

December Success Plan

Bundle Up the Joy

Focus

Make holiday shopping easy, fun, and meaningful for all

Invite

7 Last Minute Gifts for Ultimate Pampering

- with Laurie Langill

LIVE on Tuesday, December 3

5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET

Captivate

Invite all your connections to shop last minute gift ideas to pamper everyone on their list, LIVE on Tuesday, December 3rd, with Laurie Langill! Attract new customers by encouraging all your yes RSVPs to invite friends to watch with them.

Connect

Run a "10 Days of Joy" Gift Shopping Event

Start on 12/2 (day 2 is the public live event) and highlight a daily gift idea in Stories. Use poll stickers to increase engagement and identify interest. Add the link sticker to increase conversions.

Jump Start January, in December

Invite friends and followers to host a "Cheers to a New Year" Event (in person or via L'BRI LIVE Shopping) to learn about wellness and skin care products.

Identify New Year Skin Care Goals

Take a poll or post a question, "What are your skin care goals for the new year?" Follow up via messenger by sharing a helpful shoppable video or blog article.

Convert

Offer a "Holiday Gift Concierge Service." Ask about the people on their gift list, including budget range, and make suggestions that take the stress out of holiday shopping.

Trending Holidays

Month of Giving

12/2: National Build Joy Day

12/3: Giving Tuesday

12/9: National Christmas Card Day

12/12: Gingerbread Decorating Day

12/14: Free Shipping Day

12/15: Ugly Sweater Day

12/18: Bake Cookies Day

12/25: Christmas & Hanukkah

12/26: National Thank You Note Day



See page 2 for your L'BRI LIVE content plan, including email copy!

L'BRI LIVE Shopping Content Plan

Week 1



12/3 LIVE event:
Attract new customers

Hook: Stop Looking,
Start Gifting: Watch
LIVE to Discover 7 Gifts
to Pamper Loved Ones

Email Subject:

7 last minute gifts to pamper your loved ones

Email Body: Hi there (name)

- ☐ If you're scrambling for last minute gift ideas to pamper your loved ones, don't worry - I've got you covered. You're invited to a special livestream event that might make you the best gift giver of the year! Watch, "7 Last Minute Gifts for Ultimate Pampering", LIVE on Tuesday, Dec. 3 at 7:30 PM CT <insert invite from the app>
- ☐ If you miss it, tap the image to see the replay. Need a reminder?

Week 2



Host Bonus
Spotlight

Hook: Cracked, dry, or
dull? Winter's no
match for these
hydration heroes!

Email Subject:

Keep your skin hydrated, no matter how cold it gets

Email Body: Hey, (name)

- ☐ Brrr, it's getting chilly out there, isn't it? And just like you layer up in cozy sweaters, your skin is craving some extra layers of hydration, too. That's why I'm going live on (date/time) with my top picks for "Winter Skin SOS." Tune in here <insert link> and share with a friend. Let's stay glowing all winter long!

Week 3



Wellness Products
Showcase

Hook: 3 Wellness
Essentials to Kickstart
Your Best Self

Email Subject:

Thinking about kickstarting your best self?

Email Body: Hi, (insert name)

- ☐ Holiday stress is real m'friend, which is why I'm helping you kickstart your wellness goals. Watch my "Wellness Showcase", LIVE on (date/time), to learn about 3 essentials that can help plump your skin, support digestion, and transform dull, damaged hair. We'll explore everything from ingredients to a yummy smoothie recipe.
- ☐ Watch here <insert link to live> If you can't watch LIVE, email me back to get the tutorial. Cheers to your best self!

Week 4



Skin Care Routine
101 Session

Hook: Back to Basics:
What *Really* Works for
Your Skin Type

Email Subject:

Simplify your skincare: LIVE "101" Session

Email Body: Hey (insert name)!

- ☐ Ever feel overwhelmed by all those skincare products cluttering up your counter? Not sure what to use, when, or how? Let's sort it out together! This week, I'm going LIVE to dive into Skin Care 101, and you and your friends are invited to join the fun! Tap here <insert link> to tune in on (date/time) and discover a simple skin care routine for your skin type. Can't make it live? Reply back to see what you missed. "See" you in the chat!