March Success Plan

Masque Madness

Focus

Start two **new** conversations every day and track them. Be sure to do relational followup.

Invite

Search "LIVE" in the Connect App for Invitation

SPA DAY IN A BOTTLE

with Jessica Kane

LIVE on Thursday, March 6

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

Captivate

Post a personal before and after with the caption: "Can you spot the difference? •• " Don't share what product you used in the beginning, instead the goal is for them to say "tell me more".

Connect

Hosts

Ask 4 people "Would you like a free virtual or in-home spa event for you and your friends?" If virtual - mail a free sample to guests before event.

Community

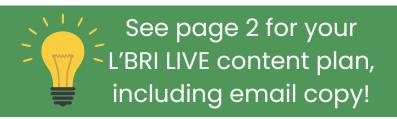
Offer a complimentary GLOW UP Session by inviting people to say "YES" to discover the best masque for their skin concerns. Schedule a video chat via L'BRI LIVE or meet in-person.

Inactive Customers

Open PULSE in your Connect app and use the message template to reconnect with 4 customers.

Convert

Save \$4 off our four best selling facial masques during March Masque Madness. Plus! Get double free samples with orders over \$75



Trending Holidays

March is National Nutrition Month

Talk about health inside and out.

Sat 3/8 International Women's Day Talk about host opportunity/friendships.

Sun 3/9 Daylight Saving Time Begins Fri 3/14 World Sleep Day Wed 3/19 National Let's Laugh Day Talk about laugh lines.

Thu 3/20 First Day of Spring

Connect App Email Marketing Plan









Email Subject: Your Glow Up Awaits 🎁

Email Body: Hi (name), our company is having a virtual Spa Day in a Bottle L'BRI LIVE event and there are sure to be surprises and prizes. You can watch LIVE with me or reply back to schedule a complimentary Glow Up session! <add media - L'BRI LIVE 3/6 invite graphic>

Email Subject: Do you struggle with Retinol too?

Email Body: (Name), do you struggle with retinol being too harsh for your skin too? We launched a new masque that is a retinol alternative and you can save \$4 right now. Here's the replay of the LIVE to learn more: <add media - Shoppable Video: Love at First Sight Replay LIVE>

Email Subject: Spa Day Host Bonus Goodies! 🐨

Email Body: Slippers, exfoliators, and goodies OH MY! <name>, our host bonus and specials for March are incredible. When can I treat you and the gals to a 30-min virtual spa day?! <add media - March Host Bonus video>

Email Subject:
You're invited to the LIVE Replay

Email Body:(Name), did you miss our March L'BRI LIVE? It was SO good and all about how to turn every day into a SPA DAY. Here's the link in case you missed it! <add media - 3/6 LIVE REPLAY link>