, so we should keep that in mind as well.

Industry: Retail - Beauty, Cosmetics & Fragrance

Retail is one of the best industries to be a part of because it allows consumers to have access to the things they want and need. Fragrance is a popular category to target because women make up the majority of the consumer market.

Not Using: Entry By Competitors

Our existing competitors are well-established, and their prices are often higher. New competitors consist of local scent shops. They are small business and have higher prices. Our products are high-quality and unique. We maintain the affordability of our products to meet our customer's needs. Our great reputation and loyal customers help us succeed in our market.

Source: [Brand2Global](#)

Appendix

Search Ad Visual

Headlines
Who doesn't love affordable body care?
Saving \$ on body care has never been easier!
Are you looking for the best deals on body care?
High-quality products at affordable prices is our specialty!
Look & Smell good with our new scent collection!

Descriptions
We love helping you save \$ Click here to see the latest deals on the best products we have to offer!
At Bath & Body Works, we put our customers 1st. We love delighting you with the best scents at the best prices! Shop Now
Are you on a budget, but you need some self-care? Check out this season's most popular fragrances! See Offers
Save 20% on your next purchase with us! We have the best body care there is to offer. Learn More
Our products were made for you! We have 100+ fragrance options to explore. Find what's best for you. Shop Now

Graphics



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